

ELEMENTS AND PRINCIPLES OF TWO-DIMENSIONAL DESIGN



Composition or Design:

Combination of multiple parts into a harmonious whole using Elements & Principles of Design.



Elements of Design:

- **Line**
- **Shape**
- **Texture:** surface quality (exists in all art).
- **Value:** the **relative** lightness or darkness reflected from a surface (context).
- **Color**

Line

- a point in motion



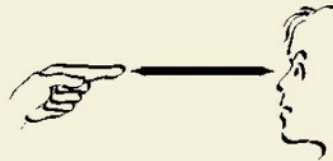
- a series of adjacent points



- a connection between points



- an implied connection
between points



Line Quality: Orientation, Direction, Continuity, Media

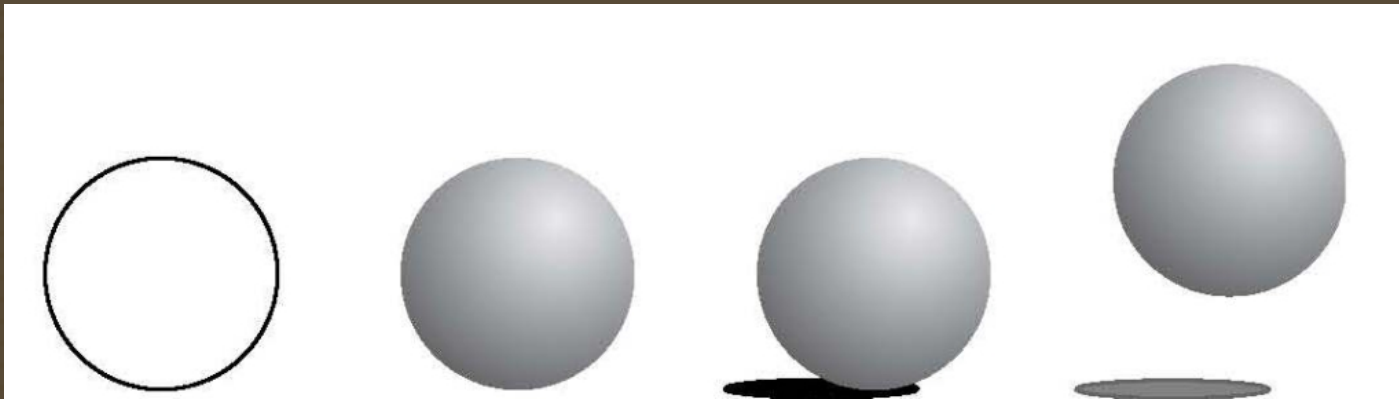
Shape

SHAPE:

1. A flat, enclosed area created by connecting lines, or surrounding an area by other shapes.
2. Implied through boundaries defined by color, texture, value or directional variations.

Form: (volume)

Actual or implied three-dimensional shapes.



Types of Shape

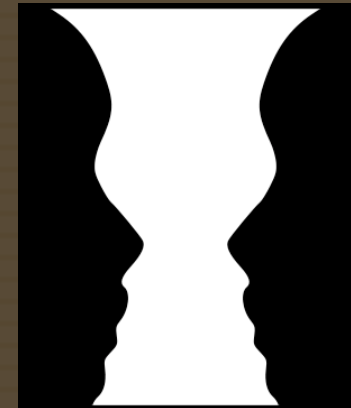
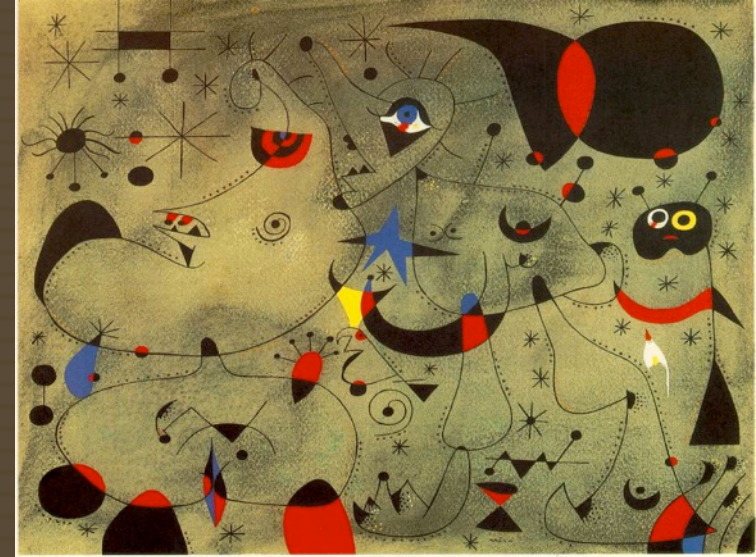
Format or Picture Plane is defined by:

