

Digital Visual Design

Semester 1 | Level 4

Lecture 3

Subhan Ali





Elements of Visual Design



Dots & Points

Points are the simplest element of visual design. Dots are the building blocks of everything else. A dot is a point of focused attention. Dots anchor themselves in space and provide a reference point relative to the other forms and space around it.

Dots establish a relationship with the space around it. The two most important relationships formed are the proportion of the dot and the space around it and the position of the dot within that space.



Dot is the smallest element in visual language.



Calmness



Arrives/Enters



Going Out



Flies



At Rest

What happens when there are two dots?

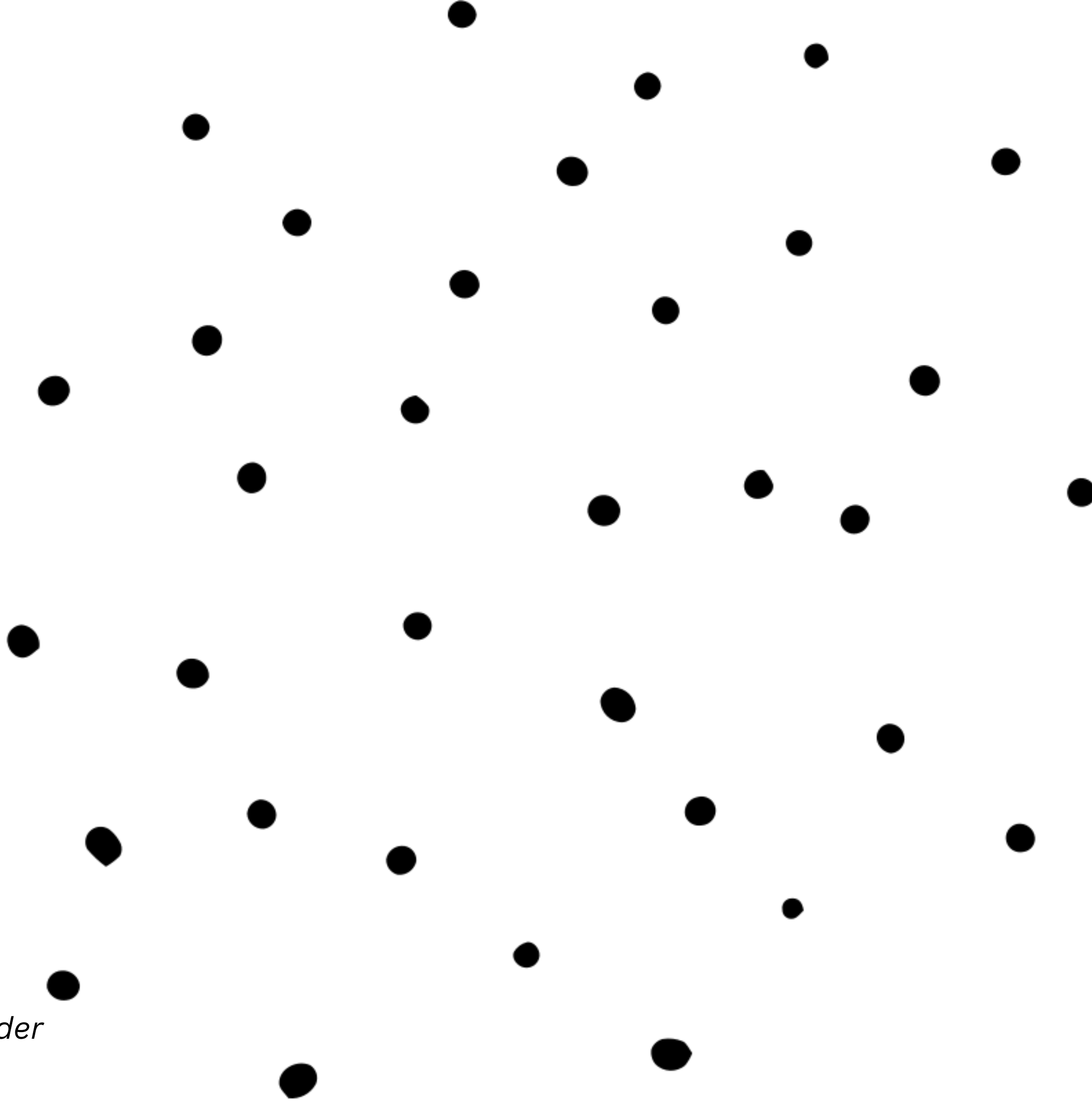


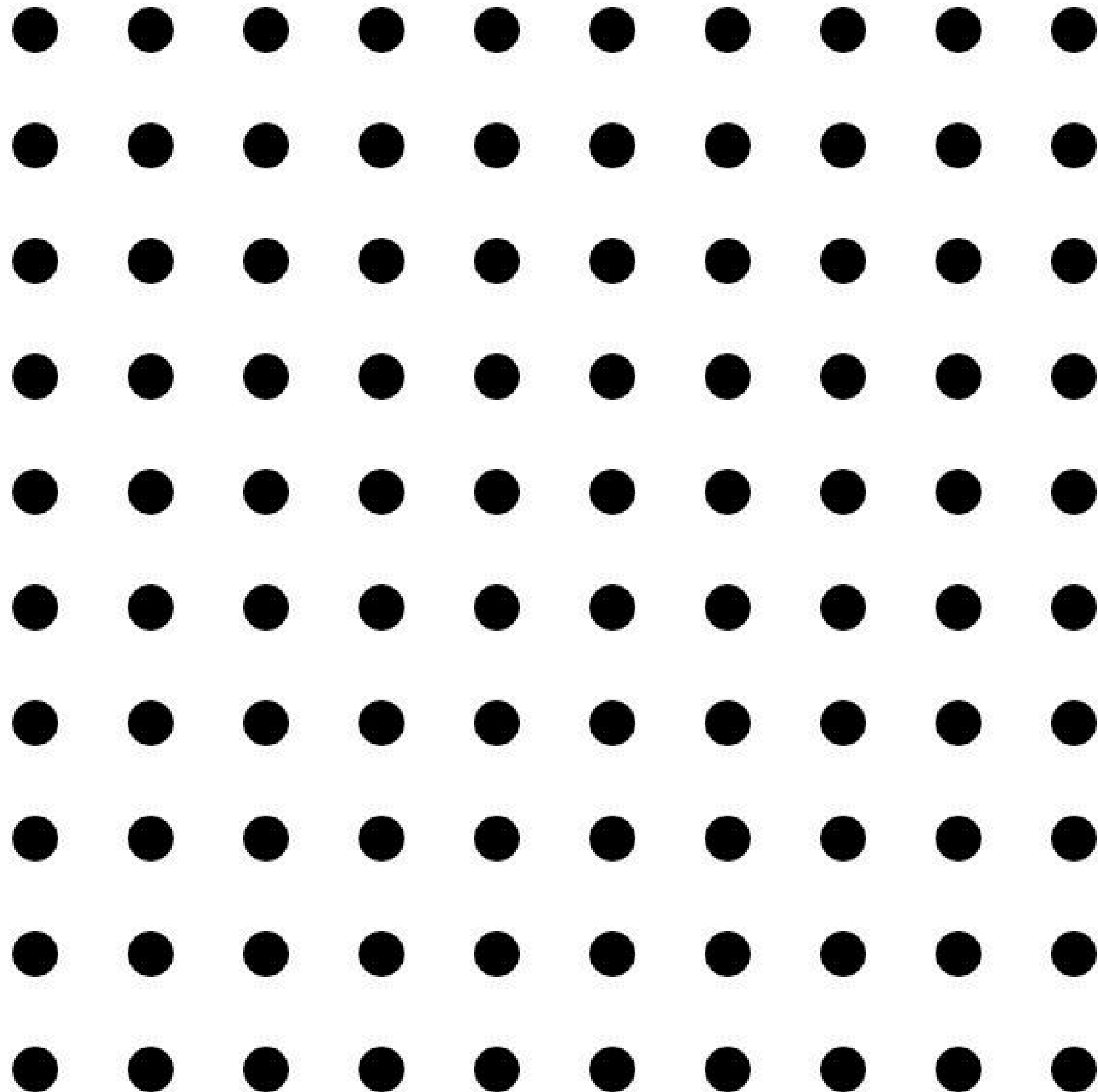
Tension/Line

Tension increases



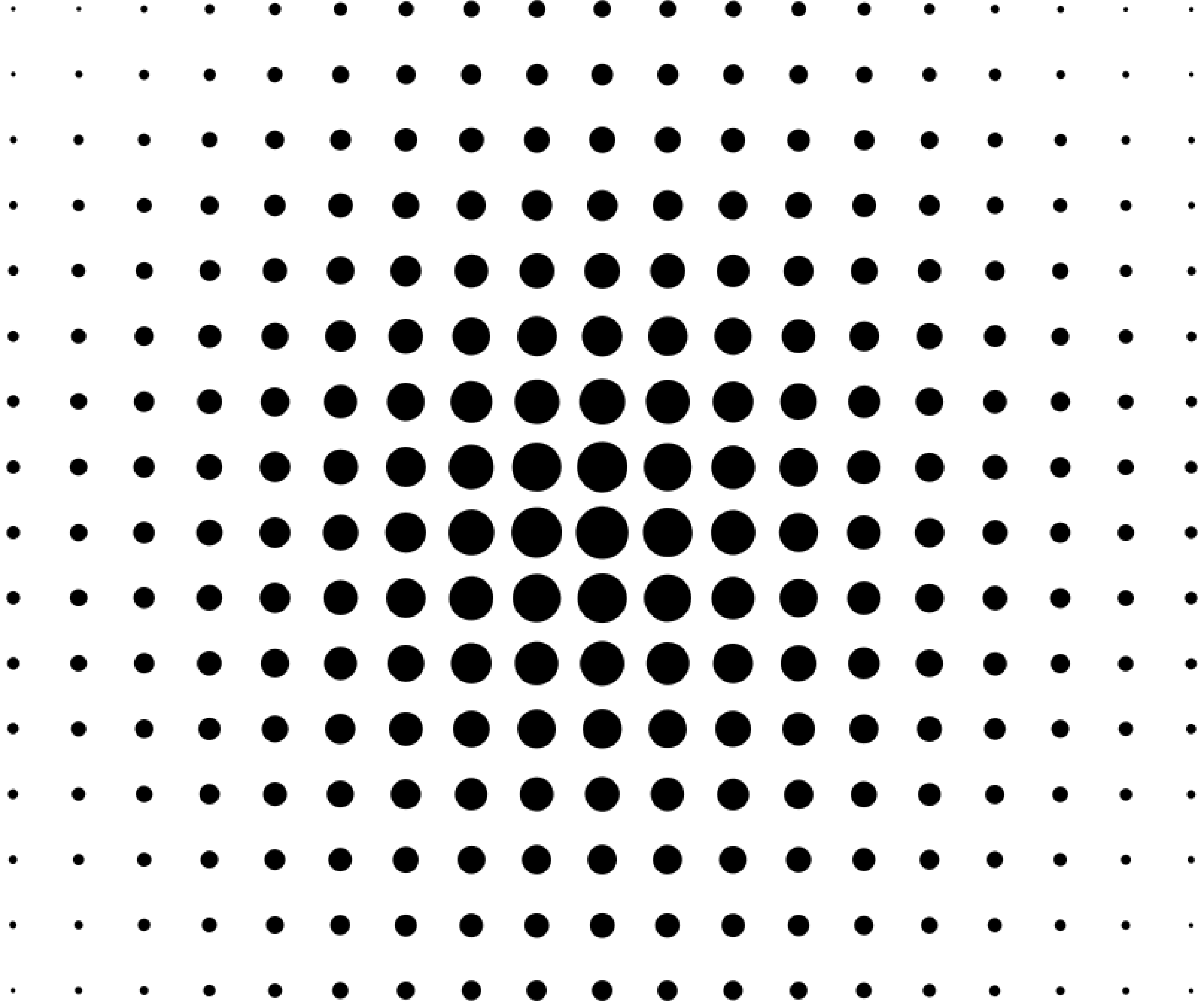
Independence / Disorder

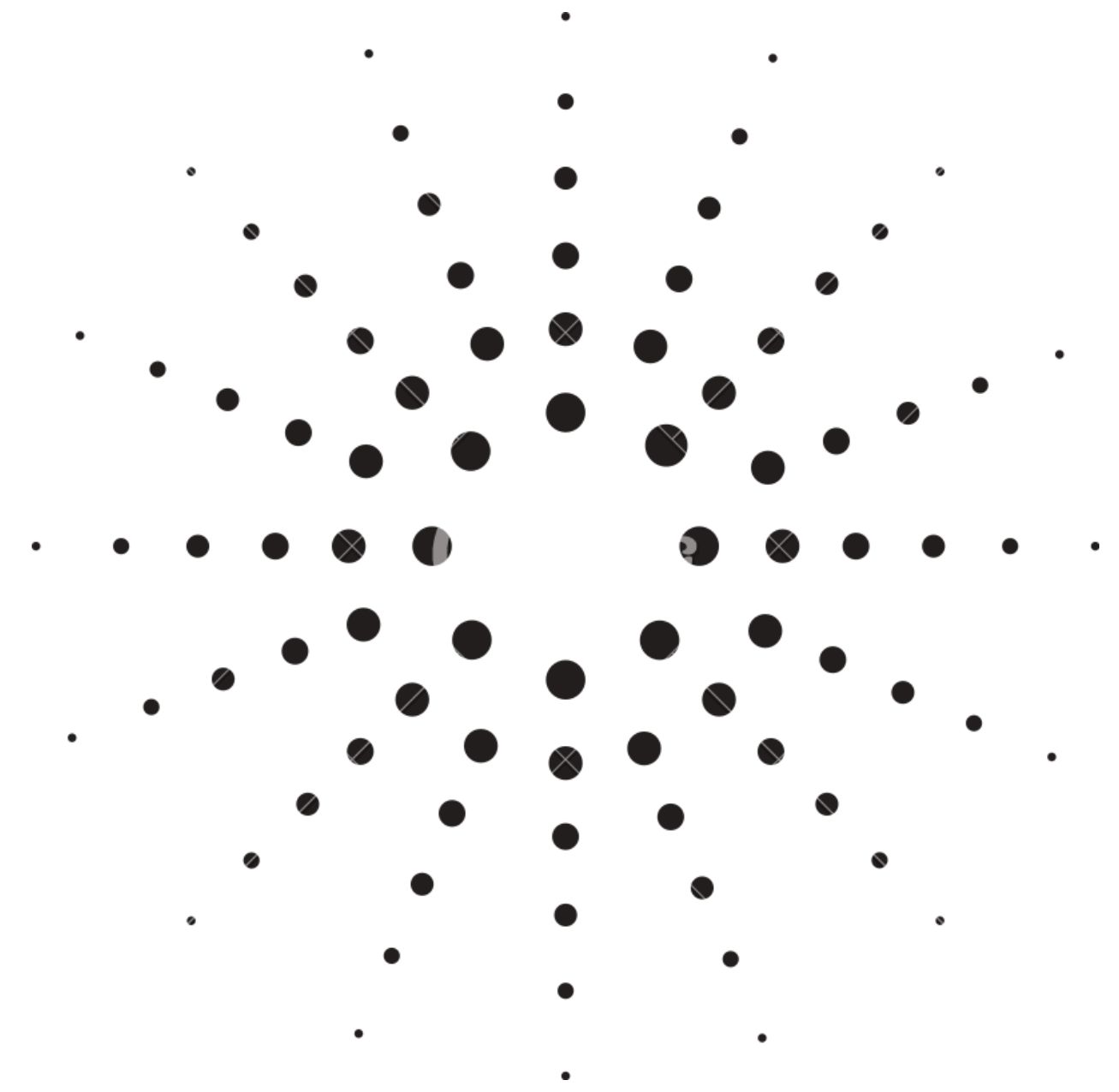
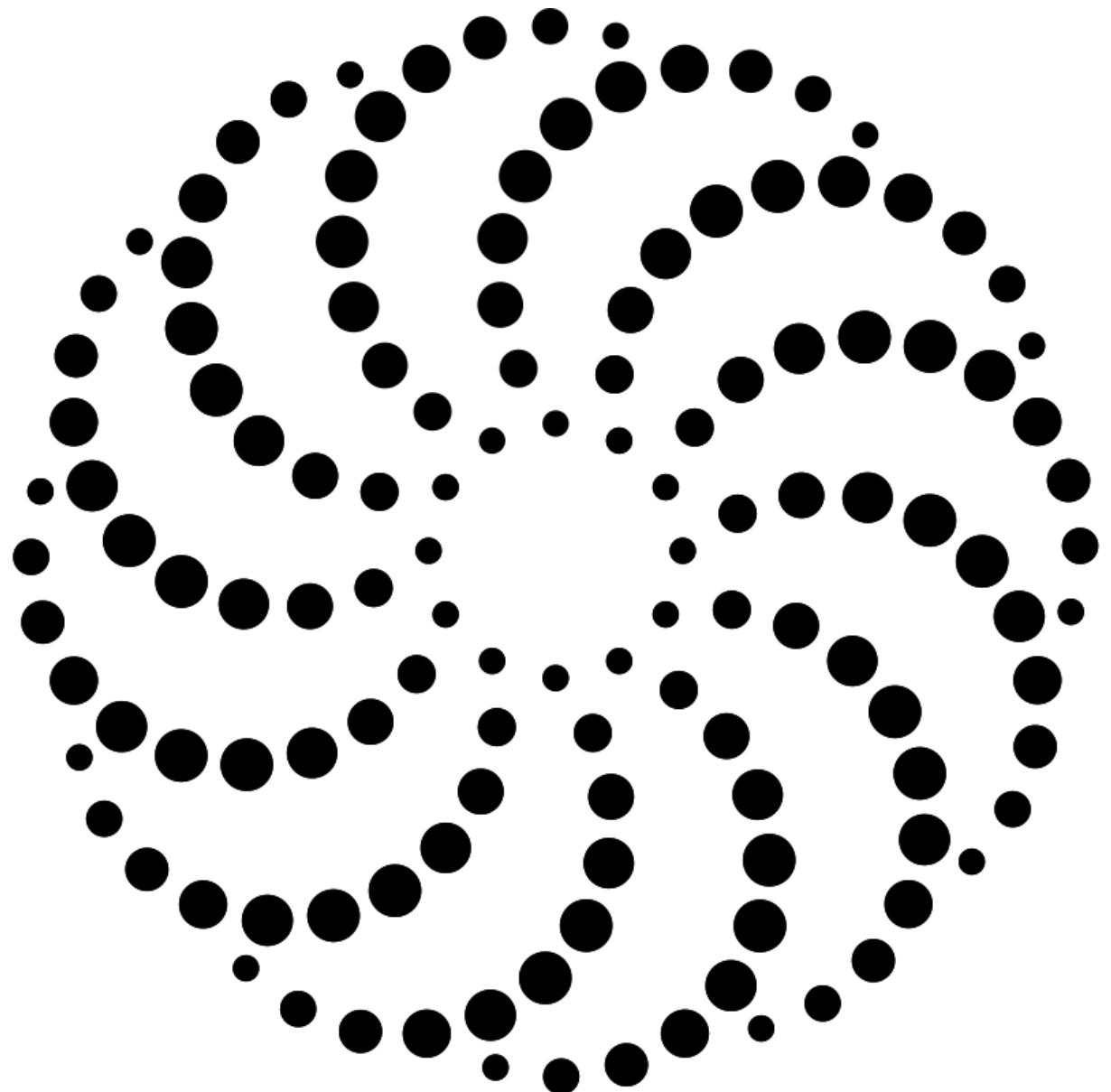




