

# DESIGN

the Elements



NAME \_\_\_\_\_

HOUR \_\_\_\_\_

## THE MAIN POINTS

*Design is the task of arranging parts or elements to make a creation.*

### LINES

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- Vertical Line* Anything taller than it is wide. Represents dignity, formality, stability, strength, permanence
- Horizontal Line* Anything wider than it is tall. Represents peace, calm, relaxation
- Diagonal Line* Anything that is tipping or leaning. Represents activity, action, moving, excitement
- Curve* Anything that bends or twists. Represents natural, free, soothing, softness

### SHAPE

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*Shape* can be symmetrical or asymmetrical. In the natural world things can be either but human designs are likely to be symmetrical. We feel uncomfortable with imperfection and tend to try and change things so they are symmetrical.

### TEXTURE

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- Texture* How a surface feels when we touch it.
- A *smooth surface* reflects more light and, therefore, is a more intense color.
  - A *rough surface* absorbs more light and, therefore, appears darker.
- Patterns can give smooth items a textured look.

### COLOR

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- Color* has the most immediate and profound effect.
- Where does it come from?* Color comes from various wavelengths. The color being seen is the color that is not absorbed and reflected back to the eye.
- *Warm Colors* - Reds, oranges, yellows = HEAT
  - *Cool Colors* - Blues, purples, and often greens = RECEIVERS
- Colors can affect how humans feel and act.

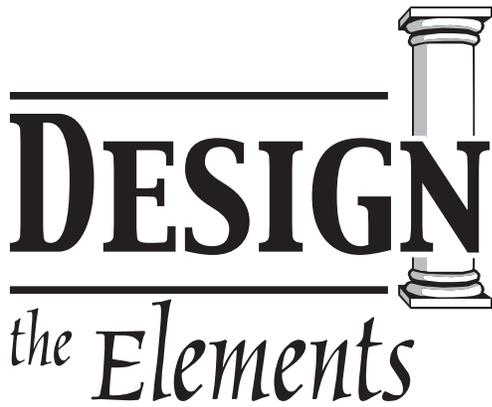


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## ASSIGNMENTS

### ASSIGNMENT #1

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You have just been hired to design men's ties for Bloomingdale's. On paper, design 5 ties keeping in mind the importance of texture, color, lines, and shape. Write a paragraph about each tie explaining how your choice of design elements adds to the overall effect that you were striving for in designing each tie.

### ASSIGNMENT #2

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Find a picture of an ancient Greek or Roman structure. Using what you learned in the video, describe the various lines used in the structure and what they signify. Are some used more than others are? How do the lines add to the impact of the work?

### ASSIGNMENT #3

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In the video we learned that texture can affect how colors appear. Search around your house or yard and bring in three examples of items that are the same color but appear slightly different simply because they are different textures.

### ASSIGNMENT #4

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In the video we learned that color has the most immediate and profound effect on design. Keep a journal of the clothes you wear for one week, specifically the colors you choose to wear. Keep notes on your mood each day, the events of the day you may have had to dress specifically for, and anything else which may have helped determine why you chose to wear what you did. At the end of the week summarize your results. How did color play a role in what you chose to wear? Did you choose certain colors based on your mood? Did your mood change based on certain colors? Did the colors affect how you acted? What do you think each color signified?

### ASSIGNMENT #5

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Make an original, creative design. Keep in mind all the elements discussed in the video — lines, shape, texture, and color. There are no guidelines as to what you can use to make your design. All that is required is that you can explain each of the elements you chose to use and why. When you are finished, write a description of your design and how each element adds to its overall effect.



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## VIDEO WORKSHEET

1. Designing is the task of \_\_\_\_\_
2. The four elements of design are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
3. List the four types of lines and the suggested characteristics of each.
  - a) vertical \_\_\_\_\_
  - b) horizontal \_\_\_\_\_
  - c) diagonal \_\_\_\_\_
  - d) curved \_\_\_\_\_
4. How do symmetrical and asymmetrical shapes differ? Which one of the two do people most often seek in their designs? Why?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Texture is \_\_\_\_\_
6. How do smooth and rough textures affect the way we perceive color?  
\_\_\_\_\_  
\_\_\_\_\_
7. What is unique about the color of an object that we actually see?  
\_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_ colored light wavelengths are longer and \_\_\_\_\_ colored light wavelengths are shorter.
9. Dark colors absorb \_\_\_\_\_ light waves than light colors.
10. How do warm and cool colors differ in the way they affect our mood?  
\_\_\_\_\_  
\_\_\_\_\_

# DESIGN

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# VIDEO WORKSHEET

1. Designing is the task of arranging the parts or elements of something to make a creation.
2. The four elements of design are line, shape, texture, and color.
3. List the four types of lines and the suggested characteristics of each.
  - a) vertical strength, stability, formality, dignity, allusion of height
  - b) horizontal restfulness, relaxation, peacefulness, calm, allusion of width
  - c) diagonal movement, activity, excitement
  - d) curved coziness, comfort, naturalness, delicateness
4. How do symmetrical and asymmetrical shapes differ? Which one of the two do people most often seek in their designs? Why?  
Symmetrical shapes correspond or match on opposite sides of a median dividing line. Asymmetrical shapes do not match. People tend to seek symmetrical shapes in their designs because they are easier to identify and remember, and they "feel" more comfortable.
5. Texture is how a surface feels to your touch or how it looks like it would feel if you were to touch it.
6. How do smooth and rough textures affect the way we perceive color?  
Smooth textures reflect light and look brighter, shinier, and more intense.  
Rough textures absorb more light and look darker and duller.
7. What is unique about the color of an object that we actually see?  
All objects absorb light waves and each color has a specific wavelength. The color we actually see is the only wavelength that is not absorbed by the object.
8. Warm colored light wavelengths are longer and cool colored light wavelengths are shorter.
9. Dark colors absorb more light waves than light colors.
10. How do warm and cool colors differ in the way they affect our mood?  
Warm colors tend to make people more outgoing and interactive.  
Cool colors tend to make people less outgoing and less interactive, and increase concentration.