ELEMENTS

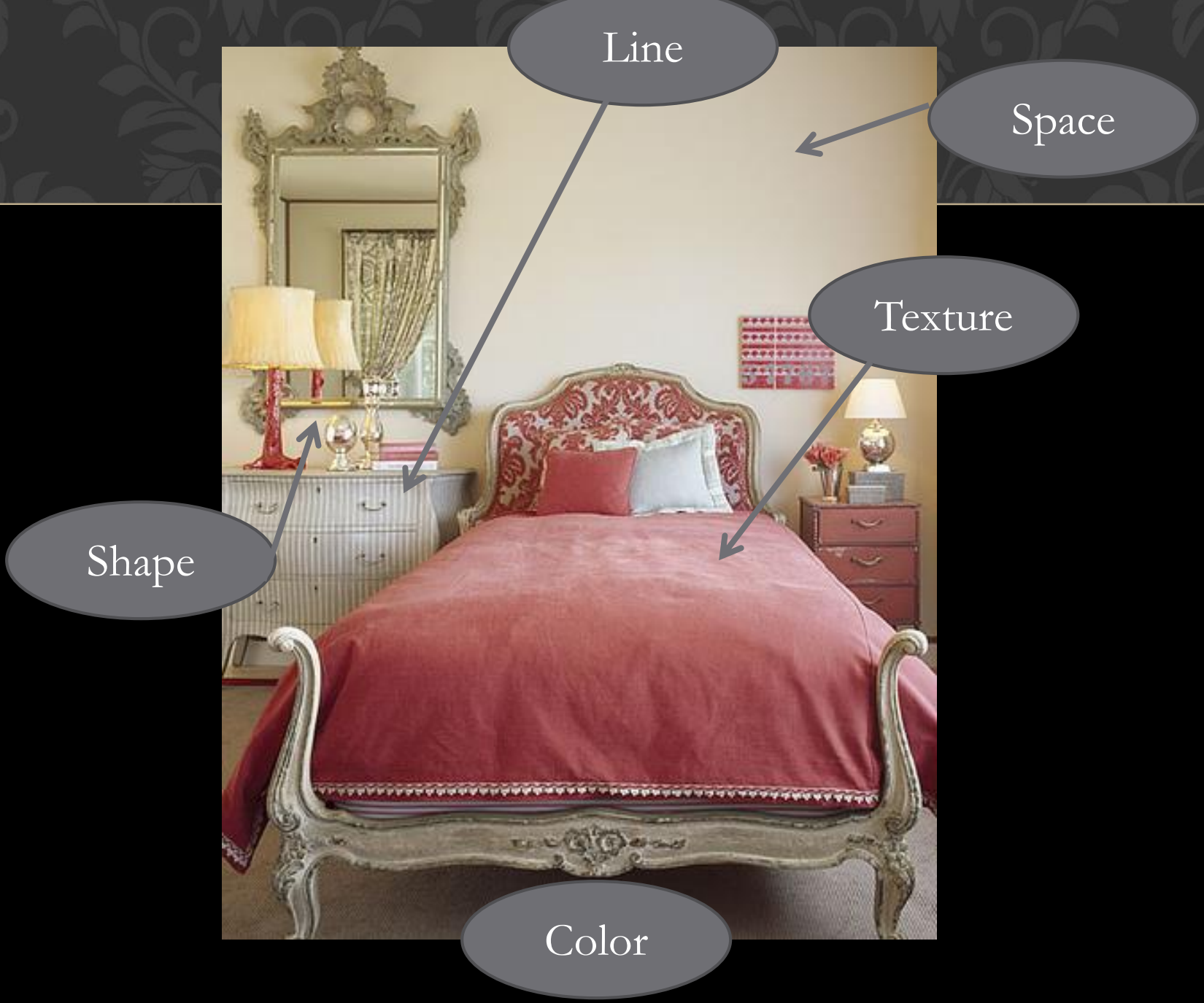
& PRINCIPLES OF DESIGN

ELEMENTS OF DESIGN

- Space
- Line
- Shape
- Texture
- Color

INGREDIENTS

of good design


Line
Space
Texture
Shape
Color

SPACE

POSITIVE

VS

Negative Space

SPACE

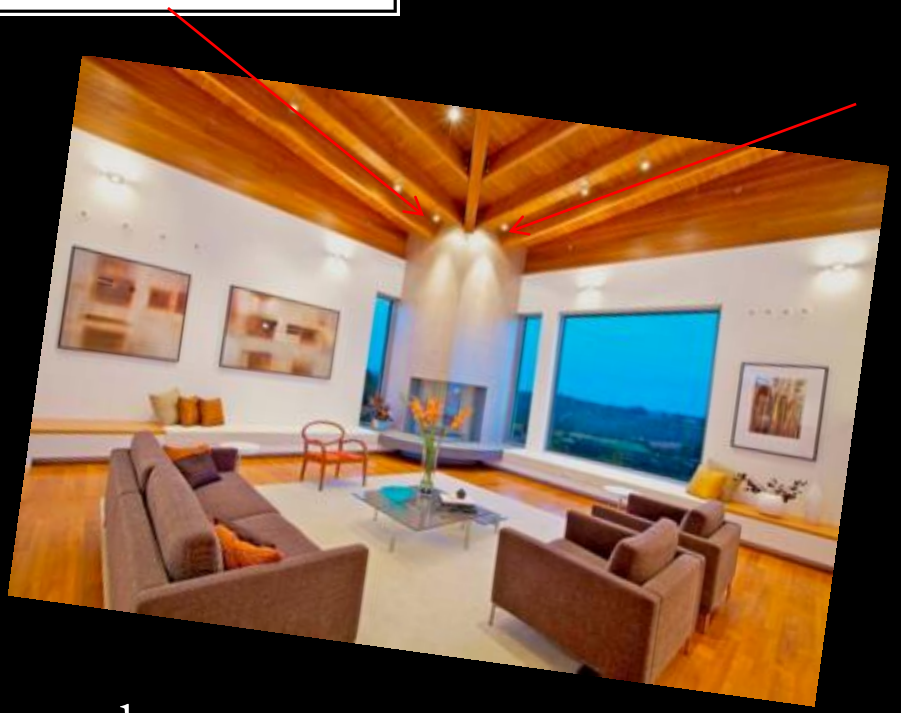
- Positive fills in the space
- Negative is un-used space

YOUR TURN!

Be sure to label!

- Positive fills in the space
- Negative is un-used space

LINE

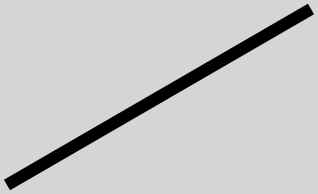
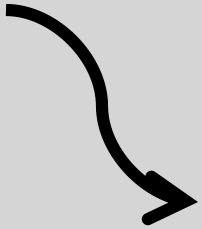


- The outline of an object