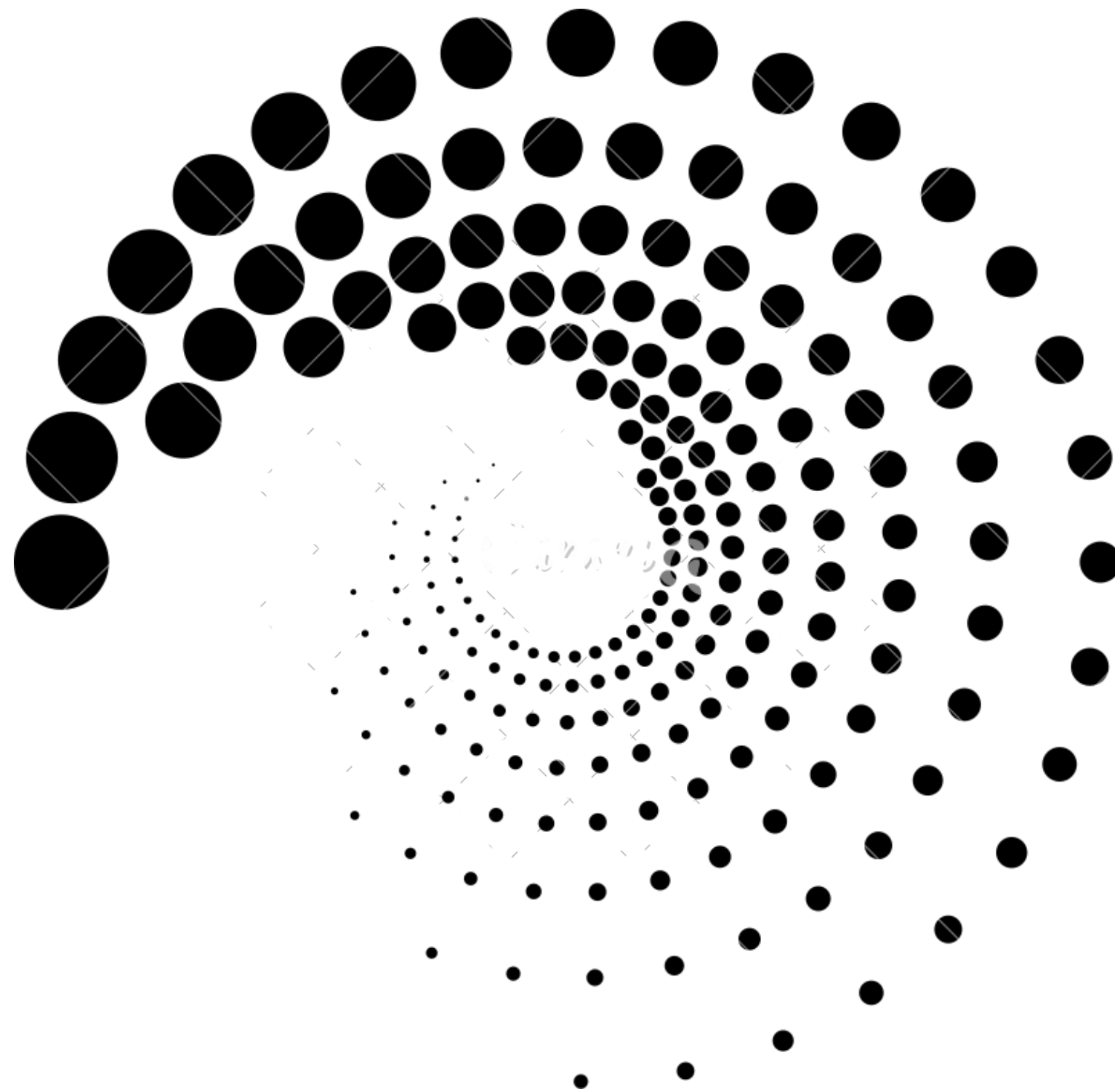
Unity / Cohision

force

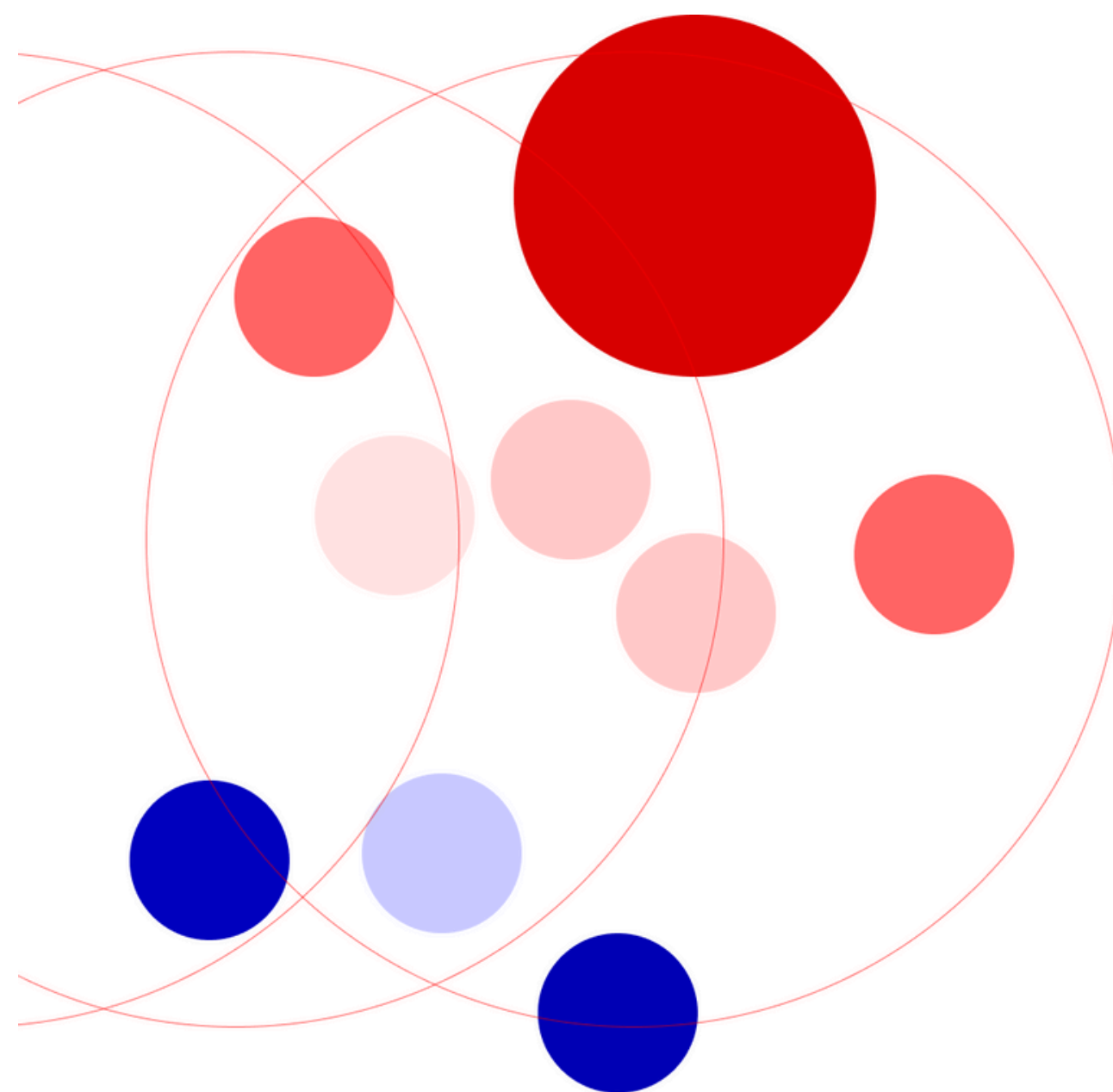
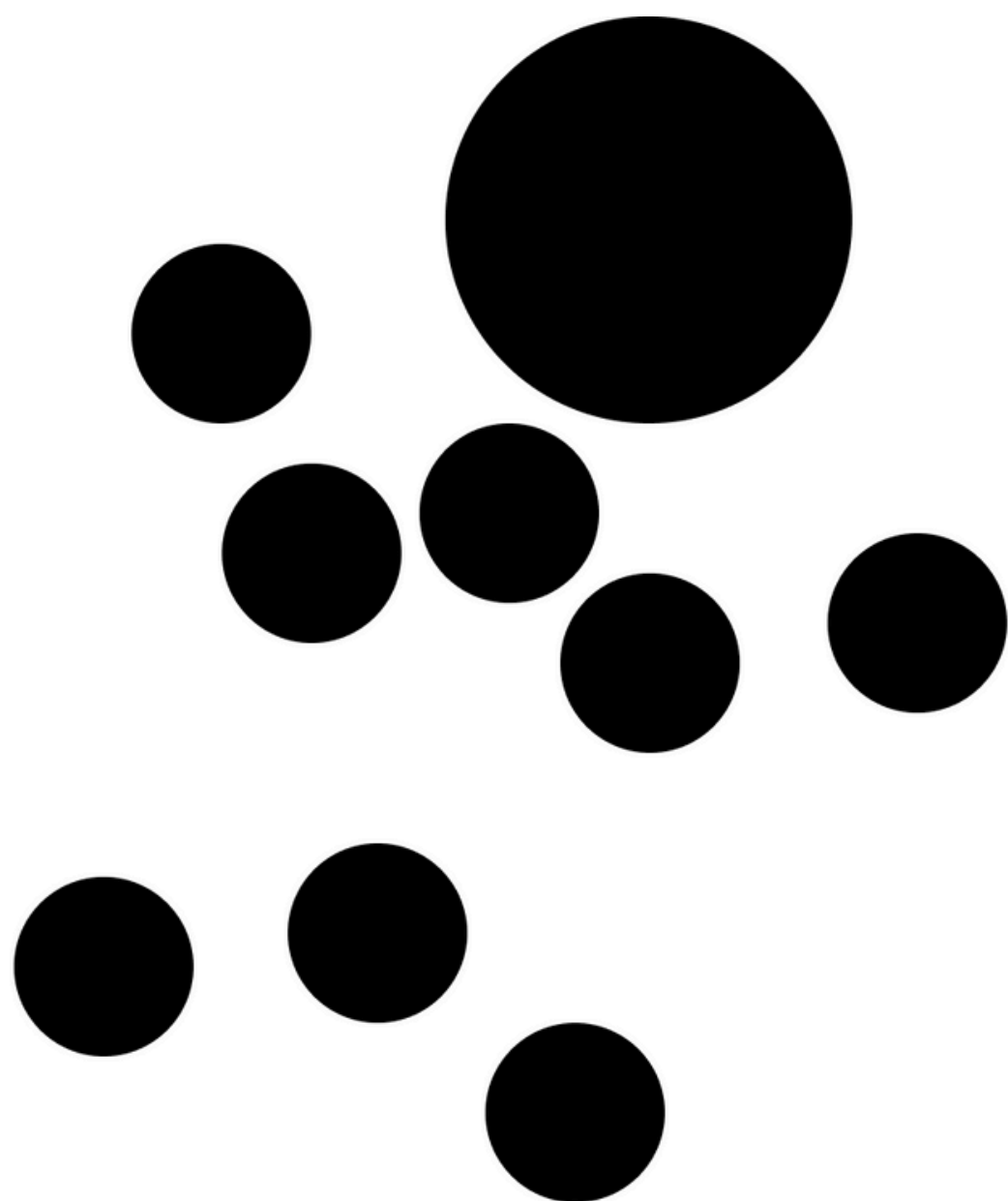




movement/radiation



depth



art

Figma

Activity

**Create a frame of size 1000x1000 and
develop 5 compositions.**

1. The first 3 compositions must have only 10 circles.
