

PROJECT LEAD THE WAY

**PLTW**

# The Elements of Design

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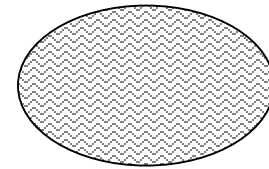


- Six integral components in the creation of a design
  - Line
  - Shapes & Form
  - Color
  - Light & Shadow
  - Space
  - Texture

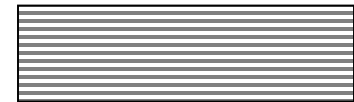
# Line

- Can be straight, curved, horizontal, vertical, or diagonal
- Produces a sense of movement

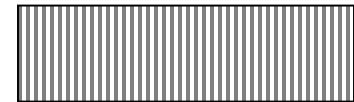
Curved —————> Graceful flow



Horizontal —————> Increases length



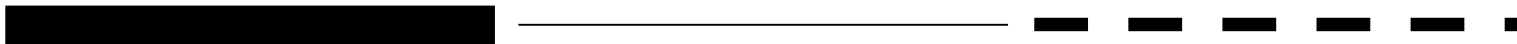
Vertical —————> Increases height



Diagonal —————> Shows a transition



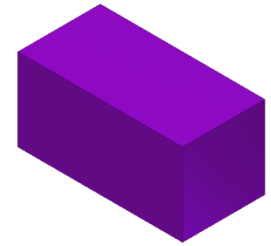
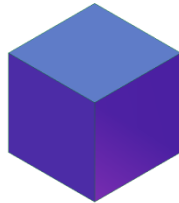
- Can be thick, thin or broken



# Shapes and Forms

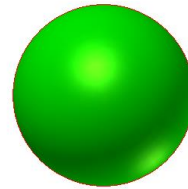
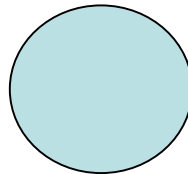
- The shape is the 2-dimensional outline of an object; forms are 3-dimensional versions of the shape.
- Some examples of specific shapes and forms are:

- Squares



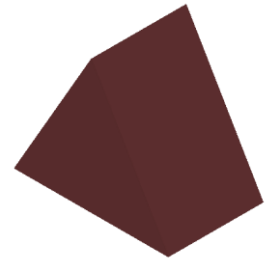
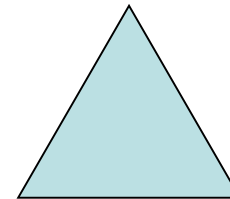
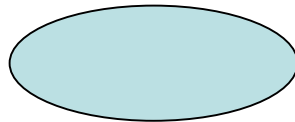
- Rectangles

- Circles



- Triangles

- Ovals



# Color

- Provides definition, interest, variety, and attracts attention
- Each color may evoke a sense of different feelings, such as