- 2 points that are connected

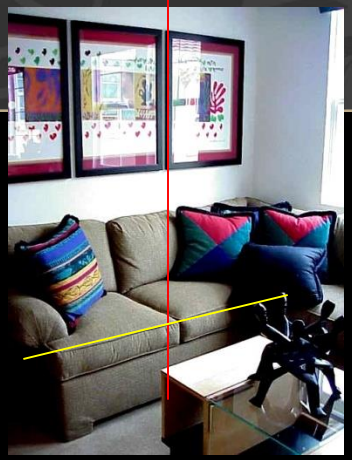
<u>What does line do to a room?</u>

- Directs the eye
- Moves the eye from one place to another
- Separates or unifies
- Creates feeling

YOUR TURN!

Horizontal	**Vertical**
Diagonal 	Curved 

TYPES OF LINE



Horizontal

Vertical

Diagonal

Curved

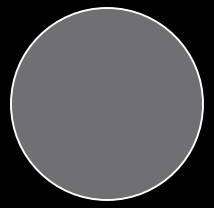
SHAPE

- The solid form or structure of an object.
- Two Dimensional Outline

SHAPE VS. FORM

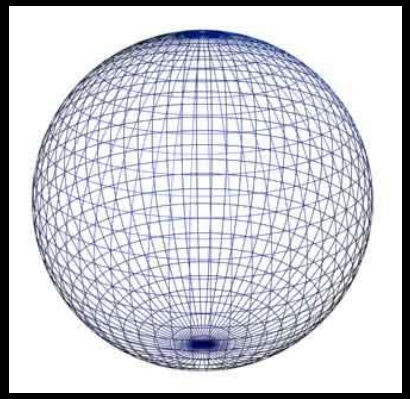
YOUR TURN!

A circle is a shape.