2. The remaining 2 compositions can have any number of circles.

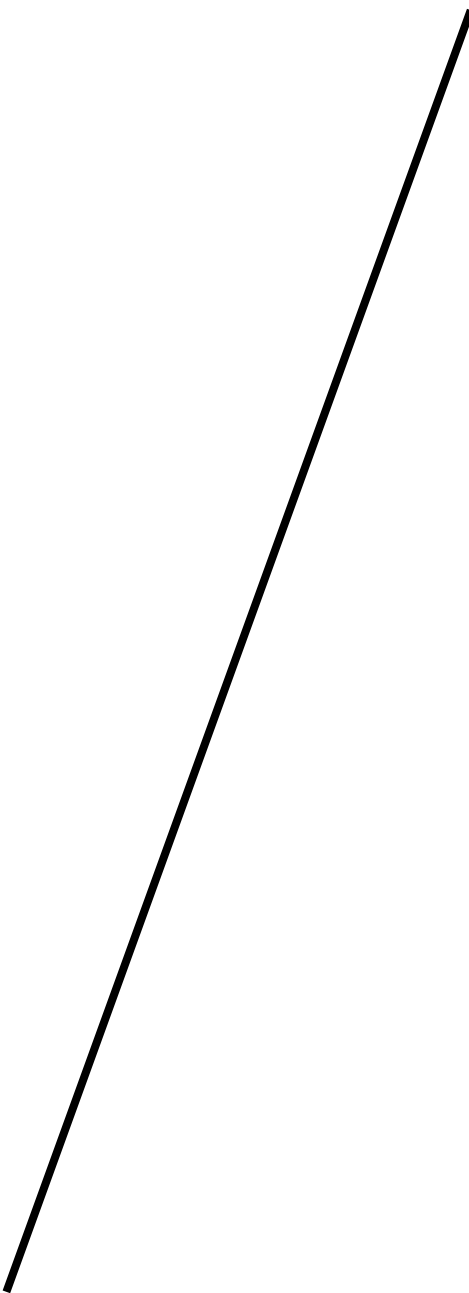
Make a copy of previously created 5 compositions and play with different **color combinations** for the background & circles. ***Do not*** change the composition or sizes of the circles.