Positive shape (figure):

the dominant or foreground shape(s)

Negative shape (ground): the surrounding or receding shape(s)

Figure/ground reversal: positive & negative shapes alternate or interchange



Texture

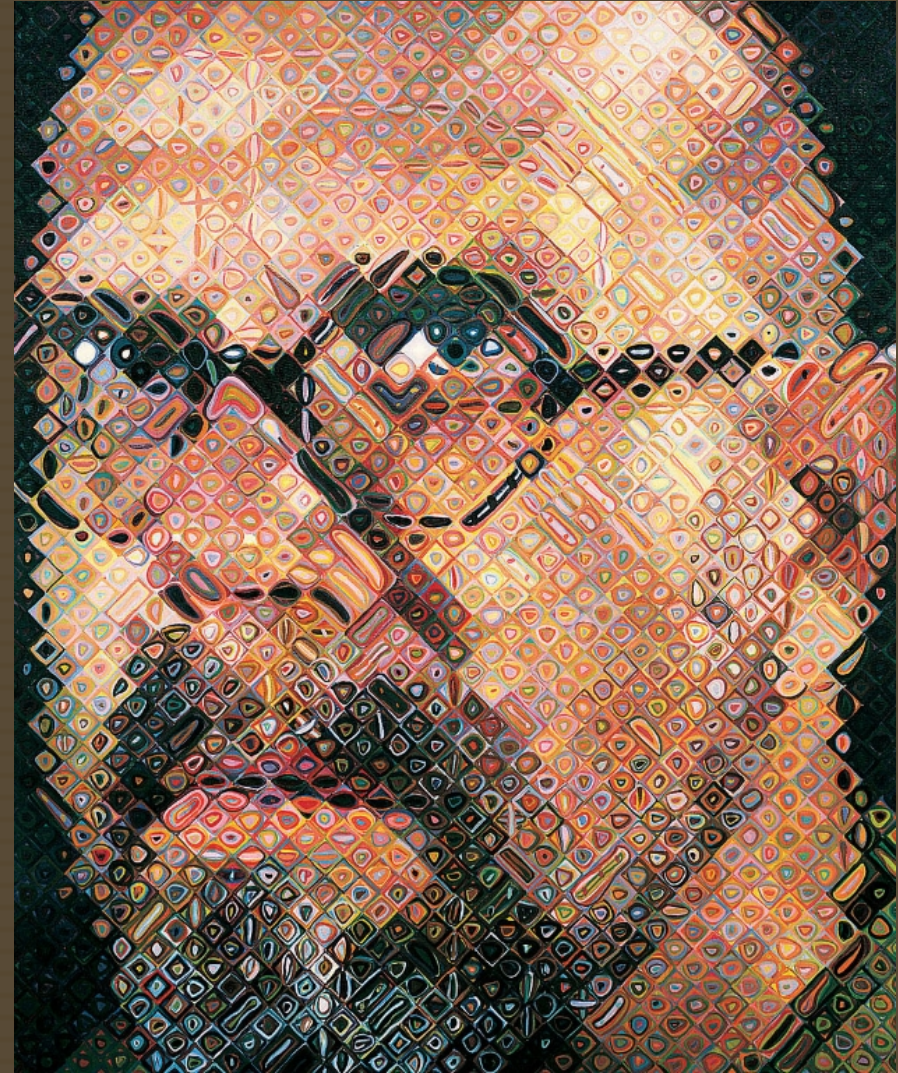
TEXTURE definitions: surface quality (exists in all art).