A square is a shape.

A sphere is a form.



A cube is a form.

TEXTURE

- The way an object feels and looks.
- May be rough, smooth, shiny, hard, soft, etc.

YOUR TURN!

- **Think of 3 different textures that are common in interior design. Write these down in the boxes.**

COLOR

- One of the most important elements.
- Influences a rooms: shape, size, feeling, and mood.

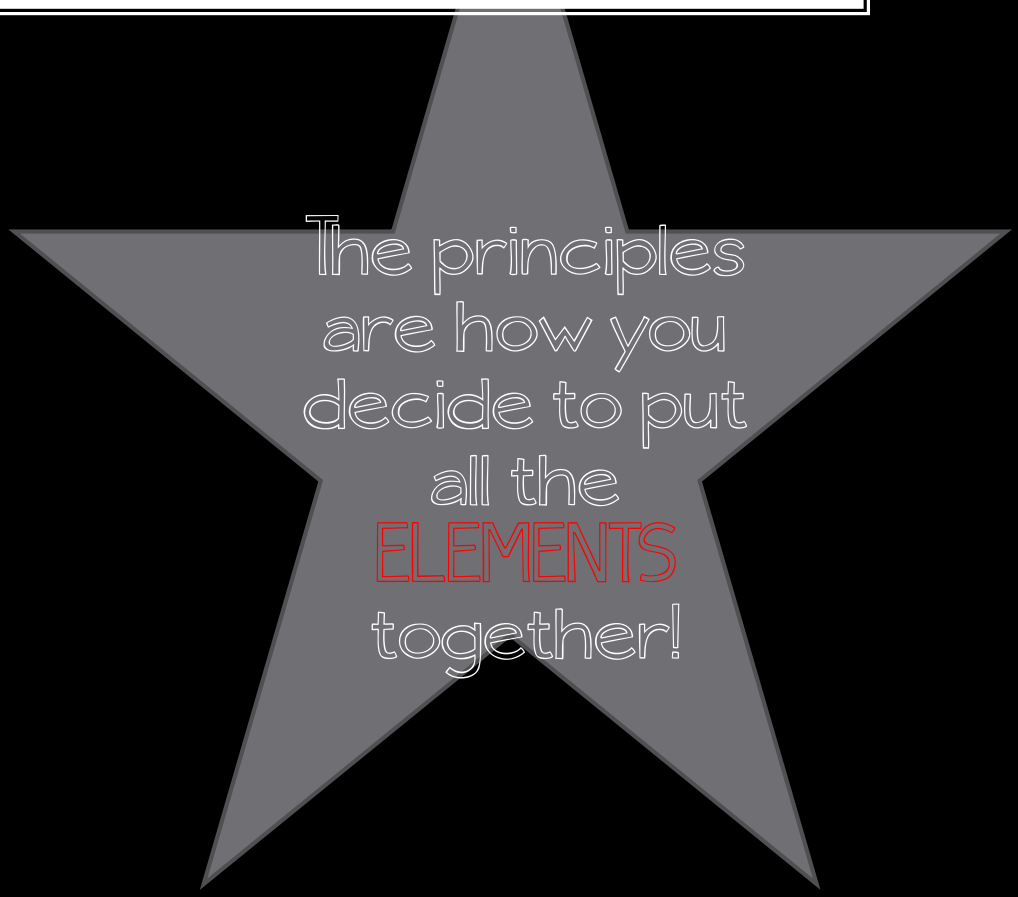
YOUR TURN!

- Think of colors that make you feel the following moods:

- HAPPY?
- CALM?
- ANGRY?