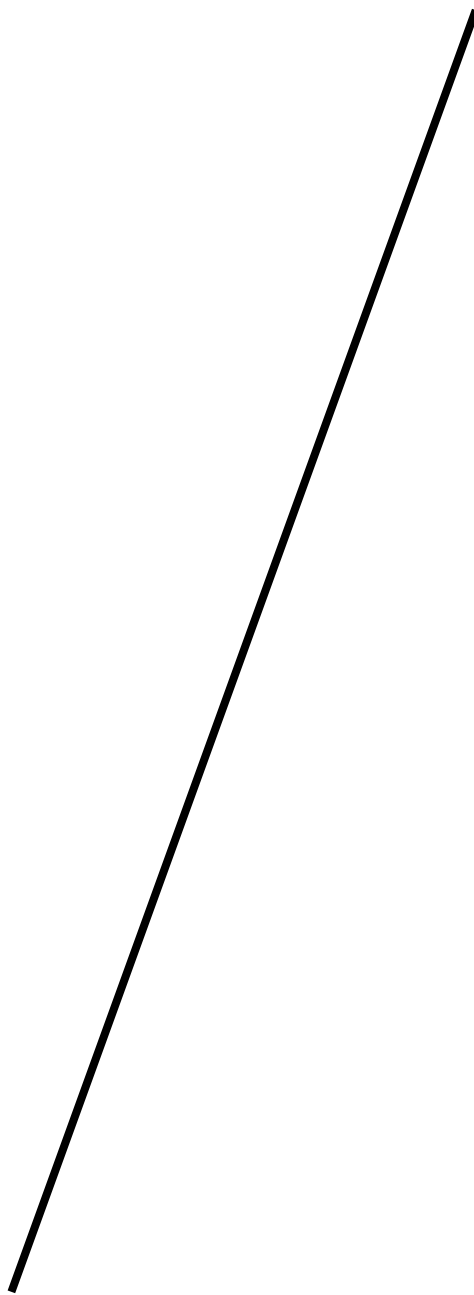
Activity

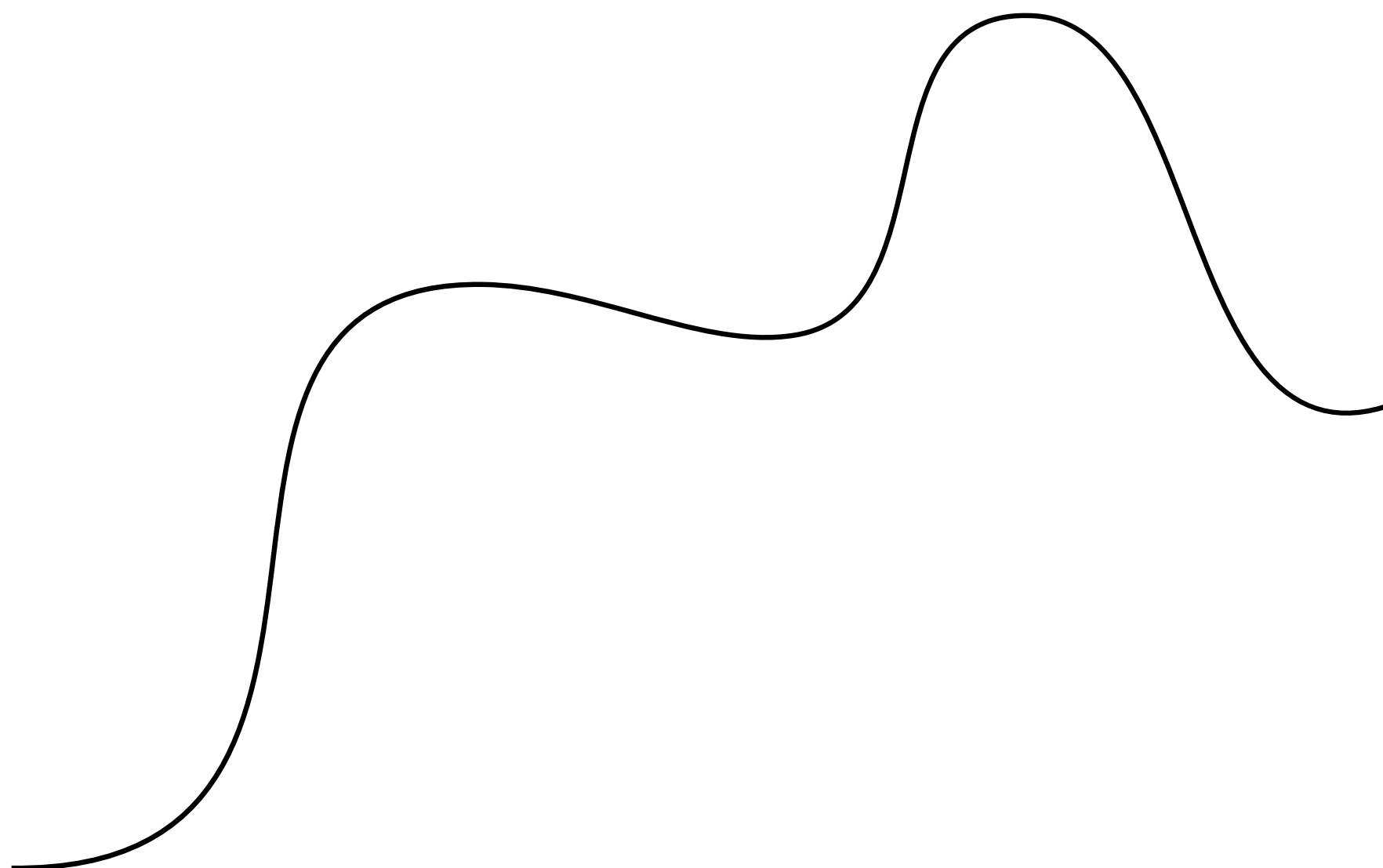
Line

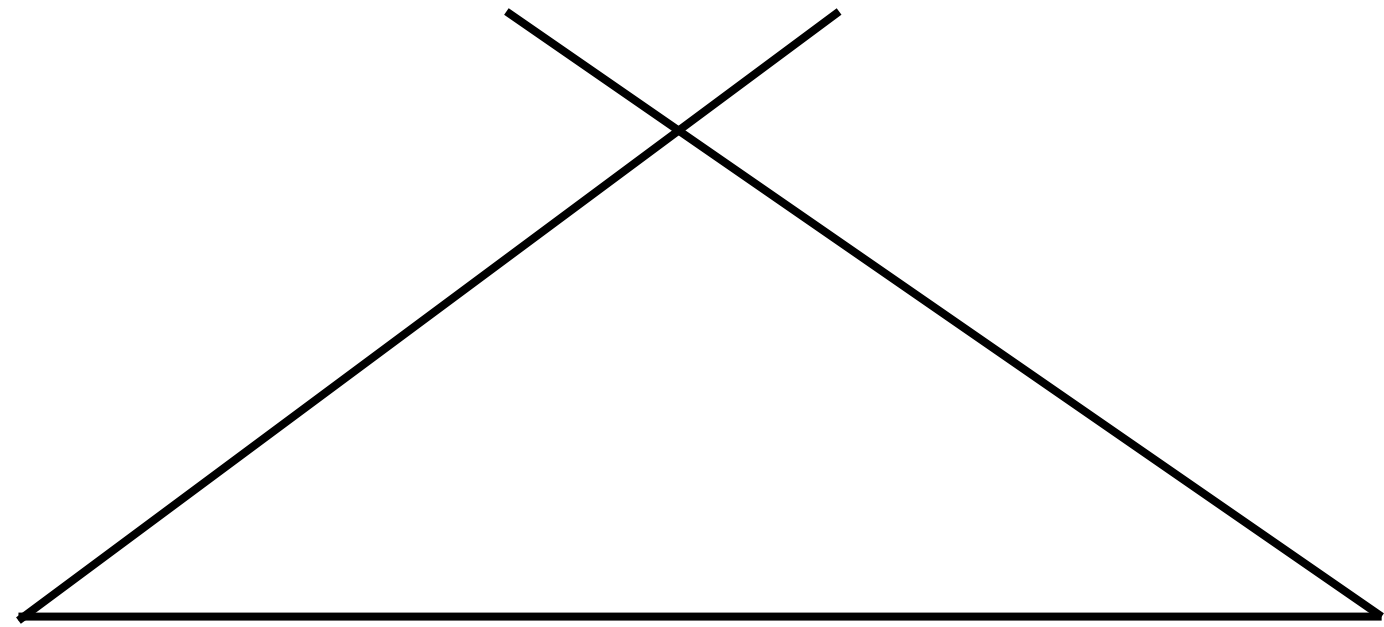
If dots are about position, lines are about movement and direction. A line leads somewhere, your eye moves along it seeking one or both of its endpoints. This movement and direction makes lines inherently dynamic. Lines not only connect elements, they can also separate elements. They can connect an element to space or separate it from space. Lines separate and join both spaces and objects.