Red —————> Warm 

Yellow —————> Attention 

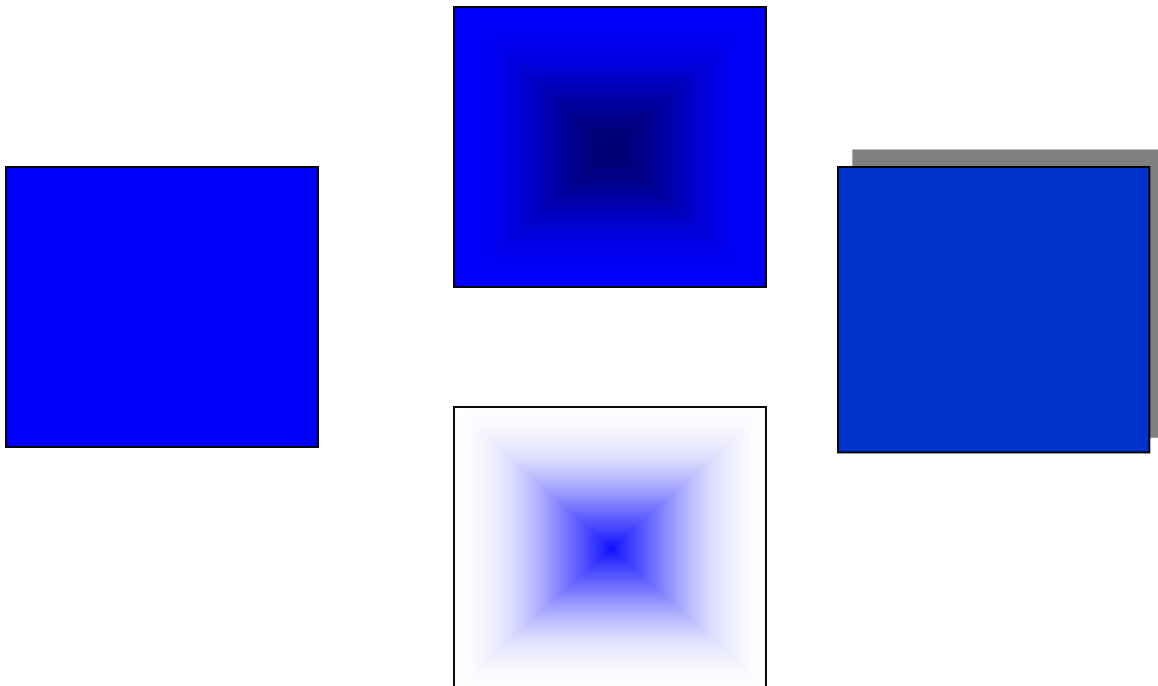
Green —————> Lessen tension 

Blue —————> Cool or formal 

Violet —————> Mystery 

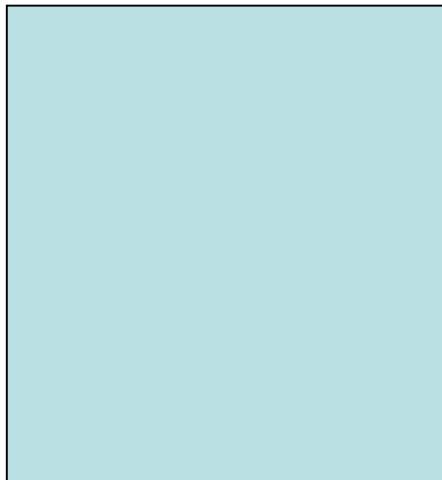
# Light and Shadow

- By using various combinations of light & shadow, you can create a sense of depth.

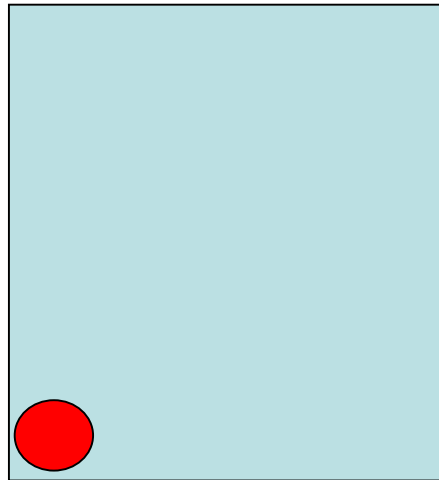


# Space

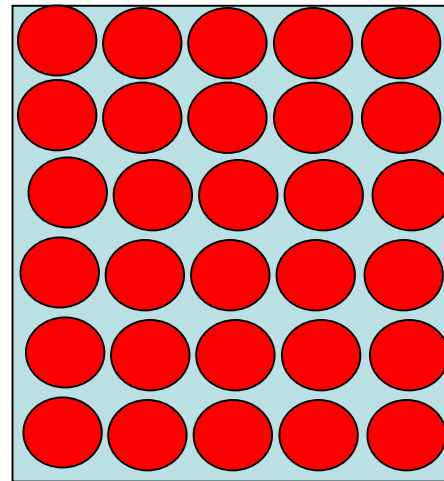
- By incorporating the use of space in your design, you can enlarge or reduce the visual space.



Empty Space



Lots of Space



Out of Space

# Texture

- The use of various patterns combined with appropriate colors can visually simulate various materials.