Principles are the RULES used to create a pleasing design

- Unity
- Scale
- Balance
- Rhythm
- Emphasis
- Proportion

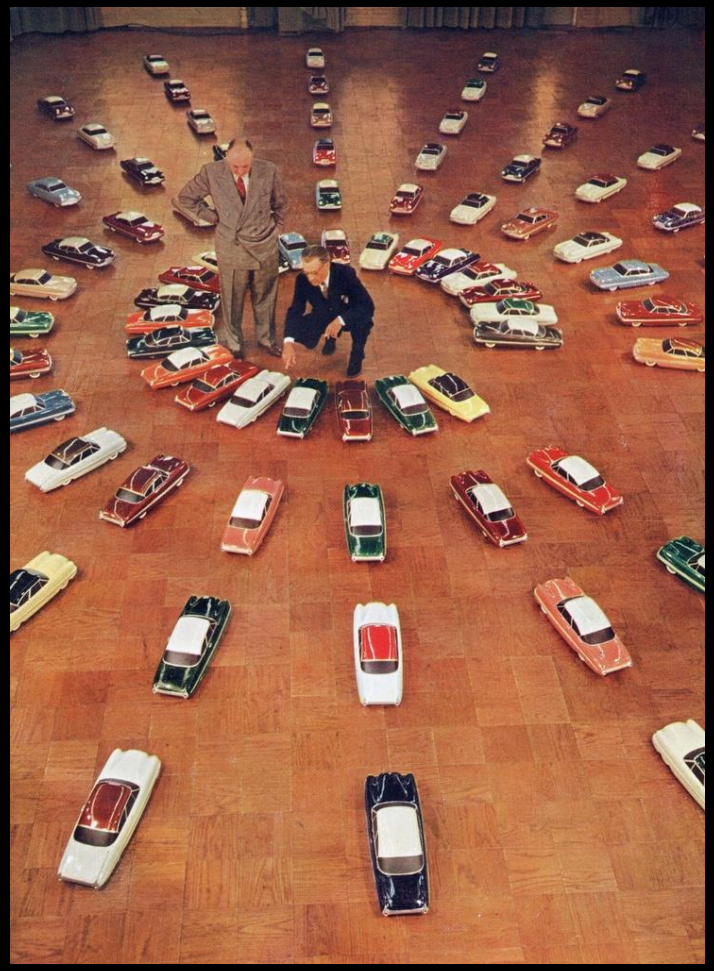


UNITY

- The appearance of all parts seeming to belong together.
- The room is seen as a whole, not as a collection of unrelated things.

WHAT IS SCALE?

- The size of an object in relation to other objects, the space it is in or to a standard or familiar size.



Which lamp is the best scale for this end table?

A

Which chair is the better scale for the sofa?

B

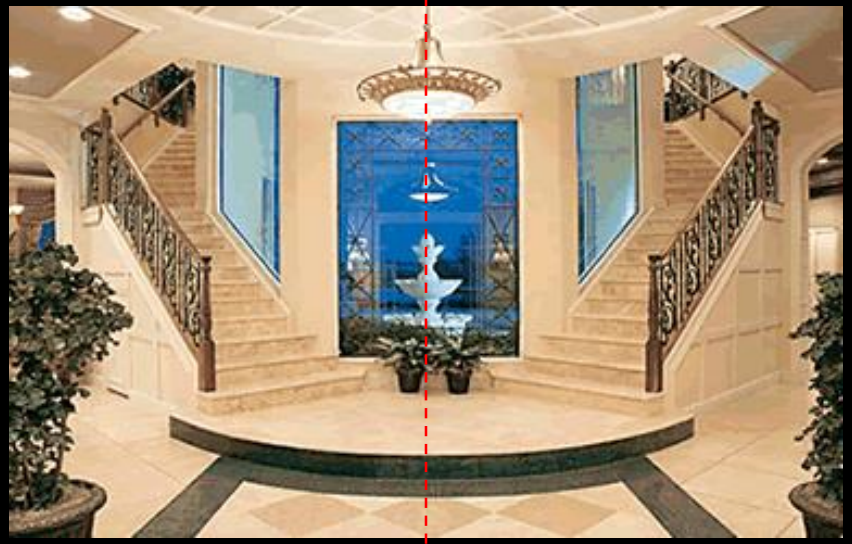
Because homes and furniture are built for humans, it is important to use the human figure in evaluating their scale.

Rooms and furnishings should be designed or selected for the people who will use them.

BALANCE

- The feeling of equality or equilibrium.
- Occurs when the amount, size, or weight of objects on both sides of a center point seems equal.

FORMAL BALANCE - SYMMETRICAL



Achieved through the placement of identical objects on both sides of a central point.

INFORMAL BALANCE - ASYMMETRICAL

Achieved through the placement of different, but equivalent, objects on both sides of a central point.

YOUR TURN!

- **Draw an example of the two types of BALANCE:**
  - SYMMETRICAL
  - ASYMMETRICAL

RHYTHM

Leads the eye from one part of design to another.