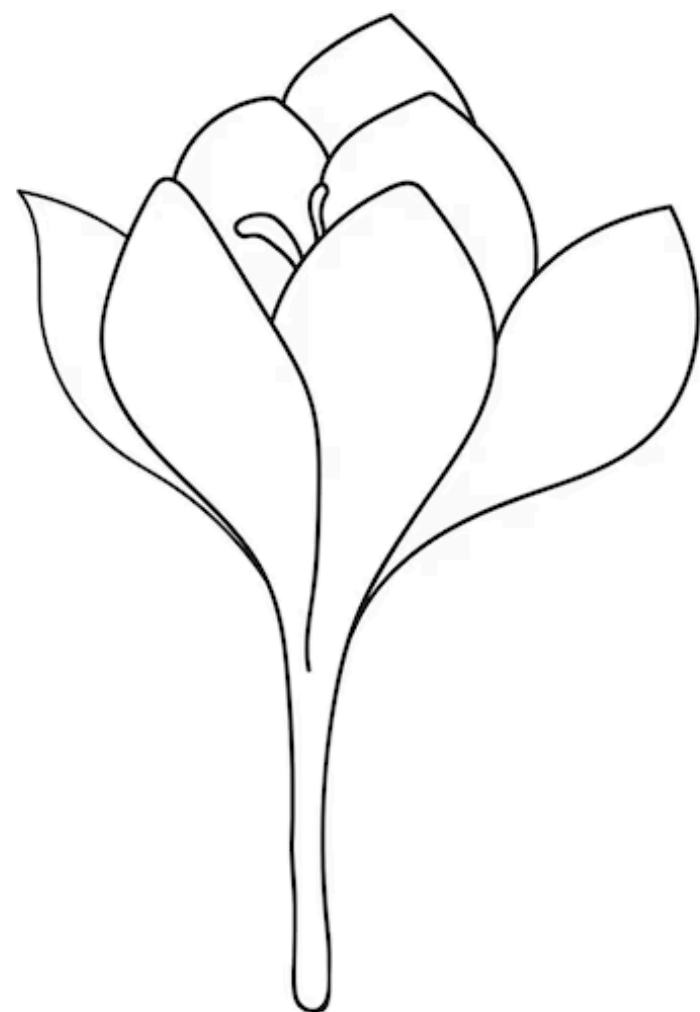


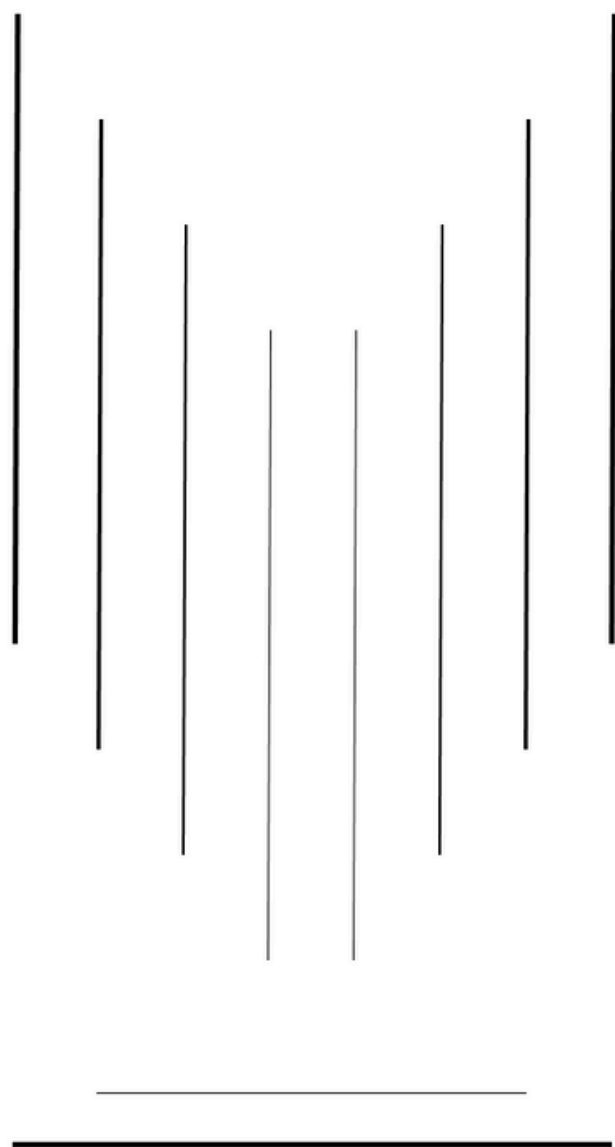




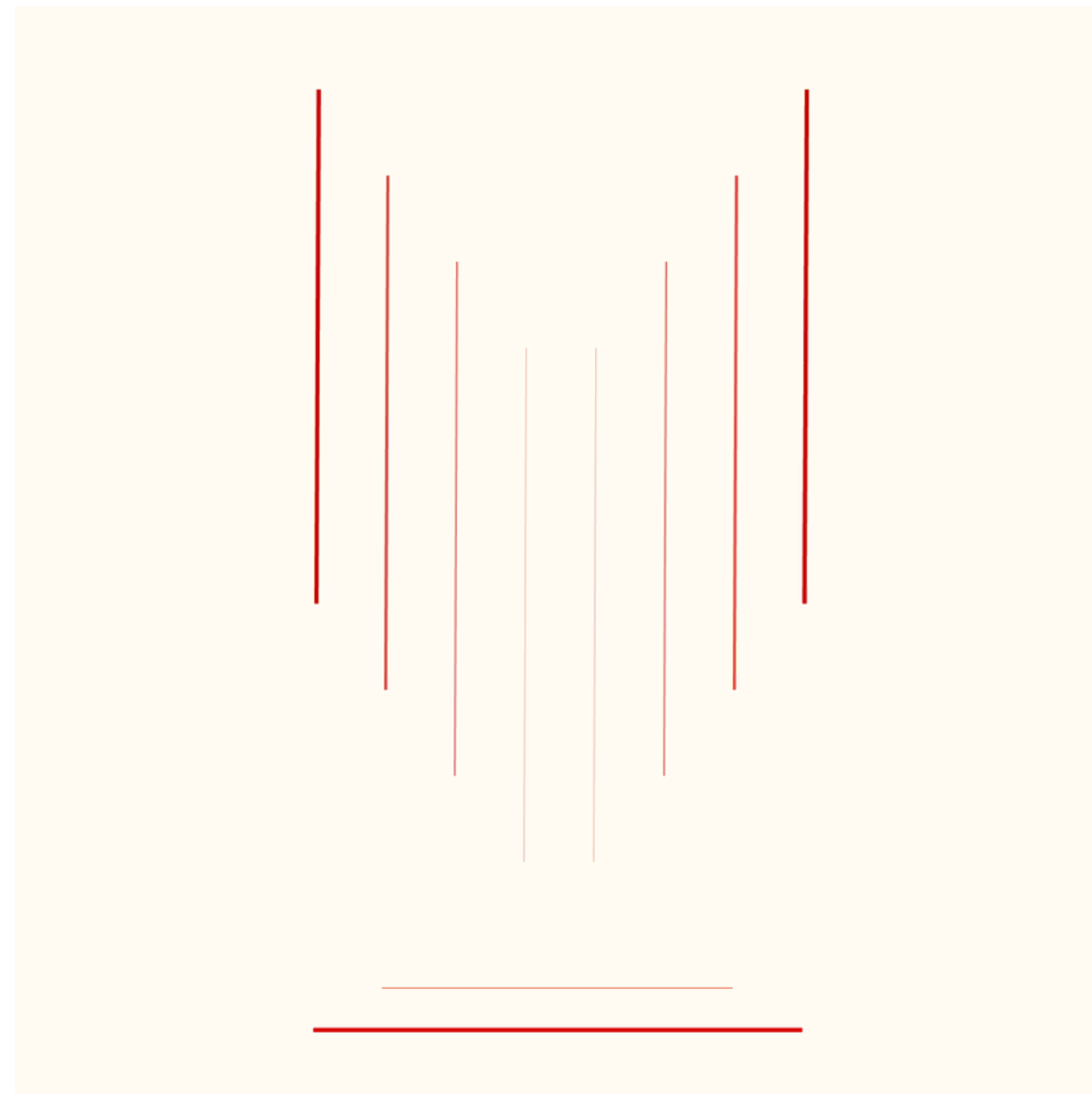








art

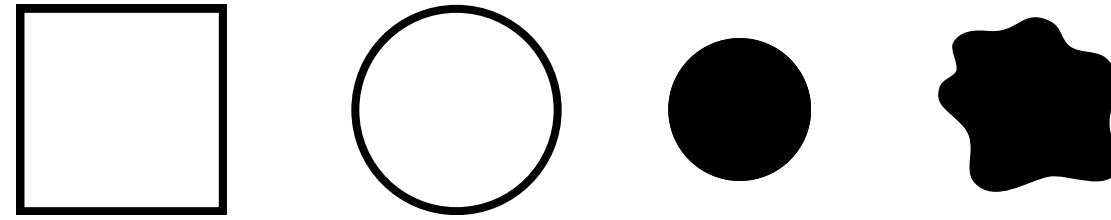


**Create a frame of size 1000x1000 and
develop 5 compositions.**

1. The first 3 compositions must have only 10 lines.
2. The remaining 2 compositions can have any number of lines.

Make a copy of previously created 5 compositions and play with different **color combinations** for the background & lines. ***Do not*** change the composition or sizes of lines.

Activity



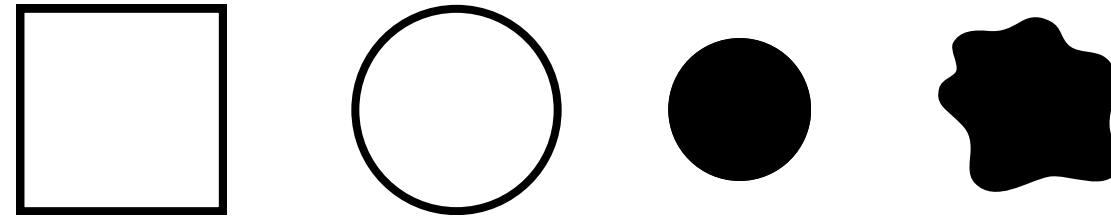
Shape