Types of texture:

Physical (Actual, Local or Tactile): can be felt.

Visual (Implied, Illusory, Trompe l'oeil): descriptive simulation.

Interpretive or Invented: symbolizes or depicts the essence as opposed to imitating.



Value

VALUE : the **relative** lightness or darkness reflected from a surface (context).

Value scale: a series of graduated values.

Contrast & value distribution: full range, high key, low key, high contrast.



Design Principles

- Set of rules used to combine elements of design to create composition
 - Unity
 - Balance
 - Scale and proportion
 - Rhythm
 - Emphasis



Cornerstones of visual communication: Unity & Variety



- **UNITY:** Oneness, or wholeness, in a design that occurs when all parts work together to create a cohesive whole.
- **VARIETY:** Sense of differences.

Unity: Gestalt

Unity Involves Gestalt methods:

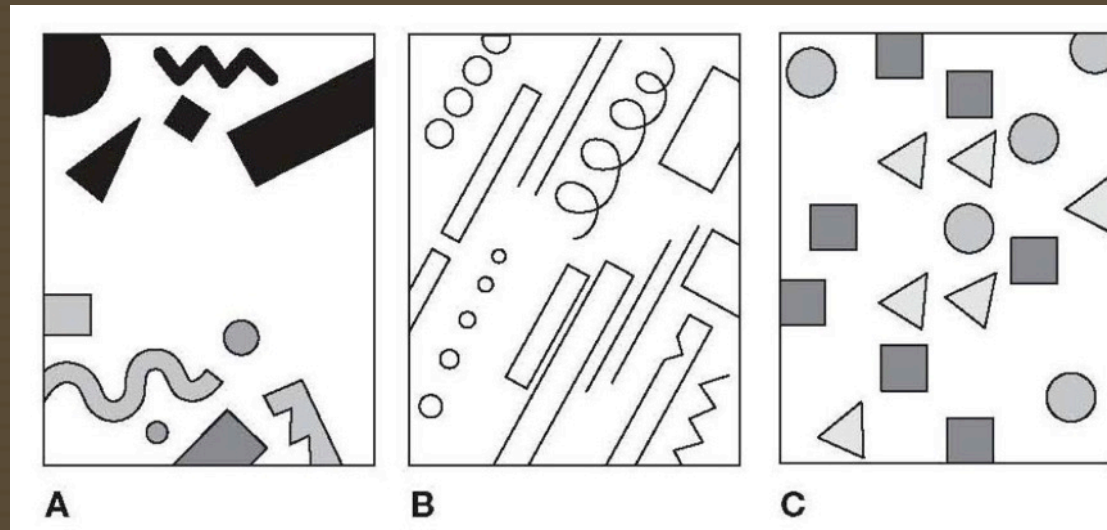
- Grouping
- Containment
- Repetition
- Proximity
- Continuity
- Closure
- Combining Gestalt Principles



