

Elements of Design

Color, Line, Shape, Texture, and Space

Elements

The elements of design are the _____, the _____, the building blocks of _____.

Elements are like the ingredients in a recipe, the parts of a car or the notes in music. On their own, these elements may do little, but put together _____, they create a cake, a Corvette or an _____.

The elements of design include line, shape, color and texture. Put together skillfully, they create effective _____ communication.

Line

A line is:

- A mark that has _____, but little width
- A large number of connected _____
- A moving point
- A line can have different qualities – it can be _____ or _____, thin or thick, loose or precise, _____ or _____, expressive or controlled.

These qualities create different feelings: a curved line feels _____ and _____, while a straight line feels _____ and _____. A delicate line feels _____ and _____, while a bold line feels _____.

A _____ reminds us of a calm horizon or a person lying down; it evokes feelings of quiet and rest.

A _____ makes us think of a skyscraper or a person standing straight and tall; it feels strong and aspiring. Since a vertical line contains potential for activity, it creates a more energetic feeling than a horizontal line.

A _____ is like a bolt of lightning or a person leaning forward poised to run; it conveys energy and movement. Diagonal lines are the most dynamic type of line.

A _____ is a line that twists and turns in different directions.

Not all lines are actual lines; sometimes we _____ lines that are not really there. Implied lines are created by a series of points, such as a _____ line or a _____ of _____ lined up in a row.

Psychic lines are _____ real lines at all, but instead are lines we sense or feel; for example when a figure's eyes are _____ in a specific direction or when a line or shape is pointing at something.

Line of Clothing

Line is a distinct elongated mark that _____ the eye up and down or around an object.

Construction details of a garment create lines like _____, _____, _____, etc.

Shape

A shape is:

- An area defined by a _____
- An area created by color, value or texture
- An area created by _____ shapes
- A shape is a two-dimensional _____; it has height and width but no depth.
- A mass or volume is a three-dimensional _____ (or is perceived as such); it has height, width and at least the appearance of depth.

_____, such as circles, squares, triangles and rectangles, are based on mathematics and have straight edges and regular curves. Straight edges and angled lines create rectilinear shapes. Curves and rounded forms create curvilinear shapes.

_____, or organic, shapes are found in nature, for example rose flowers, tree branches or bamboo leaves.

_____, or stylized, shapes are natural shapes that have been altered or simplified to reflect the essence, rather than the actual representation, of an object.

_____, or nonrepresentational, shapes are not derived from any specific element or elements; they represent nothing other than the pure shapes we see.

Shape of clothing

Shape, or the silhouette, is the overall _____ or _____ of a garment. Shape can be a three dimensional form. There are _____ basic shapes in fashion. _____ or tubular shape; bustle shaped, which is where the back is _____; and _____ shaped, which is like a bouffant.

Color

Color is:

- A property of _____
- Visible when light is emitted or _____
- Determined by the _____ of light

The three properties of color are hue, value and saturation.

- _____ refers to the pure state of a color; it is the _____ we give a color, such as red or blue.
- _____ refers to the _____ or _____ of a color.

Adding _____ to a hue creates a _____ value (a tint); for example, adding white to red creates pink. Adding _____ to a hue creates a darker _____ (a shade); adding black to red creates maroon.

The temperature of a color refers to how _____ or _____ a color feels to us.

- The warm colors _____, _____ and _____ remind us of fire and sunlight; they create a sense of warmth in an image.
- The cool colors _____, _____ and _____ make us think of water and plants; they create a feeling of coolness in image.
- Warm colors tend to feel _____ and more energetic, while cool colors seem _____ and more relaxed.

Color Schemes

Color schemes are _____ of colors that work well together.

The _____, which is a visual representation of the subtractive primary, secondary and tertiary colors, forms the basis for color schemes.

- A _____ color scheme involves variations in value of a _____ hue. Monochromatic schemes are very well-unified, but lack variety.
- An _____ color scheme uses _____ colors on the color wheel, as well as their tints and shades. Analogous color schemes are well-unified, but have more _____ than monochromatic scheme.
- A _____ color scheme uses colors that are _____ each other on the color wheel (known as complements). When complements are mixed together (mixing yellow and purple paint, for example), they desaturate or neutralize each other, but when they are placed next to each other they _____ and _____ each other.

Color of Clothing

Color may be the most important element of _____. Costumers buy garments and accessories based on _____. There are _____ dimensions of color. **Intensity** of the color, meaning how _____ or _____ the color is. The **value** of the color means the _____ or _____ of the color. Last is **hue** which means the quality of the _____ or _____ of the color.

Texture

Texture is:

- The quality of a _____
- Roughness or smoothness
- The sensation of a _____ surface

_____, or tactile, texture is texture we can actually _____ by touching a surface. In visual design, actual texture is in the feel of the canvas or the surface of the paper. Actual texture can be created by the thickness of the paint or through collage.

_____, or simulated, texture can't actually be felt by touch. It is texture we see rather than feel, but we _____ it tactilely.

Visual textures can be created by copying the value _____ of actual _____; the darks and lights are used to suggest the three-dimensional _____ of a surface. Visual texture can also be created by _____ marks or shapes. Letters and words (text) on a page create a visual texture and changing the size and spacing of the text changes the look and feel of the texture.

Texture of Clothing

Texture is how the surface _____ and _____. It is also the method of fabric _____ like yarns, and fibers determine the texture. Is the texture _____, dull, rough, _____, delicate, shaggy, or flat? Texture affects the _____ of the shape of the garment.

Space

Negative Space

- _____ spaces surrounding shapes and forms

Positive Space

- Space in an artwork that is positive; _____ with something, such as lines, designs, color, or shapes.