Elements of Design Essay

The seven basic concepts of Design are used all over for multimedia, graphic design and numerous other jobs. Everyday in your daily life you see these concepts without realizing, and they include: line, space, color, texture, size, values and shapes.

Curvy, straight and jagged. Lines come in all different forms. But did you know theres a name for the different line you see everyday? For example, contour lines. Contour lines define a shape or object in a drawing depending on its scale and perspective. There are also chaos lines, which are formed in the manner of sharp random bunched together lines; explaining its title.

Next is space. It sounds like an odd topic, space? You mean the thing thats up in the sky? No. Space can be used to show objects overlapping, in a pattern or in landscapes. They are most commonly used in solid black and white, and display silhouettes or the space between objects.

Now is the thing we've grown up knowing: color. There are millions of different colors out there in the universe, but did you know that certain groups of them can be categorized? For example primary colors, they consist of red blue and yellow. It does not matter how dark or bright the colors are, they are still considered primary. There are also complementary colors, which are colors directly opposite of each other on the color wheel (purple/orange, red/green, etc.)

We don't usually think about it, but texture is also an element of design. Smooth, rough, fluffy, they're all concepts we should consider as design. The texture could affect how smooth a line is, or how colors look on the object as a whole. They can also add to how you want the image to feel, like a rough jagged texture could maybe show a more harsh or bold edge, while a soft texture could help enhance comfort or sweetness. You can create the illusion of textures through use of values and color, which is what we're going to talk about next.

Values are related to how light or dark certain areas in an image are. SOmetimes called shading or gradients, they are very important to how your finished product looks. They can display shadows or light sources in images, which also help texture by defining how and where the light catches. They can produce 3 dimensional looking objects, or bring attention into an object by differentiating the scale from other objects in the image.

Also important is size. Like values, they can easily bring attention to a certain subject without really changing much about the other objects. Sometimes size can be used more creatively, such as having unrealistic proportions, like having a mouse destroy whole buildings, or a boy sewing with the needle larger than him. It makes the viewer pay attention to the unproportional subject, without taking away from the rest of the image.

Last is shape. Shapes can not only just be flat 2 dimensional objects. They could be things like organic shapes; shapes that have no real solid shape. They consist of random curves or lines that define them. There are also geometric shapes, which depend on either gradients or color differentiation to show depth and shadows. Using these tools will also give them the illusion of being 3 dimensional. flat geometric shapes also do not have to be just plain primary polygons. Using pathfinder tool, you can combine shapes also, while having the shapes in between a different color. It makes the original shape still visible while having color variation.

Getting to know: Pen Tool.

There are numerous different image manipulating softwares out there, and twice as many ways to create logos, drawings, cartoons, images, etc. But nearly all of those softwares have this one common tool, and without this tool, We wouldn't nearly have as many detailed and sharp images. This tool is called the Pen Tool.

This little tool here is responsible for smooth fitting lines, solid shapes, and countless other things. You can use this tool to trace images flawlessly by simply clicking a spot, and connecting to another. The lines created can be edited by clicking one of the points and tugging or pulling on the handles The points are called anchor points and can be added or subtracted.

This is the Add Anchor Point tool. It is found if you click and drag the pen tool out. It's name lives up to its task. In an image, you can simply add an anchor point to a line by just clicking on the tool and your desired location. The new anchor point can be managed the exact same way as any other point.

This, found next to the Add Anchor Point tool is the Subtract Anchor Point tool. It does the opposite of the Add tool. If you have an extra point you need to delete, just go over the point with this tool and click on it. It should disappear. The image should contort into the shape it would have been without the point.

At last, this is the convert tool. Found next to the subtract tool, it does something completely different. When using this tool, click and drag on one of the anchors. It should either twist or round the point. You can easily make rounded images such as flower petals or shells with this tool.