ART & DIGITAL DESIGN

8 ELEMENTS OF DESIGN HANDOUTS

LOOK BETWEEN THE LINES
BY WHITNEY PANETTA

X2

TEXTURE

TEXTURE in design can be tactile or visual.
TEXTURE is used to create contrast, emphasis, and add detail to design.

...TURE

VISUAL TEXTURE

In print design texture can be implied by using color, value, and line to create detail. The viewer can imagine the way the object would feel if they touched it, such as a thorny rose.

...y, soft. TEXTURE can be used to create pattern and rhythm in a ...ntrast to draw the viewer's eye to specific areas in a design.

TEXTURE can be used to create a sense of depth a ...definition in a design. It can hel ...describe a form t ...inform the viewer.

THE NATIONAL PARKS PRESERVE WILD LIFE

TYPOGRAPHY

TYPOGRAPHY is one of the most important elements in design.
TYPOGRAPHY conveys information through text as well as the style and placement of text.

SANS-SERIF FONT

ANg

In TYPOGRAPHY there are three type of fonts: serif, sans-serif, and decorative.

A SANS-SERIF FONT is a font that does not have the extra stroke at the end of letters. This is the cleanest looking font type.

Example: ABC

SERIF FONT

SERIF FONTS are fonts that have an extra stroke at the tops and/or bottoms of each letter.

Example: ABC

Sunrise

DECORATIVE FONTS are fonts that don't fit into the traditional SERIF and SANS-SERIF categories. They are often creative, more artistic looking, and are best used in headlines, rather than in the text body.

Example: ABC

Decorative Font

GREAT FOOD

New York
NEW YORK

FORM

...form is three dimensional and can be measured in height, width, and depth. ...form refers to the shape of the object being designed or the illusion of form in print media.
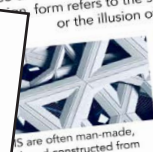
...S are often man-made, ...ed, and constructed from ...c or named shapes.

ORGANIC FORMS are often asymmetrical, flowing, and dynamic. Organic forms are found in nature.

...ETRIC FORM

ORGANIC FORM

ACTUAL FORM

...m of a physical object is ...OM. This can
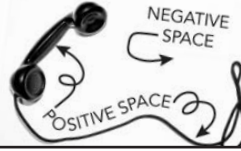
IMPLIED FORM

The illusion of form can be created in flat media such as billboards, logos, ...agazine spreads, or

SPACE

SPACE is the area in and distance around objects in a design.
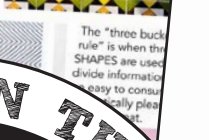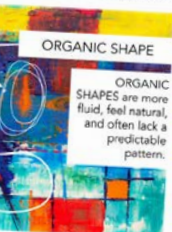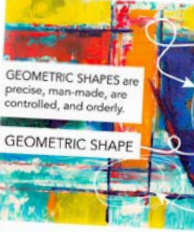With three dimensional designs, space is the area the object occupies.

NEGATIVE SPACE can also be referred to as WHITE SPACE. If used correctly, WHITE SPACE can give a design breathing room and help emphasize the focal point. WHITE SPACE can also make an area look very large or very small based on how much space is left around the ...

NEGATIVE SPACE

POSITIVE SPACE

SPACE is made up of POSITIVE SPACE, the object in the design, and NEGATIVE SPACE, the area around

SHAPE

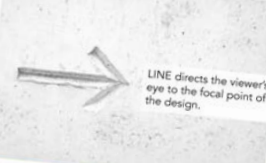SHAPES are defined by boundaries such as line or color.
Like form, SHAPES can be geometric or organic.

GEOMETRIC SHAPES are precise, man-made, controlled, and orderly.

ORGANIC SHAPE

ORGANIC SHAPES are more fluid, feel natural, and often lack a predictable pattern.

GEOMETRIC SHAPE

SHAPES can be repeated to create pattern

SHAPES can be defined by their color.

SHAPES are a ...useful tool in ...branding design. Many compa... logo... recogniz... their...

LINE

In design, line is the connection between two points.
Line can be used to divide a space, direct the viewer's eye, and emphasize the focal p...

Line can be the connection between two points.

LINE directs the viewer's eye to the focal point of the design.

Coca-Cola

LINE can add pattern and texture to create a more interesting and eye catching design.

The LINES converge to draw the eye to the focal point, the Coca-Cola sign.

Lines can be thick, thin, solid, broken, straight, curved; lines are very dynamic. Diagonal lines add excitement, energy, and a sense of movement to a design.

