

Visual Design & Communication

A Journal By
Himanshu Chauhan

About Me

I am Himanshu Chauhan, a first-year student at IIIT Delhi currently pursuing Bachelors in Computer Science & Design.

" Every great design begins with an even better story."

-- Lorinda Mamo



ACKNOWLEDGEMENT

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I would also like to thank my TAs and teammates for their valuable inputs, without which accomplishing this task would have been a lot more complicated.

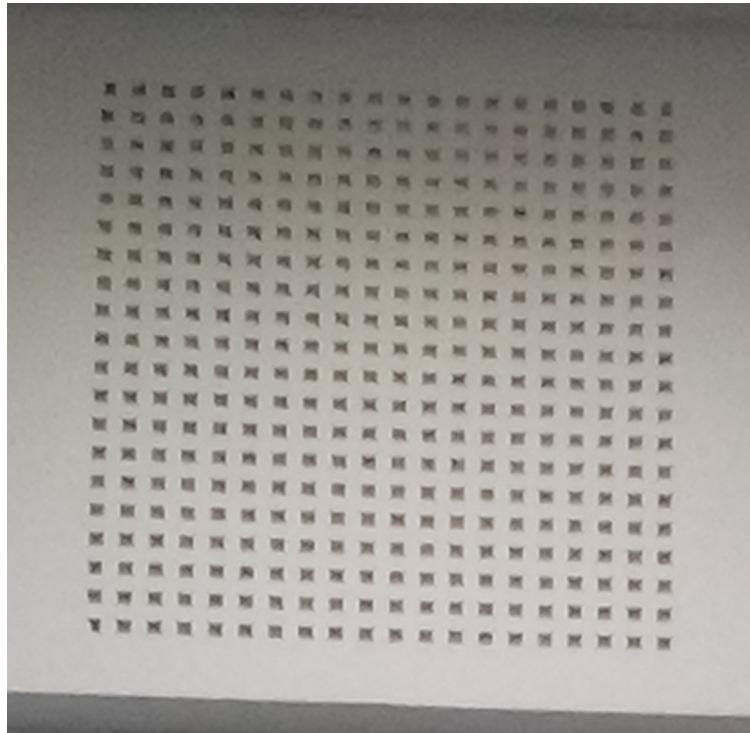
This journal is all-encompassing; it include all my learnings, experiences, insights and researches conducted throughout the Visual Design and Communication course. Every point shared in this journal is of my own and subject to subjectivity for others.

Elements of Visual Design

- **POINTS**
- **LINES**
- **PLANES**
- **VOLUMES**
- **COLOR**

POINTS

A point is the visual expression of a point which is an indicator of location.



Ceiling:

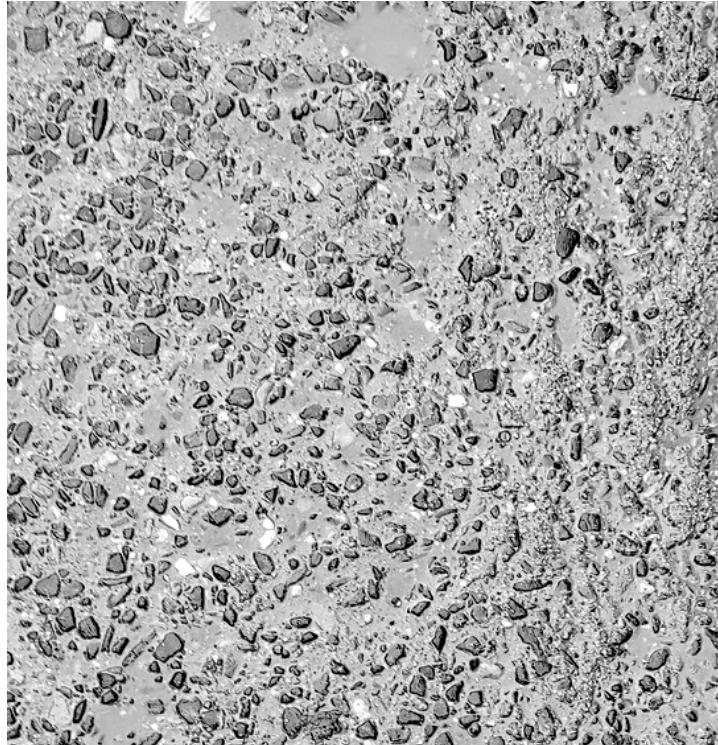
Dotted small holes are arranged in a square frame and depict the points.