EMPHASIS

- The center of interest or attention.
- Focal Point

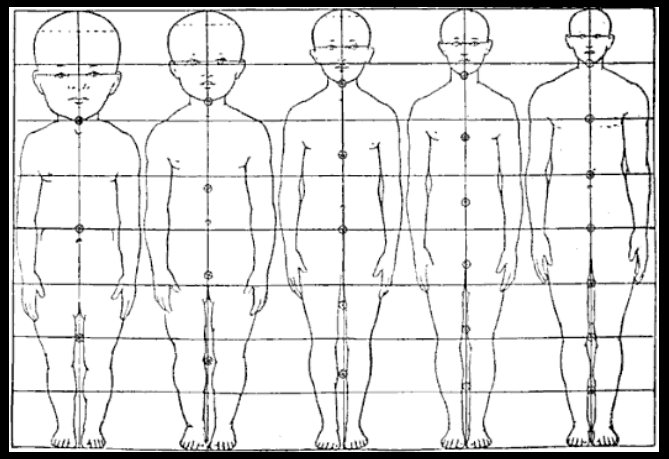
YOUR TURN!

What is the focal point in the illustration?

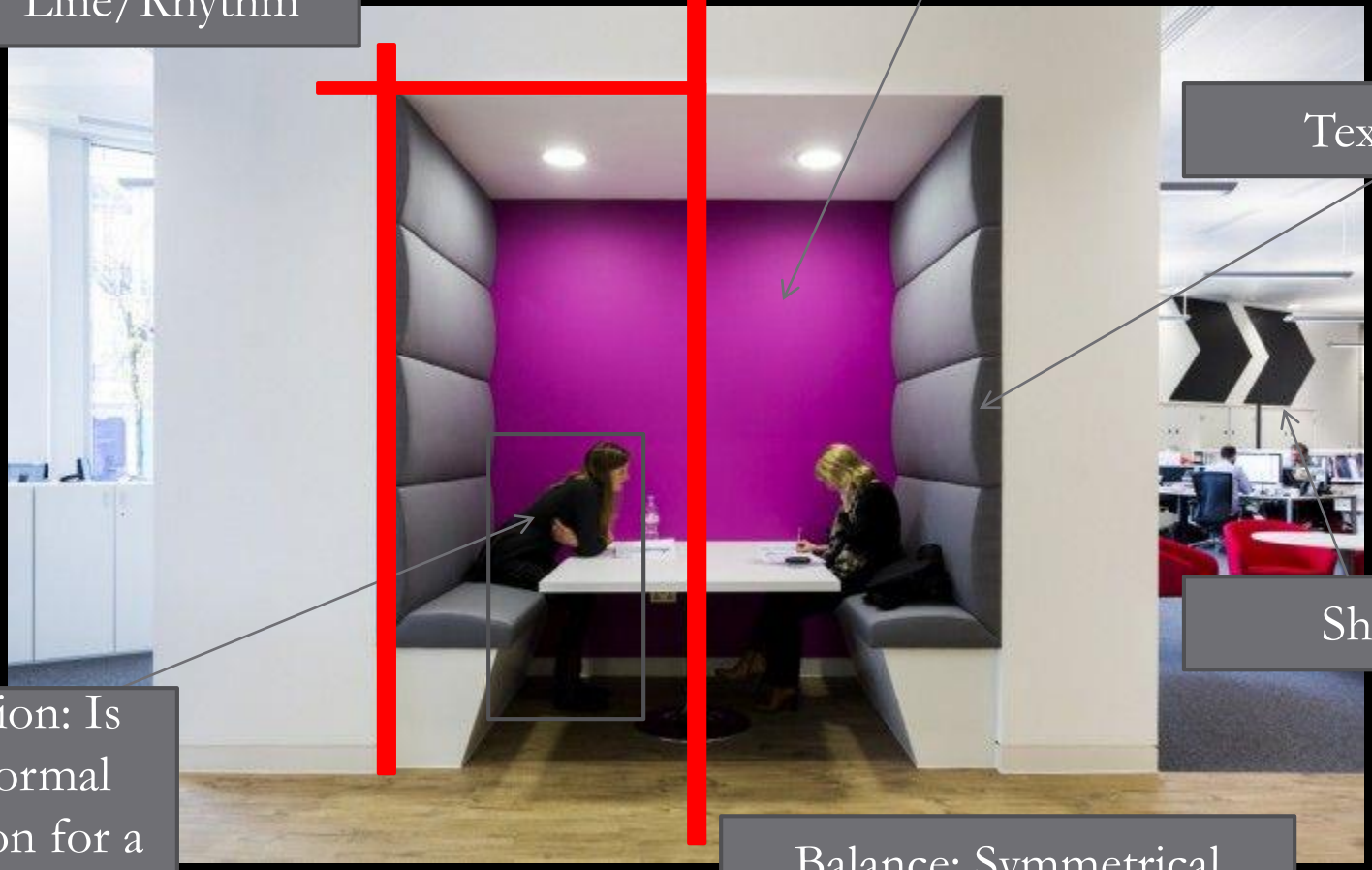
PROPORTION

The ratio of one part to another part or one part to the whole.

How parts fit together to make a WHOLE.