Two-dimensional area that is defined in some way. A shape may have an outline around it or you may recognize it by its area.

Geometric shapes: These are precise shapes that can be described using mathematical formulas. Ex. Circle, square, triangle, oval, rectangle etc.

Organic shapes: These are irregular and uneven shapes. Their outlines may be curved, angular, or a combination of both

Form: An element of art, means objects that have three dimensions. I like to think of form as a 3-D shape.



Shape

Circles

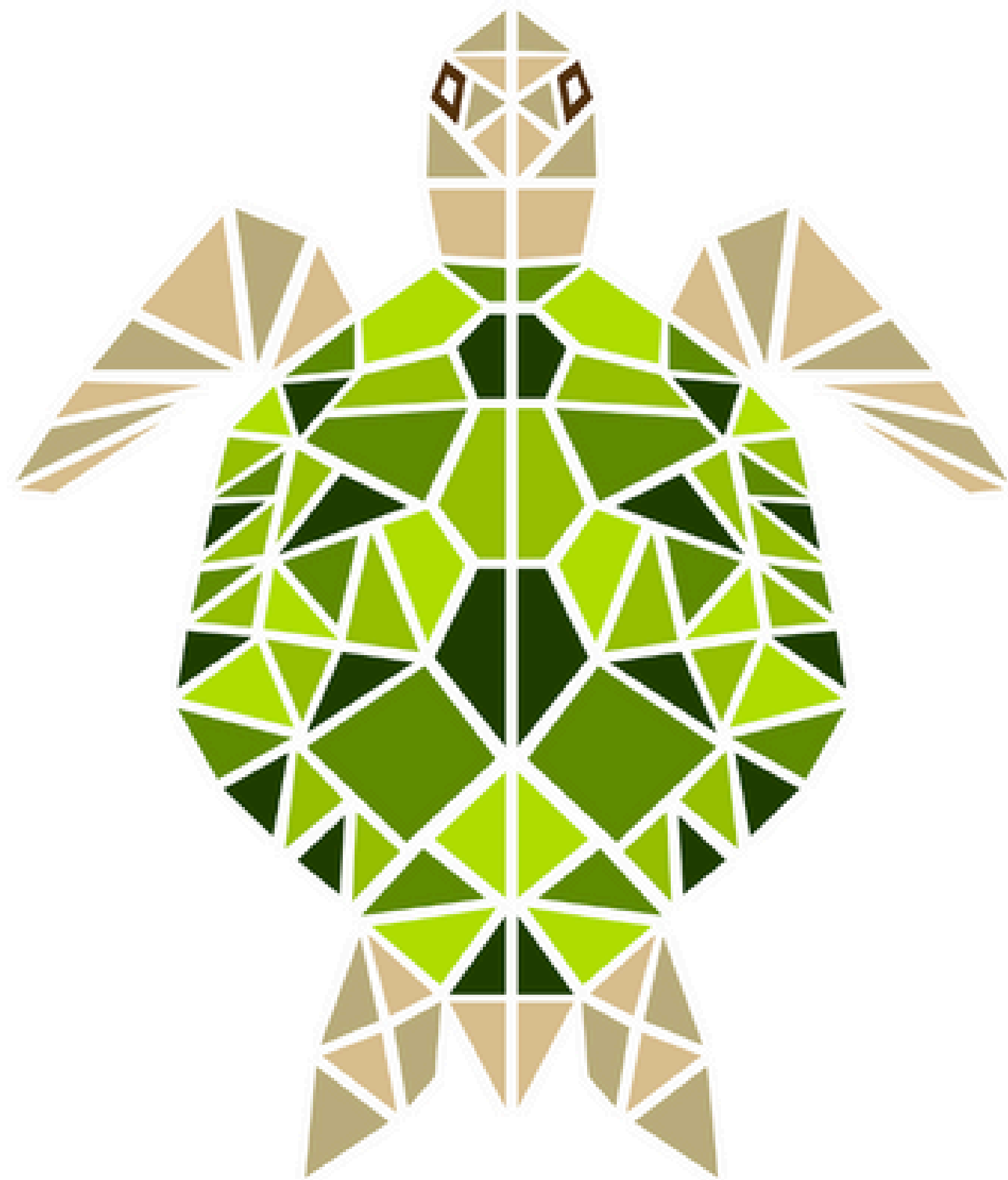
Often evoke feelings of safety and community.