LEAVE YOUR FILMS

VALUE

VALUE is the range of light to dark in a design.
VALUE helps create contrast, emphasis, and divide a space in both color and black and white designs.

GRAYSCALE

VALUE SCALE

A range of VALUE can help show depth in a design.

VALUE can impact the feeling of a design. Lighter VALUES, such as pastels, create a more subdued feeling while more intense VALUES create a more energetic feeling.

VALUES that are similar will make elements feel visually closer together. VALUES that contrast will make elements pop...

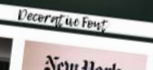A design with a lower range of VALUE is a low key design and will feel...

TYPOGRAPHY

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Example: ABC

SERIF FONT

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Sunrise

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Example: ABC

Decorative Font

GREAT FOOD
FRESH PRODUCE
QUALITY ALES
& FINE WINES

New York
NEW YORK
New York
NEW YORK

Consistency is important with TYPOGRAPHY. For example, if a chapter in a book has a specific font, it should carry throughout the...

FRONT & BACK WORKSHEETS WITH ACTIVITIES & DIGITAL FILL IN OPTIONS

ELEMENTS OF DESIGN
HANDOUTS & ACTIVITIES

BIG IDEA:
- Elements of Design

ESSENTIAL QUESTIONS:
- How are the various elements of design used to create a design?
- How are the elements used to enhance a design?
- How are the elements combined to work together in a design?

OBJECTIVES: Students will…
- Look at examples of using the elements of design to create a design.
- Look at ex... techniques the elements are used to enhance a design.
- ... ing the elements of design, finding ex...

- a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.
- b. Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception.
- **ART:**
  - Visual Arts/Creating, proficient, VA:Cr1.2.HSI, Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.

SUPPLIES:
- Access to computers or magazines to find images
- Access to InDesign (if using InDesign to fill and submit)
- Access to Adobe Acrobat Pro (if using Pro to fill and submit)

PRODUCT:
- Handouts for:

- Line: One of the building blocks of design. Can be thick, thin, curved, diagonal. Line can help divide a space, emphasize a fo... pattern and texture.
- Shape: One of the building blocks of design. Shape is defined b... as line and color. Shape can create pattern, interest, define spac... viewer's eye, emphasize the focal point, and organize informati...
- Form: One of the building blocks of design. Include geometric a... actual and implied form. Form is used in the physical design of... to enhance design in print media such as billboards, magazines, ...
- Space: The area in an object or distance around and between obj... Space is used to create white space, breathing space, and emphas... point. When divided well, space can create stronger designs.
- Texture: One of the building blocks of design. Texture can be tac... Texture can be used to create pattern, rhythm, contrast, and emph...
- Typography: The fonts and fonts styles used in a design. Font can... information as well as add to the overall feeling of a design. Colo... placement, and hierarchy can be used to help enhance typography

IMPLEMENTATION: For a 50 minute class, times may vary.
Consider whether you want students to fill this out by hand or digitally. C... and when you want students to work on the handouts.

Option A: Spend a week working on the handouts. Work through ea... they are all complete at the start of the semester.
Option B: Have students fill out the handouts as they work on proj... focus on the elements of art that is the focus of their project.

Introduction to Elements of Design: Fill Out by Hand
- Go over the worksheet as a group or have students look at it individu...
- Take questions as the arise.
- Once students are ready, they can start working on the back of the wo...
  - Students can flip through magazines or find pictures online an... out.
  - Have them cut and glue or tape the examples the element to th... sections on the back of the handout.
- Once they are done, have them turn in the handout for a participation g...
- Allow students a few minutes at the end of class to clean up.

Introduction to Elements of Design: Fill Digitally Using InDesign
- Go over the worksheet as a group or have students look at it individu...
- Take questions as the arise.
- Once students are read...

- They should find images online and save them to their computer or upload their own photographs to their computer.
- Once they are ready to add to their document, they can drag and drop the image to the box.
- The image will autofill the box.
- If they need to make minor adjustments within the frame they should click on the selection tool (the black arrow) and double click the frame. This will turn the frame orange. They can then use the arrows on their keyboard to move the image around within the frame.
  - With the image still highlighted orange they can also drag the corners of the image to crop it in order to show more of it in the handout frame if an important part is not visible in the f...
- If they need to make the frame larger or smaller, w... proportion, they should click the selection tool and ... (windows) or shift + command (mac) while draggin... frame.
- Once they are done, have them turn in the handout for a par...
  - Linking tips. If students try to send the document an... show up it may have lost the link. To correct this they...
    - A: Go to File-Package-Select Package-Select t... and select "package." The folder with the links...
    - B: In the links window right click on the image... document and select "embed link" saving it as a... document should store the image in it. They ca... without losing the links to the pictures.
- Allow students a few minutes at the end of class to clean up.