Pen Nib:

A group of pen nibs is pointing from the end and Giving a beautiful idea of the points.



POINTS



Buttons:

Circular Buttons are arranged in a randomized manner and Make sense of the points.

Road:

Tiny stones are embedded inside the road randomly, giving the sense of a point element.



POINTS

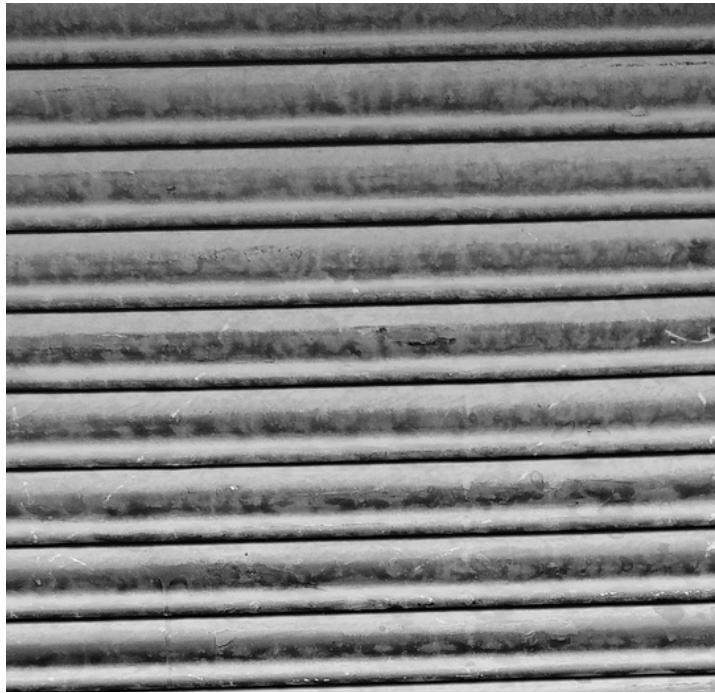


Buddha's Hair:

Small spherical marbles are presented in such a way that it forms the shape of the hair, and tiny spheres give the straight proof of point elements.

LINES

A line is the connection of two or more dots that are so close that cannot be individually recognized. It is created by the continuous movement of dots.

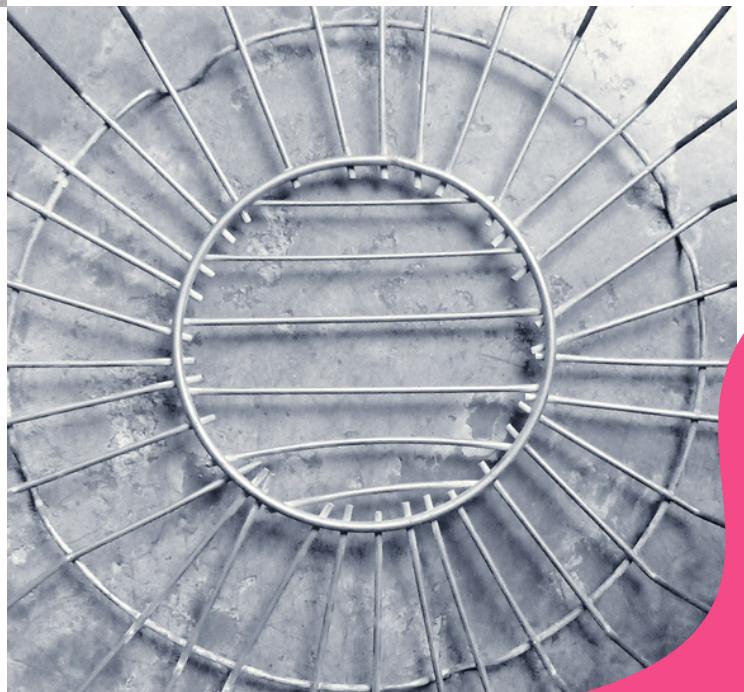


Container:

