

## **The Elements of Design: Modular On-going, On-line learning experiences dealing with the tools to make effective images.**

**The Concept:** Each module is six weeks long. There are no pre-requisites within a group. In other words, students can jump in at any point during the year and take consecutive or non-consecutive modules.

**Content:** The Elements of Design are the building blocks used to create a composition, be it a painting or a photograph. Knowing these elements will empower the photographer by giving him the understanding of why a composition works and the tools to create effective and compelling images. The Elements of Design can be thought of as the things that make up a composition. Good or bad - all images will contain most of if not all, the seven elements of design.

### **The Elements of Design**

#### **Line**

Line varies in direction, defines contour or the edge of an object, creates the illusion of space and form, and creates a pattern when repeated. Line is the most fundamental visual element. Lines are everywhere, in many forms with varying characteristics: thick or thin, straight or curved, natural or man-made. Lines draw you from one part of the composition to another. For example: diagonal lines can create great energy and a sense of motion.

#### **Shape**

Shape creates pattern when repeated, can be organic or geometric, can be positive or negative, creates rhythm when repeated, creates emphasis when varied in size, creates balance when varied in placement, can be objective or non-objective, can be distorted or extended.

#### **Form**

Form is shape with dimension, can be balanced symmetrically or asymmetrically, can be open or closed, when repeated creates pattern, can be organic and/or geometric, can be studied for its historical and cultural significance.

#### **Color**

Color can be mixed from red, yellow, and blue, can be combined to make new colors, can be mixed for intensity and value, can express moods and feelings, can be warm or cool, can give the illusion of distance.

#### **Time & Space**

Shape can be displayed by overlapping spaces, can be displayed by color, can be two or three-dimensional, can be distorted, can be positive and negative, can

be shown by proposition.

Time is a non-spatial continuum in which events occur in succession. Our experience of time often is dependent upon our movement through space because of our existence in a combined universe of time and space. While time itself is invisible, we can portray it or its existence perceptually in art by portraying movement.

### **Texture**

Texture can be real or simulated, can form a surface, can be natural or manmade, can achieve emphasis, can be affected by lighting conditions.

### **Value**

Value can be created by the manipulation of media, can be expressed through a variety of media, can create movement, can separate a surface, can create an illusion of depth, can be the lightness or darkness of media.

**Objective:** The successful student will be able to identify the design principle in a composition and understand how it is used to create a good composition. The student will also demonstrate this understanding by using the specific components within their own compositions to create a set of effective images.