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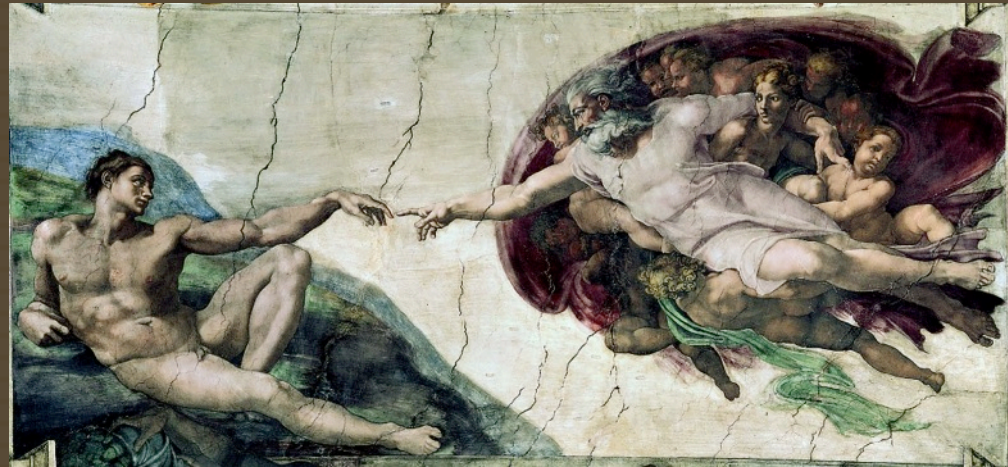
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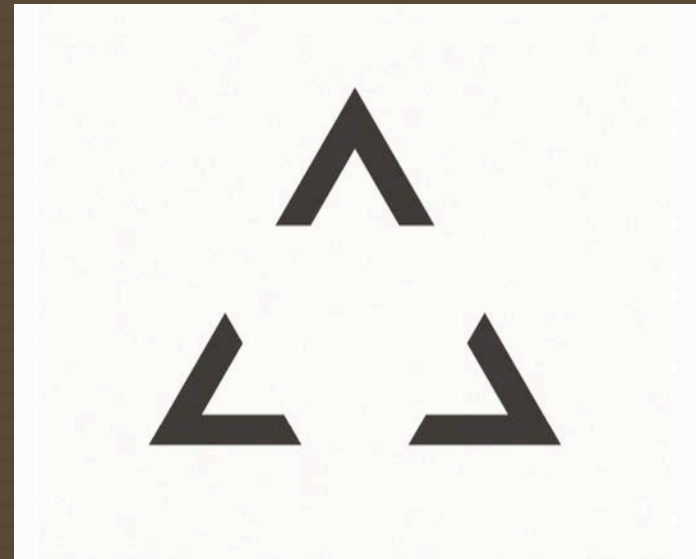
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Unity Involves Gestalt methods:

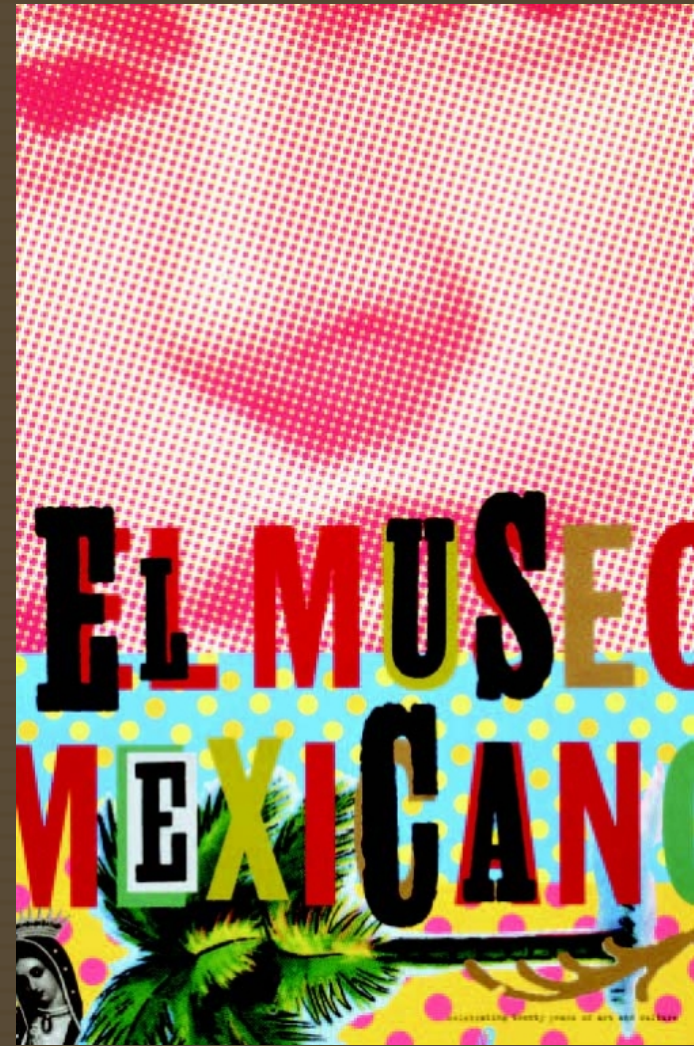
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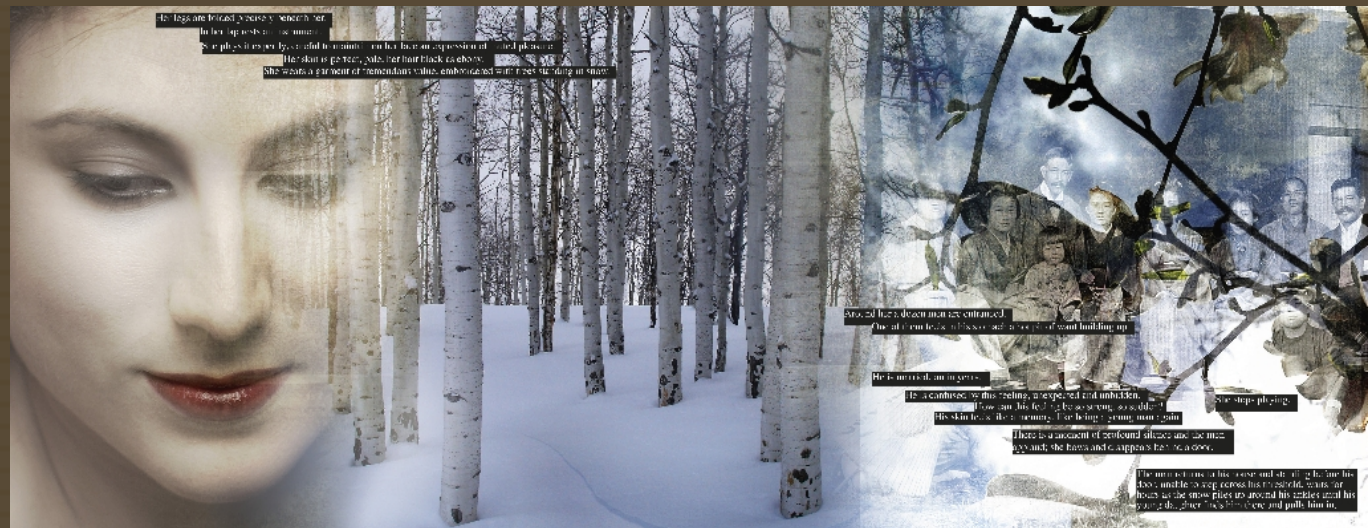
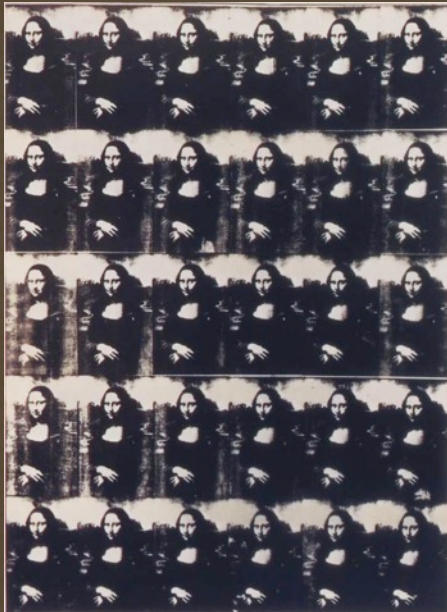
- Grouping
- Containment
- Repetition
- Proximity
- Continuity
- Closure:
- Combining Gestalt Principles



Patterns and Grids

Pattern: Visual elements systematically repeated over an extended area.