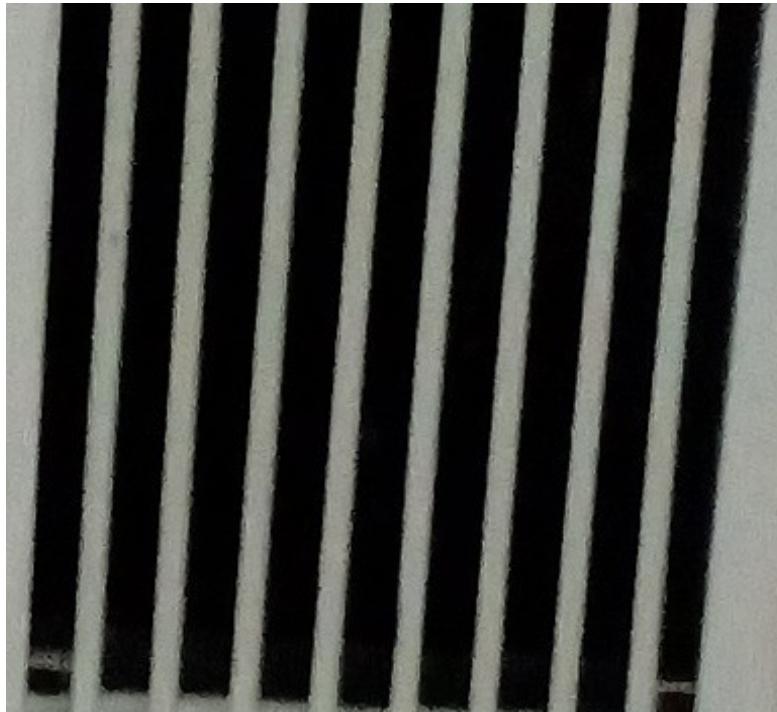
The steel strips are joining in such a way that they merge at a point and follow a pattern, making a loop and giving an idea of lines.

Shutter:

The shutter's design looks like parallel lines moving from top to bottom.



LINES

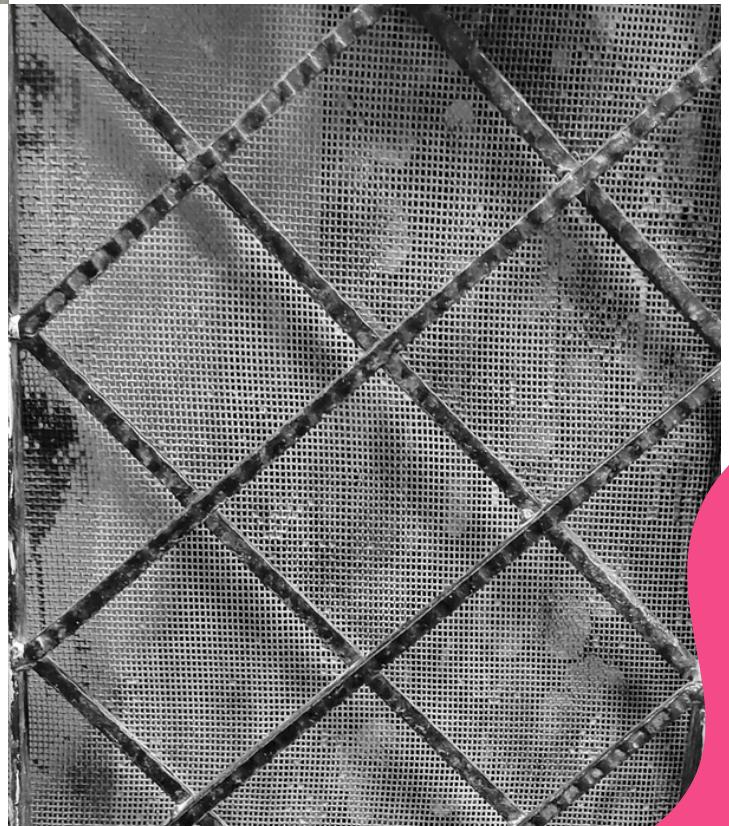


Mini Air Conditioner:

