

Part 1

Objective:

By Completing this module, you will be able to understand:

1. What is Design?
2. What are the Elements of the Design?
3. What are its Principles?

Design is the process of giving form to an idea. "Form" could be a plan of action or a description of a physical thing.

Design refers to the process of originating and developing a plan for a product, structure, system, or component with intention.

Design is a **Purposeful**, **Systematic**, and **Creative** activity.

The process is **Purposeful**, as designers give form to products, interiors, and visual communications, and satisfy the functional, psychological, and aesthetic needs of users.

Design is **Systematic**, as it involves the analysis of problems in our physical environment, and the transformation of findings into appropriate and usable solutions.

Design is also **Creative**, as designers must possess the expertise to create compelling visual forms for products, spaces, and information systems, and to advance applications of new technologies in our everyday lives.



Product Package Design



Poster Design



Interior Design

Approaches to design

A design approach is a general philosophy that may or may not include a guide for specific methods. Some are to guide the overall goal of the design. Other approaches are to guide the tendencies of the designer. A combination of approaches may be used if they don't conflict.

Some popular approaches include:

- KISS principle, (Keep it Simple Stupid, etc.), which strives to eliminate unnecessary complications
- There is more than one way to do it (TIMTOWTDI), a philosophy to allow multiple methods of doing the same thing
- Use-centered design, which focuses on the goals and tasks associated with the use of the artifact, rather than focusing on the end user
- User-centered design, which focuses on the needs, wants, and limitations of the end user of the designed artifact

Methods of designing

Design Methods is a broad area that focuses on:

- Exploring possibilities and constraints by focusing critical thinking skills to research and define problem spaces for existing products or services or the creation of new categories (Brain storming)

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- Redefining the specifications of design solutions which can lead to better guidelines for traditional design activities (graphic, industrial, architectural, etc.);
- Managing the process of exploring, defining, creating artifacts continually over time
- Prototyping possible scenarios, or solutions that incrementally or significantly improve the inherited situation

Design is the organized arrangement of one or more elements and principles (e.g. line, color or texture) for a purpose.

Successful design incorporates the use of the principles and elements to serve the designer's purpose and visual goals. There are no rules for their use.

Design elements are the basic units of a visual image.

Design - Elements & Principles

Design Elements and **Principles** are the building blocks used to create a work of art.

The **Elements** form the basic vocabulary of visual design. The elements of design can be thought of as the things that make up a painting, drawing, design etc.

The **Principles** constitute the broader structural aspects of the composition. The Principles of design can be thought of as what we do to the elements of design.

Elements of Design

The elements of design consist Line, Shape, Direction, Size, Texture, Colour and Value.

LINE

Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

SHAPE

A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

DIRECTION

All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquillity. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action.

SIZE

Size is simply the relationship of the area occupied by one shape to that of another.

TEXTURE

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

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COLOUR

Also called Hue. There are two colour models and they are the CMYK (Cyan, Magenta, Yellow & Black) color model is used in the printing process and the other is the RGB color model (made up of red, green and blue) is used in computer monitor, and is what will be viewed projects in while still on screen. (Know more about colour in the topic - **Designing For Print vs. The Web**)

VALUE

Value is the lightness or darkness of a colour. Value is also called Tone.

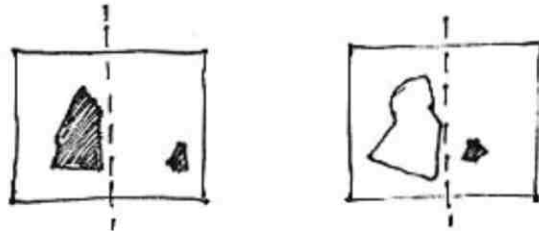
The principles of design govern the relationships of the elements used and organize the composition as a whole.

Principles of Design

The principles of design consist Balance, Gradation, Repetition, Contrast, Harmony, Dominance, Unity

BALANCE

Balance in design is similar to balance in physics.



A large shape close to the center can be balanced by a small shape close to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be)

Balance is the consideration of visual weight and importance. It is a way to compare the right and left side of a composition.

GRADATION

Gradation of size and direction produce linear perspective. Gradation of colour from warm to cool and tone from dark to light produce aerial perspective.



A gradation from dark to light will cause the eye to move along a shape.

Gradation can add interest and movement to a shape.

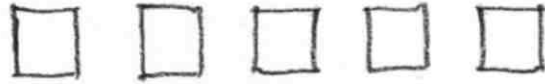
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If you wish to create interest, any repeating element should include a degree of variation.

REPETITION

Repetition with variation is interesting, without variation repetition can become monotonous.



The five squares above are all the same. They can be taken in and understood with a single glance.



When variation is introduced, the five squares, although similar, are much more interesting to look at. They can no longer be absorbed properly with a single glance. The individual character of each square needs to be considered.

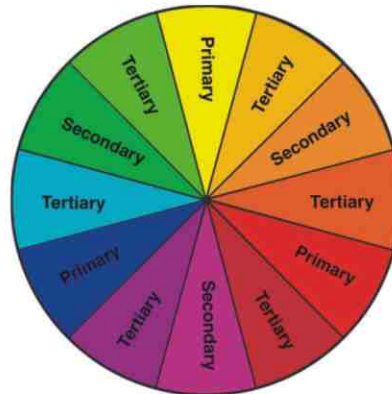
Contrast:
eg. opposite colours on the colour wheel - red / green, blue / orange etc.

Unless a feeling of chaos and confusion are what you are seeking, it is a good idea to carefully consider where to place your areas of maximum contrast.

CONTRAST

Contrast is the juxtaposition of opposing elements. Contrast in tone or value - light / dark. Contrast in direction - horizontal / vertical.

The major contrast in a painting or a design should be located at the center of interest. Too much contrast scattered throughout a painting or a design can destroy unity and make a work difficult to look at.



HARMONY

Harmony is achieved through the sensitive balance of variety and unity. Harmony in a design or a painting is the visually satisfying effect of combining similar, related elements. eg. adjacent colours on the colour wheel, similar shapes etc.

Harmony pulls the pieces of a visual image together.

Harmony in visual design means all parts of the visual image relate to and complement each other.

Relationships

What is the relationship between a tractor and an ear of corn?



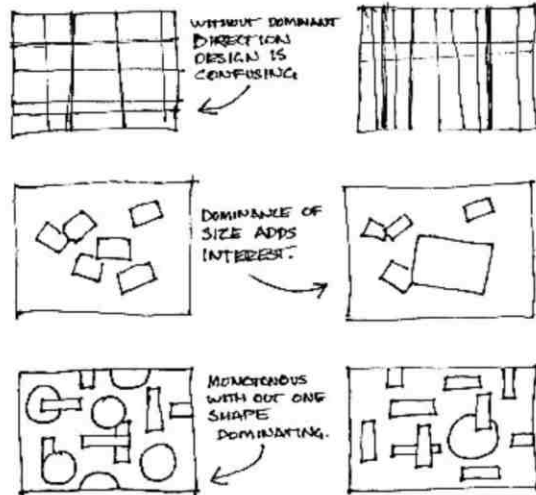
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Dominance can be applied to one or more of the elements to give emphasis.

DOMINANCE

Dominance gives a painting or a design interest, counteracting confusion and monotony.



Unity in a painting or a design also refers to the visual linking of various elements of the work.

UNITY

Relating the design elements to the idea being expressed in a painting or a design reinforces the principal of unity.