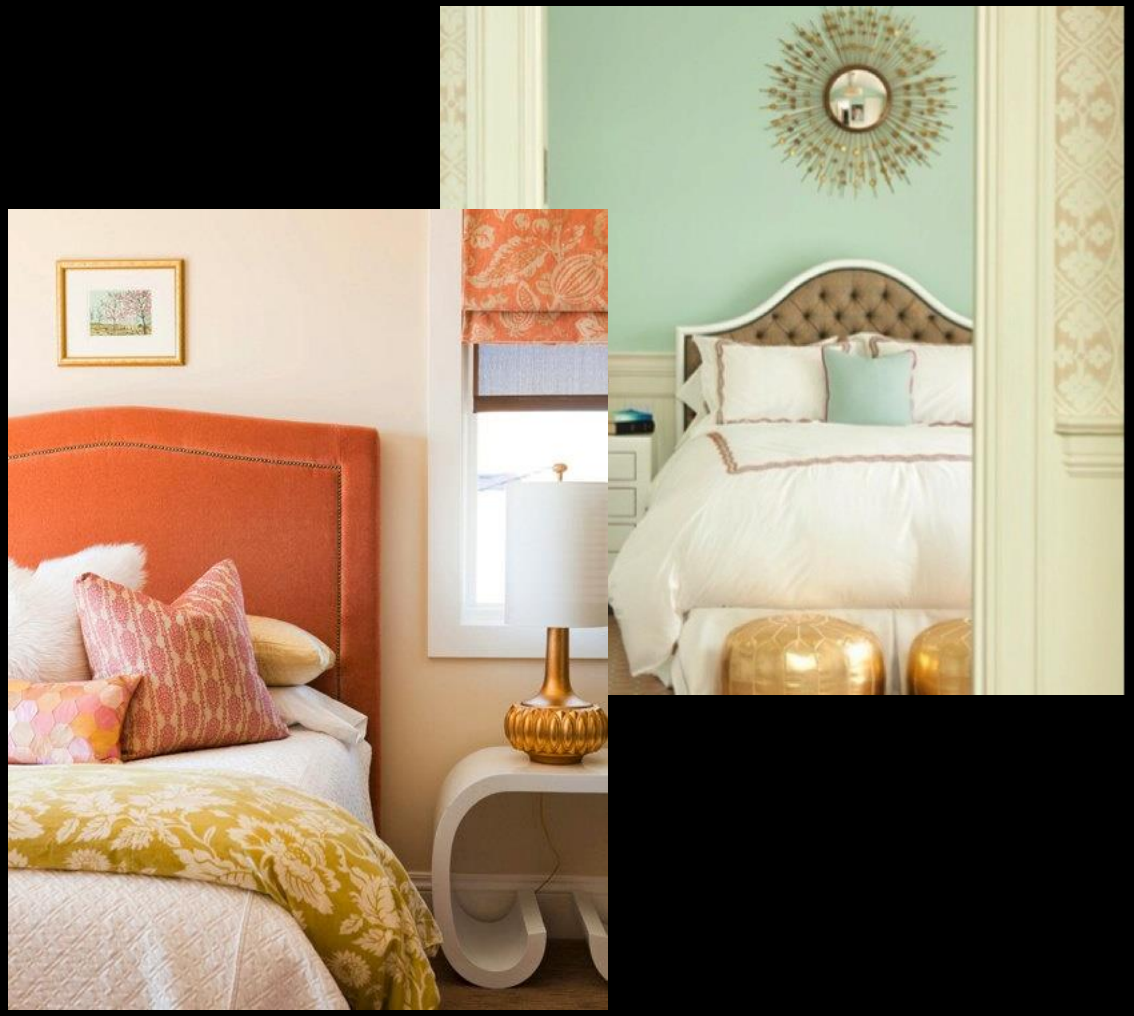


EXAGGERATION OF THE ELEMENTS AND PRINCIPLES CAN BE USED TO MAKE AN IMPACTFUL FEELING

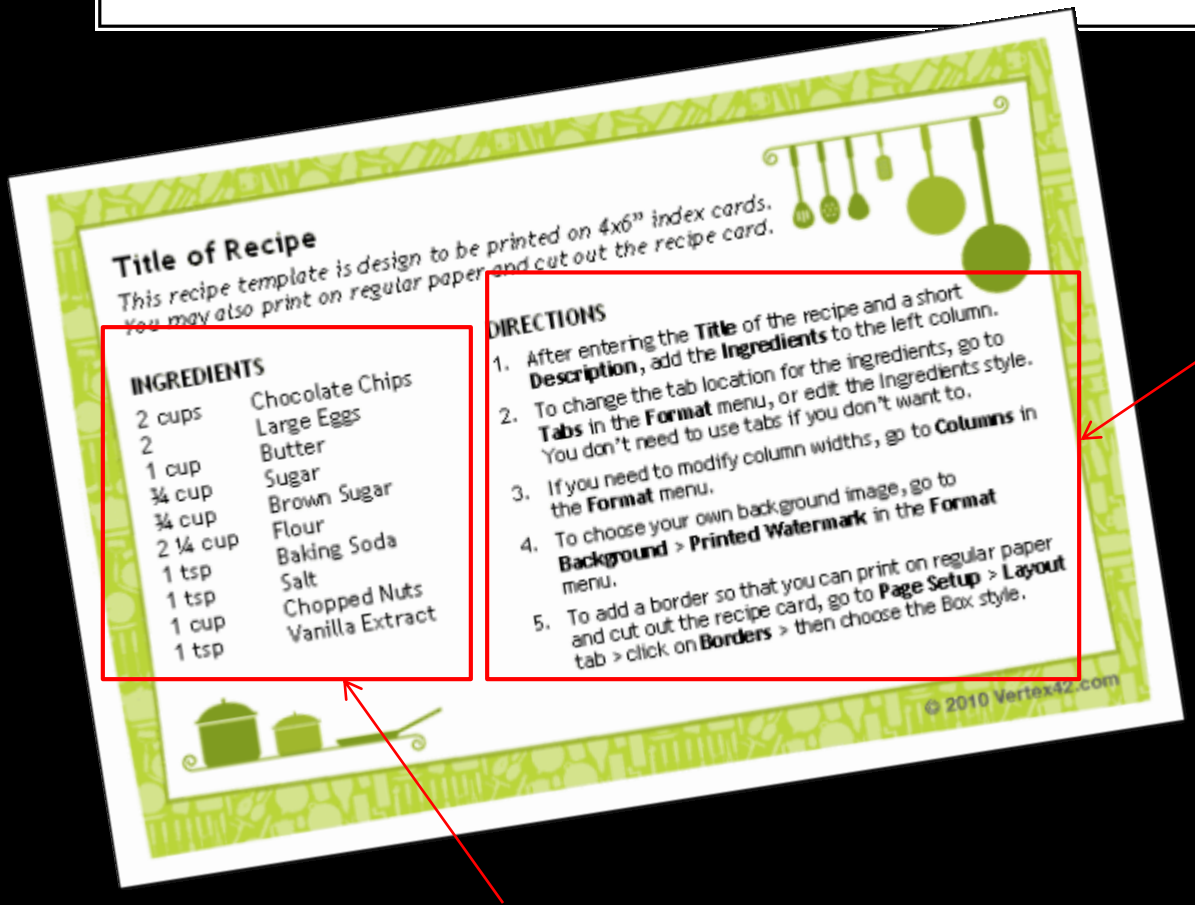


HARMONY

- When all the design elements have consistency of style.
- A pleasing accord between the use of unity and variety and Elements & Principles.



JUST A REVIEW



Principles of Design

Elements of Design

Questions to Consider

Would the ingredients of a recipe be good by themselves? Could you follow recipe directions without ingredients?

LEARNING ACTIVITIES

Principles of Design

Scavenger Hunt

- Go around the room and find the picture that best matches the principle of design.

Elements of Design

- Finish your packet so you can remember all of the elements of design.