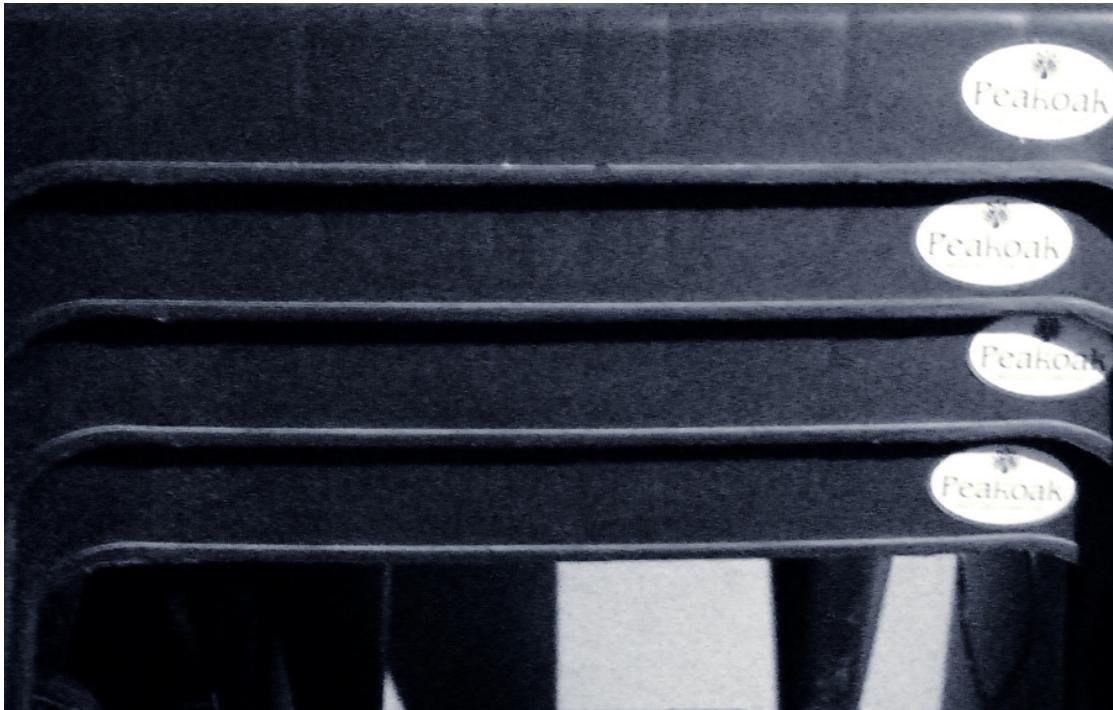
There are some rectangular vacancies in Air Conditioner which form a repeating pattern and Giving a clear idea about the Lines.

Door:

Some designs are made with iron rods crossing and overlapping each other and making a square; since a square is a combination of lines, so it depicts the Line.



LINES



Chairs:

*Chairs are put upon each other in
such a way that their
combination seems like parallel
lines.*

PLANES

Plane refers to an area outlined by lines. They are two dimensional. The physical surface of a composition is often called the picture plane.



Cell Phone:

The cell phone is lying down in hand, and the angle of the pic has taken care of its two axes. The cell phone governs the plane element.

Roof Tile:

While clicking the photo, the angle of perspective is in two view to depicting the plane sharply. So, it is clearly defining the plane element.



PLANES



Bedsheet:

There are several flowers pattern on the bedsheet, arranged in a square frame, and it depicts the plane.

Wall:

The frame of the circular design is rectangular, And the rectangular frame follows a pattern depicting the plane.



PLANES



Laptop:

The photo is clicked in two-point perspective, and the primary focus was one side of pc, which is why it represents a plane.

VOLUMES

Volume is a product of dots, lines and planes. It is an illusion of three dimensional forms on a 2-dimensional surface and illusion of space within a form.



Black Box:

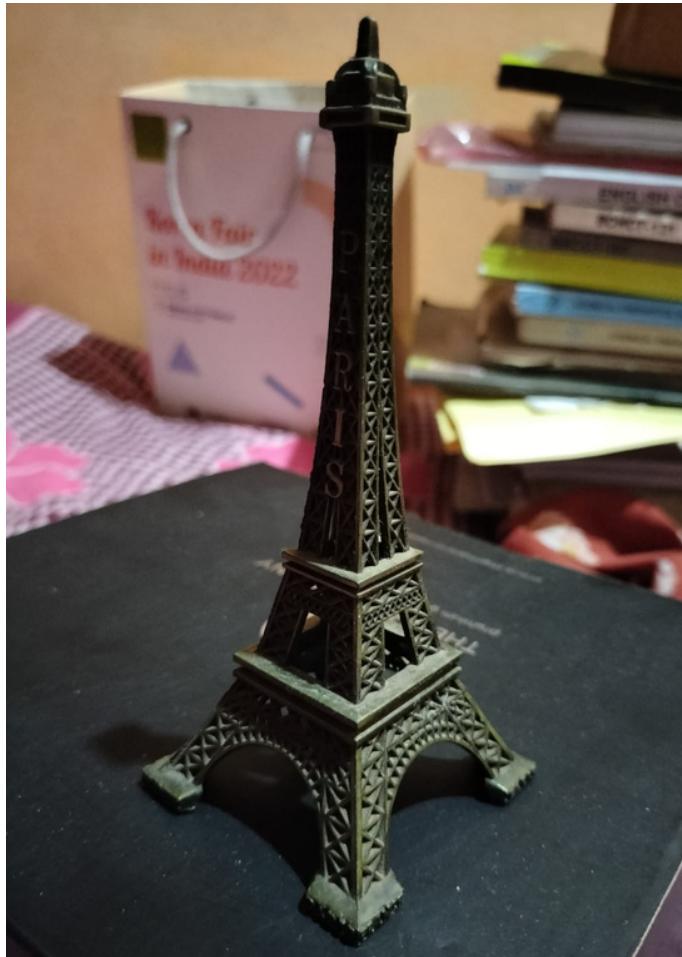
The photo of the cuboidal Black Box has clicked in three-point perspective, depicting the 3-Dimensional figure and has the Volume Element of Design.