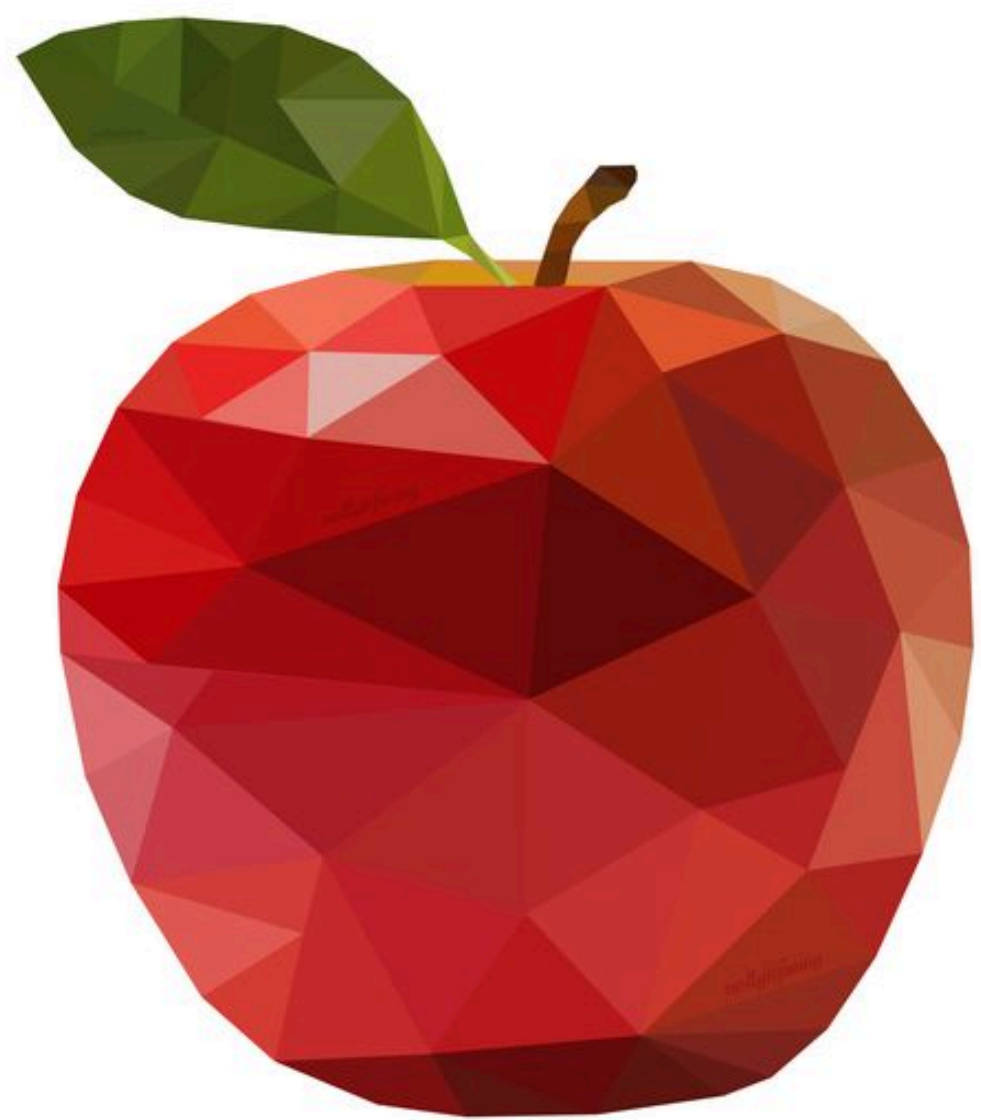
Squares and Rectangles

Associated with Stability and can create a sense of trust and professionalism.

Triangles

Associated with Energy, movement, direction, and conflict. Upward triangles may evoke feelings of ambition, while downward triangles can suggest instability.





**Create a frame of size 1000x1000 and
develop 5 compositions.**

1. The first 3 compositions must have only 10 shapes (squares & circles).
2. The remaining 2 compositions can have any number of shapes of any type.

Activity

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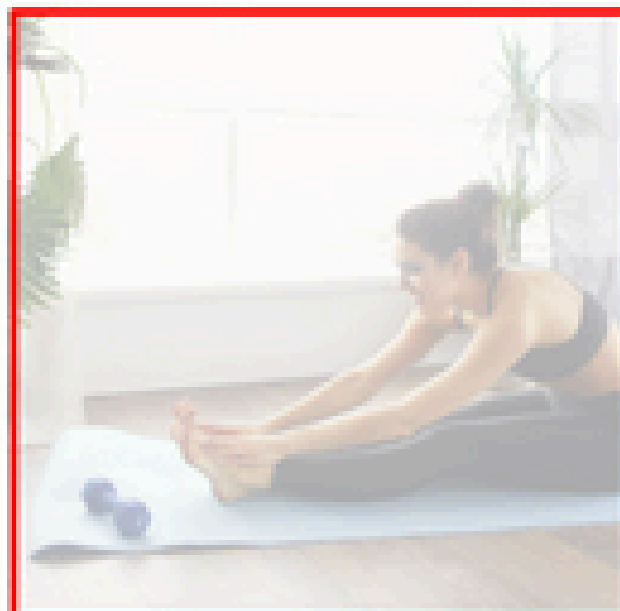
Beauty picks

Electronics

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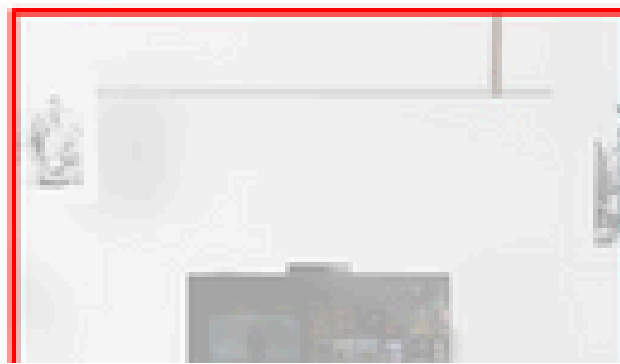
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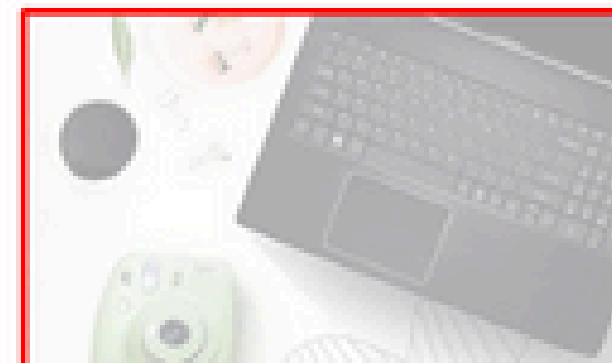
AmazonBasics



Beauty picks



Electronics



Website Design Dissection

On Figma, take a frame of **1600X900px** of white background. Select one of the following e-commerce websites.

Take a full screen screenshot of each website, and place in Figma canvas. Trace the shapes on the screen, as demonstrated earlier. Document the work in comparison mode on Sway portfolio.

<https://www.walmart.com/>

<https://www.etsy.com/>

<https://www.aliexpress.com/>

<https://www.flipkart.com/>

<https://www.target.com/>

<https://www.alibaba.com/>

<https://www.wayfair.com/>

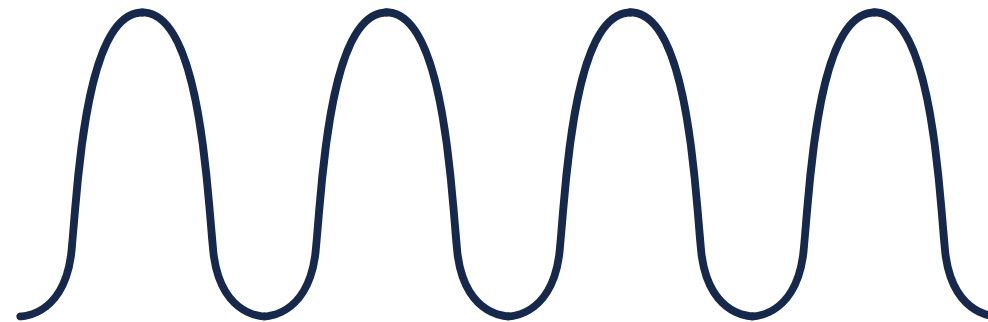
<https://www.mercadolivre.com.br/>

Activity

Add all artefacts into your sway portfolio.

Color

Color is the perception of different wavelengths of light as seen by the human eye.



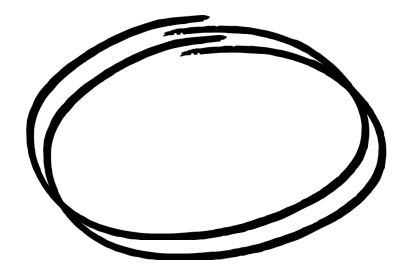
Why an apple is red?

Selective reflection

Because it absorbs most of the light except the red wavelengths.



How we see colors on screen even in the dark?



Thank you