Introduction to the Elements of Design: Fill Digitally Using Adobe Acro...
- Go over the worksheet as a group or have students look at it indivi...
- Take questions as the arise.
- Once students are ready, they can start working on their handout.
  - Students should open the Acrobat PDF version of the form h... Adobe Acrobat Pro.
  - Have them read through the information on page one, then co... page two.
  - They should find images online and save them to their comput... their own photographs to their computer.
  - Once they are ready to add to their document, they should click... icon in the box they want to fill.
  - In the wind...

.../2012/03/04/elements-of-

...ents-of-design-t...

- This will upload the image to fit in the box.
  - If they need to swap the image or clear the image all they have to do is click the image, the secondary window will pop up again, ... they can browse to a new image or select "clear image" and selec...
- They should repeat until each section is filled, then save the document by ... adding their last name in front of the name of the document.
- Once they are done, have them turn in the handout for a participation grade.
- Allow students a few minutes at the end of class to clean up.

Digitally filled documents can be uploaded to a digital classroom (such as Microsoft Teams, Blackbaud, or Google Classroom), e-mailed to the teacher, or saved to a folde... on a class drive.

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SANS-SERIF FONT

N°9

SERIF FONT

Sunrise

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Example: ABC

SERIF FONTS are fonts that have an extra stroke at the tops and/or

COLOR

Color is one of the building blocks of design. It can be used for the focal point, subject, background, or to fill other elements, such as line, shape, and typography.

Color can create emphasis and direct attention to the subject of the design.

A design can also use the absence of color to create impact.

"ALL IDEAS GROW OUT OF OTHER IDEAS." — ANISH KAPOOR

Less is more with color. Try sticking with a dominate and

Color is a complex element
different

TYPOGRAPHY

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of a SERIF FONT used in a design.

Find an example of using hierarchy with TYPOGRAPHY in a design.

Find a an example of a SANS-SERIF FONT used in a design.

Find an example combining multiple FONT styles in one design.

COLOR

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an image, advertisement or similar that uses COLOR to EMPHASIZE the focal point.

Find an image, advertisement or similar that uses INTENSE COLOR well.

DRAG AND DROP PICTURE HERE

DRAG AND DROP PICTURE HERE

Find an image, advertisement or similar that uses PASTEL COLOR well.

HANDOUTS
INFO ON THE FRONT, ACTIVITIES ON THE BACK

FORM

Form is three dimensional and can be measured in height, width, and depth. In design, form refers to the shape of the object being designed or the illusion of form in print media.

GEOMETRIC FORMS are often man-made, mathematically based, and constructed from other geometric or named shapes.

ORGANIC FORMS are often asymmetrical, flowing, and dynamic. Organic forms are found in nature.

GEOMETRIC FORM

ORGANIC FORM

In fashion

LINE

In design, line is the connection between two points.
Line can be used to divide a space, direct the viewer's eye, and emphasize the focal point.

LINE directs the viewer's eye to the focal point of the design.

Coca-Cola

FORM

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of GEOMETRIC FORM.
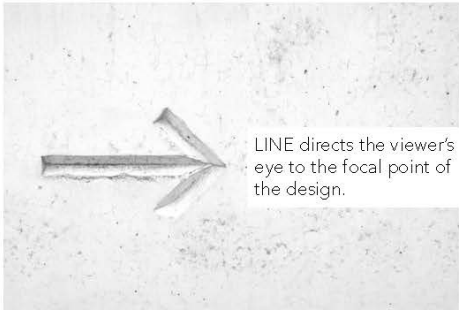
Find an example of ORGANIC FORM.

Find an example of ACTUAL FORM.

Find an example of IMPLIED FORM (think a flat pattern that looks three dimensional).

LINE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of using LINE to emphasize the focal point.

Find an example of LINE used to divide space.

CLICK TO UPLOAD YOUR PICTURE

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS
INFO ON THE FRONT, ACTIVITIES ON THE BACK

SHAPE

SHAPES are defined by boundaries such as line or color.
Like form, SHAPES can be geometric or organic.

ORGANIC SHAPE

SHAPES can be repeated to create patterns.

GEOMETRIC SHAPES are precise, man-made, are controlled, and orderly.

ORGANIC SHAPES are more fluid, feel natural, and often lack a predictable pattern.