Bottle:

The Blue Bottle has cylindrical Volume, lying on a sheet giving a good sense of depth and volume element.



VOLUMES



Tower:

The tower has a pointed edge on top which expands from top to bottom and makes a base for it...The dimensions of the tower give the idea of the Volume element.

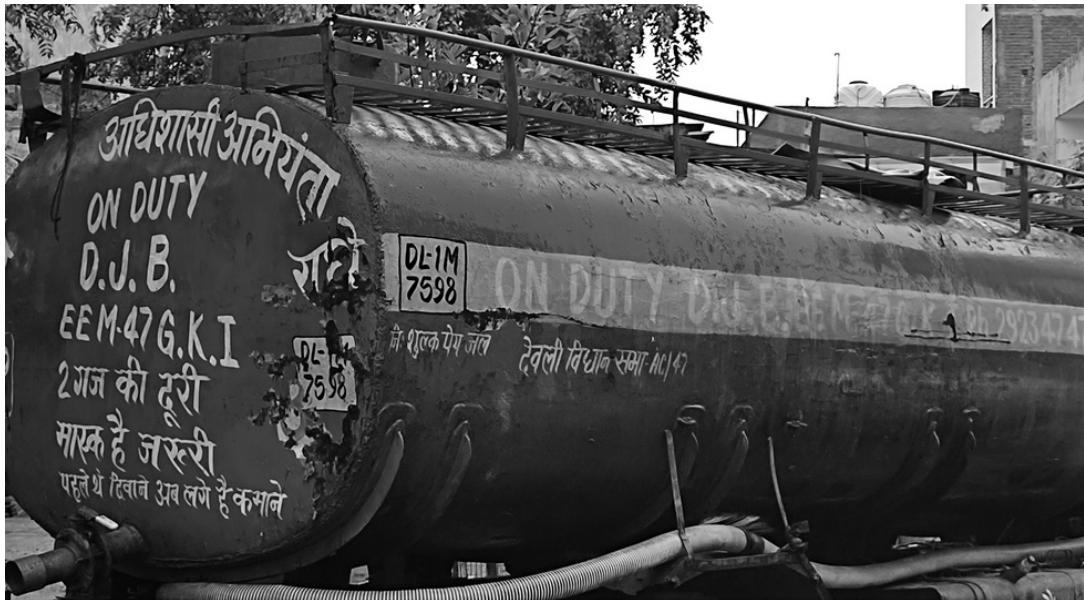
Brick Bar:

The Brick is in Cuboidal shape and has a short fixed length with proper depth and height.

The point of view is from three perspectives and gives a clear idea of the Volume element.



VOLUMES



Water Tank:

The Water Tank is a cylindrically shaped three Dimensional body, which leads to the relation with Volume.

COLOR

The property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light.



Flower:

The colors present in the portrait are Pink and Green. The reflection of emotions by Colors is Nature(Green), Compassion & Beauty (Pink).



Leaf:

The colors present in the portrait are Green, Brown, Violet, etc. The reflection of emotions by Colors is Nature(Green), Kindness(Brown Earth Ground), and Ambition (Violet).

