Objective 103.01

Understand concepts used to create digital graphics.

Part One :
Elements of Design

Course Weight : 15%

ExplorNet CareerTech
from The Centers for Quality Teaching and Learning

Elements of Design

The Elements of Design :

✓ Color

✓ Line

✓ Shape

✓ Texture

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Elements of Design

Color

✓ Helps identify objects in a design

✓ Creates visual flow in a design

✓ Communicates feelings and moods to the audience or viewer

✓ Consists of hue, saturation, and brightness

Elements of Design

Color (continued)

particular colors in a design can communicate certain moods and feelings to the audience

RED - excitement, anger, danger, love

BLUE - calm, sadness, serenity

GREEN - envy, luck, peacefulness

YELLOW - cowardice, sympathy cheerfulness

ORANGE - liveliness, energy warmth

PURPLE - royalty, dignity mystery

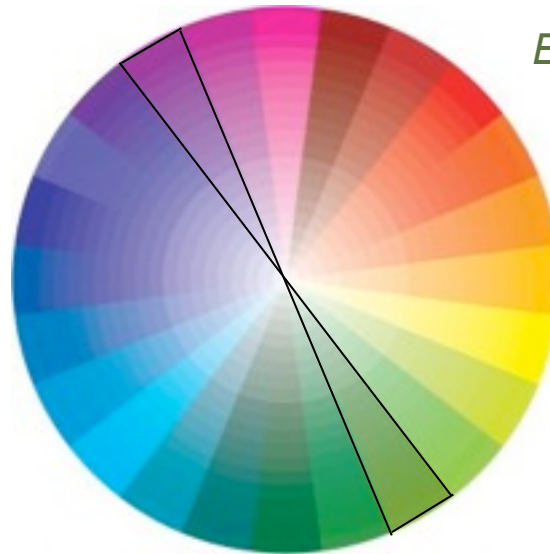**BLACK** - mourning, despair sophistication

WHITE - innocence, purity, faith

Elements of Design

Color (continued)

colors across from each other on the color wheel work well together when used in a design and are referred to **Complementary Colors**

Example : Purple and Green

Elements of Design

Color (continued)

HUE - the name given to a color

within a particular hue, a variety of individual colors can be created by changing saturation and brightness

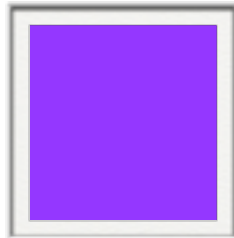©ExplorNet/The Centers for Quality Teaching and Learning

Color (continued)

SATURATION - the amount of hue used in a particular color

Example : PURPLE

Less saturated with the purple hue

More saturated with the purple hue

Color (continued)

BRIGHTNESS - how light or dark a color appears; adding black or white changes a color's brightness

Example : GREEN

Bright Green (white added to a green hue)

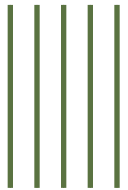Dark Green (black added to green hue)

Elements of Design

Lines

✓ Give direction to a design

✓ Create movement in a design

✓ Thick lines show importance, thin lines demonstrate quick movement

✓ Could be vertical, horizontal, diagonal, or curved lines

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Elements of Design

Lines (continued)

VERTICAL LINES
- carry eye up and down
- convey a feeling of awe or challenge

HORIZONTAL LINES
- carry eye left and right
- convey a feeling of calm or peacefulness

DIAGONAL LINES
- slanted
- add interest to a design

CURVED LINES
- gently bent
- give a soft, relaxed feel to a design

Shape

✓ The form of an object

✓ When lines enclose a space

✓ Can be used to help identify objects
example : circle = sun, oval = egg

✓ Three basic shape types :
circle, square, triangle

Elements of Design

Texture

✓ Combination of dots, lines, and colors used create the illusion of a surface appearance

✓ Adds depth and dimension to a design