GEOMETRIC SHAPE

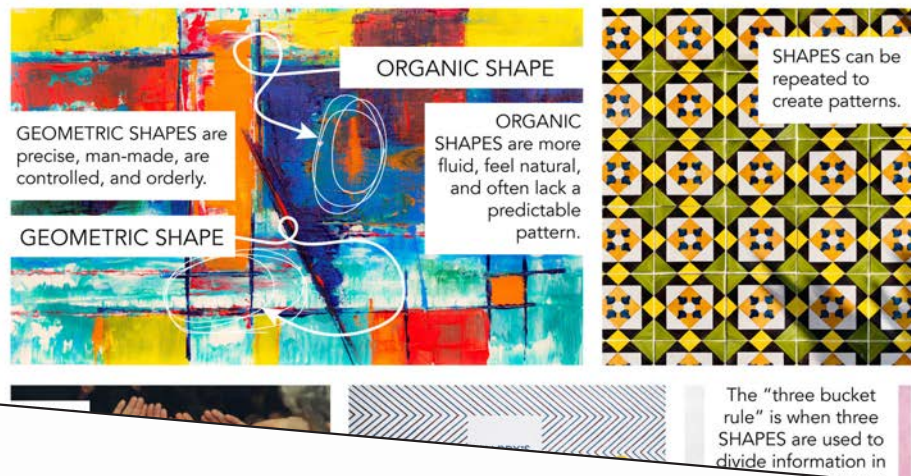The "three bucket rule" is when three SHAPES are used to divide information in

SPACE

SPACE is the area in and distance around objects in a design.
With three dimensional designs, space is the area the object occupies.

NEGATIVE SPACE can also be referred to as WHITE SPACE. If used correctly, WHITE SPACE can give a design breathing room and help emphasize the focal point. WHITE SPACE can also make an area look very large or very small based on how much space is left around the elements in a design.

NEGATIVE SPACE

POSITIVE SPACE

SPACE is made up of POSITIVE SPACE, the object in the design, and NEGATIVE SPACE, the area around and between objects in a design.

The illusion of SPACE refers to space in print or a two dimensional design. It may look like an area goes back in space, but it is actually flat.

VS.

SHAPE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of organic SHAPE.

Find an example of geometric SHAPE.

Find an example of the three bucket rule using SHAPE.

Find an example of SHAPE defined by color or line.

Find an example of SHAPE used to create a recognizable logo. TIP: Think of logos you would be able to recognize even if it were just a silhouette.

SPACE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example where POSITIVE SPACE is emphasized.

Find an example where NEGATIVE SPACE is emphasized.

HANDOUTS
INFO ON THE FRONT, ACTIVITIES ON THE BACK

VALUE

VALUE is the range of light to dark in a design.
VALUE helps create contrast, emphasis, and divide a space in both color
and black and white designs.

GRAYSCALE

VALUE SCALE

A range of VALUE can help show depth in a design.

A high contrast design with a wide range of

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SERIF FONT

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Example: ABC

Sunrise

Decorative Font

Example: ABC

VALUE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of a range of VALUE in a design.

Find an example of using VALUE to create a low key design.

Find an example of high contrast VALUE in a design.

Find an example of a VALUE to create depth in a design.

TYPOGRAPHY

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Find an example of a SERIF FONT used in a design.

CLICK TO UPLOAD YOUR PICTURE

Find an example of using hierarchy with TYPOGRAPHY in a design.

CLICK TO UPLOAD YOUR PICTURE

Find an example combining multiple FONT styles in one design.

Find a an example of a SANS-SERIF FONT used in a design.

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS
INFO ON THE FRONT, ACTIVITIES ON THE BACK

Name ⚠ 📄
EOD–Form.pdf 1
EOD–Form-Back.pdf 2
scott-w...-unsplash.jpg 2
[None]
A-Master
1
2

FORM

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Find an example of GEOMETRIC FORM.

Find an example of ACTUAL FORM.

DRAG AND DROP PICTURE HERE

Find three examples of interest (think shoes, products, cars,

DRAG AND DROP PICTURE HERE

DRAG AND PICTURE

Acrobat-How to Digitally Fill

FORM

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Find an example of GEOMETRIC FORM.

Find an example of ORGANIC FORM.

CLICK TO UPLOAD YOUR PICTURE

CLICK TO UPLOAD YOUR PICTURE

🖼

Find an example of ACTUAL

01:14 —00:51

SKETCHBOOK INSTRUCTIONS & IPAD ACTIVITY