COLOR

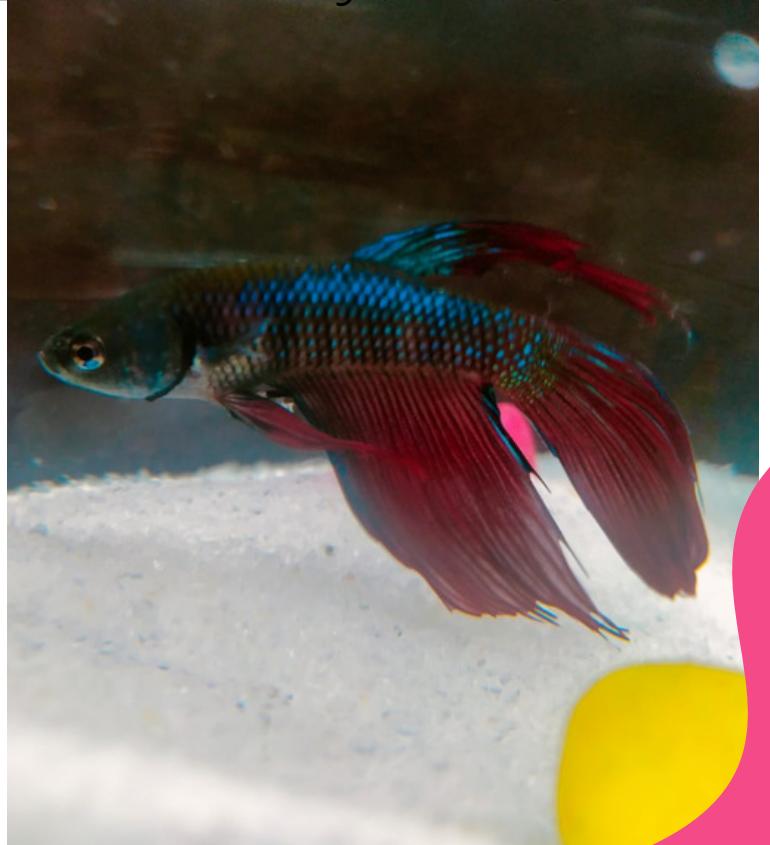


Bird:

The color combinations on the bird's body are Sky Blue, White, Black, etc. The colors symbolize Peace, Trust(Blue), Security (Black), and Purity(White).

Fish:

The colors combination present on the fish body is Blue, Brownish and Red. The colors Symbolize Loyalty, Trust(Blue), and Excitement, love (Red).



COLOR



Coldrink Bottle:

The colors present in the portrait are Orange, Blue, Green, etc. The Colors Symbolize Thirst, Health (Nature-Green), and Trust(Blue).

Typography / LOGOS



HELL:

The color of this logo is Red and Black. The reflection of emotions by colors is Energy, Excitement(Red), and the triangle shape reflects the power.

Paper Boat:

In this logo, typographic signage is present, like the name of this brand is Paper Boat, and the boat appears on top of the letter 'e.'



Typography / LOGOS



Hippo Stores:

In this logo, typographic signage is present, like the name of this brand is Hippo Stores, and the Hippopotamus appears on top of the logo and the letters 'PPO'.

Zomato:

The colors present in the Zomato logo are Red and White. Colors reflect emotions: Clean, Honest (white) and excitement, energy, and love (Red).



Typography / LOGOS



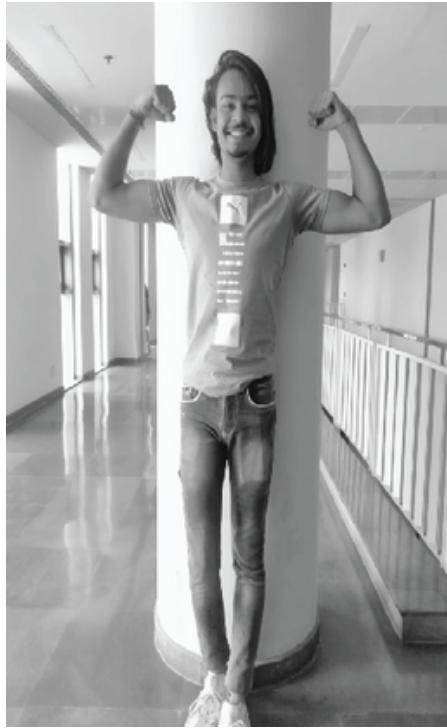
Adidas:

The shape of the Adidas logo is curved. The reflection of emotions by this logo is Flexibility, Adaptability, Compliance.

Typographic Translations



HIMANSHU



H A U
I M A N S H

Typographic translations



N
M A S
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**THANK
YOU...**

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