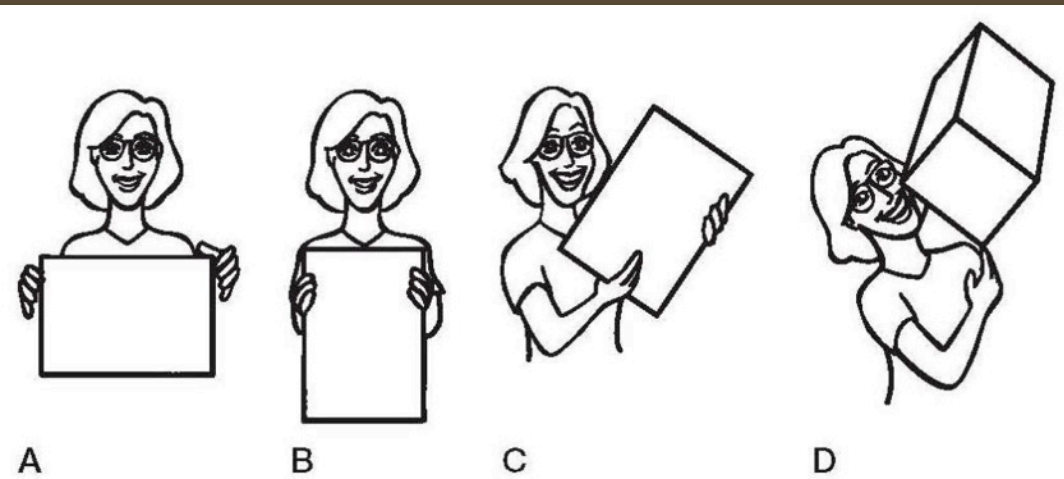
Grid: A series of intersecting lines.



Balance

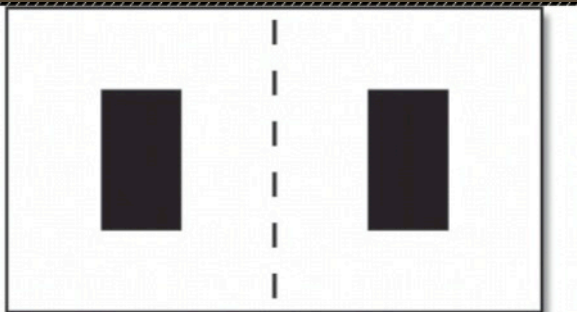
Balance: A sense of equilibrium among compositional units.

Weight & Gravity: The inclination of shapes to float or sink; the relative importance of an element.

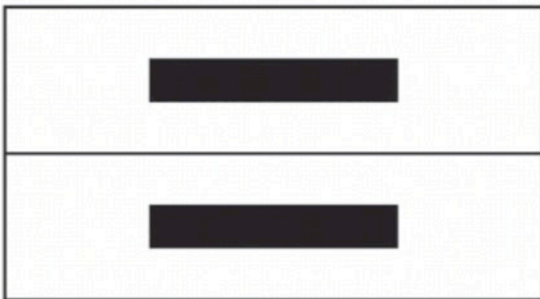


Balance

1. **Symmetrical:** mirrored imagery on either side of a central axis.
2. **Approximate:** similar imagery on either side of a central axis.



A

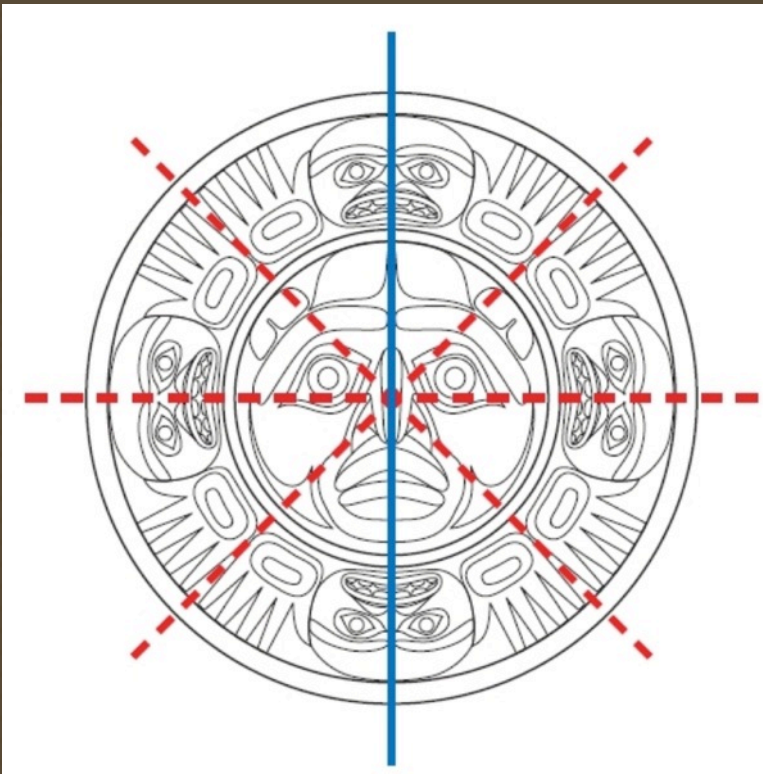


B



Balance

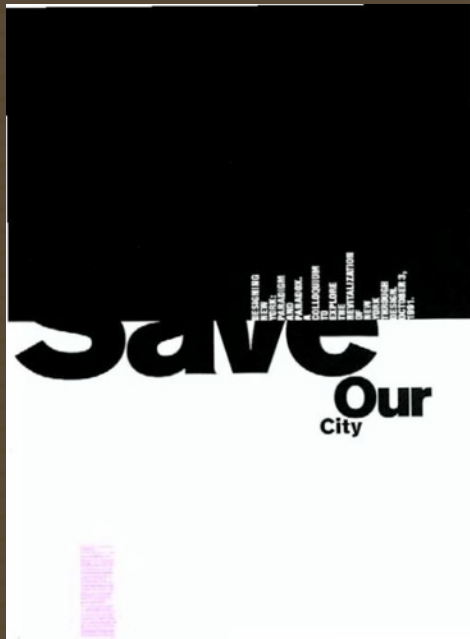
3. **Radial:** images are mirrored both vertically and horizontally.
4. **Asymmetrical:** imagery is not mirrored.



Scale and Proportion

Scale: size relationship between two separate objects (often our own human size).

Proportion: comparative, or relative, relationship between the parts to a whole within one image.



Rhythm

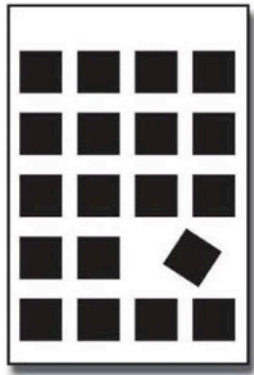
Rhythm: Sense of movement created by repetition of multiple units in a deliberate pattern.



Emphasis

Emphasis: Special attention given to some aspect of a composition (focal point).

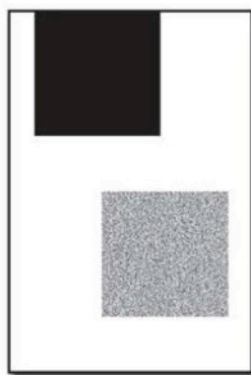
- **Isolation (anomaly)**
- **Placement**
- **Contrast**



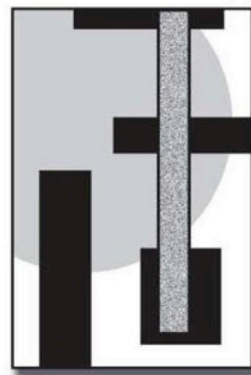
A



B



C



D

