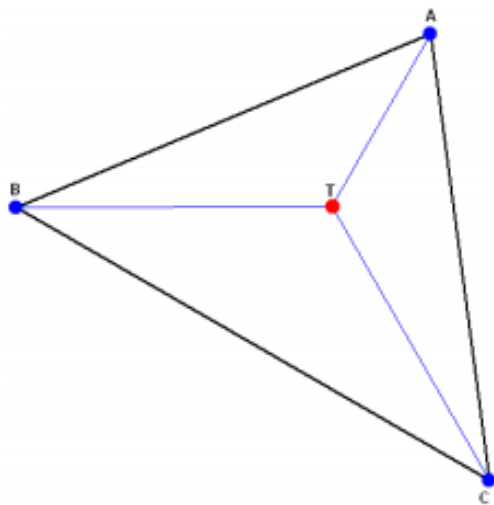


Strand	BT9.3: DESIGN AND ENTERPRISING
Sub - Strand	BT9.3.1 DESIGN PROCESS
Content Learning Outcome	BT9.3.1.1 Identify and interpret the design cycle and apply the design process and design elements with various design activities.

ELEMENTS OF DESIGN

POINT

A point is an element that has position, but no direction. It is a simple mark in space with a precise but limited location.



SHAPE

When you join up points with a line in this way, you create a shape in outline.



LINE

Line or form is a result of multiple points drawn together. Lines and linear design are all around you. The photographs on this page show a few more examples.



Tree branches



A spider's web

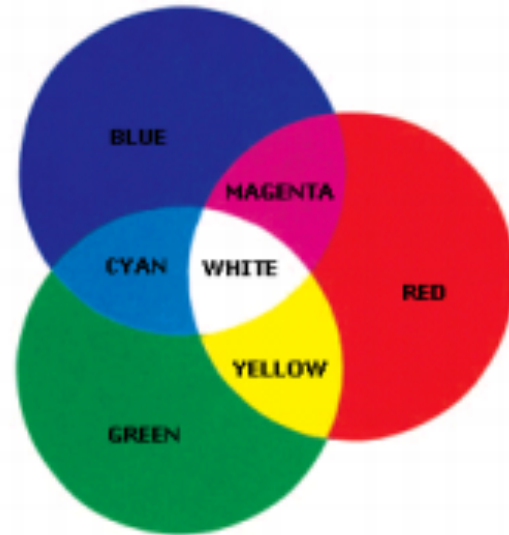
TEXTURE

Texture is used to create surface appearance and relates to the physical make up of a given form.



COLOR

Color plays a very great part in our lives. The world would be a dull place without it! Natural color is all around us in plants, animals, insects, rocks, etc. In design, color can be used to create „moods“ and color schemes. Reds and oranges will give a „warm“ feeling whereas shades of blue will create a „cool“ mood. Red is often associated with danger in signs and symbol



COLORS IN HARMONY

There are three primary colors and these are red, yellow and blue. If you mix two primary colors together, you will create a secondary color. There are three secondary colors: orange, green and purple (violet). Mixing two secondary colors will give a tertiary color.



TONE

THE END

ves the impression of distance. Darker tones come forward and lighter tones go back to the image. Tone is the property of color.



SHORT ANSWER QUESTIONS

1. List the three primary colors.

2. What is used to create the surface appearance?

3. Which color is often associated with danger in signs and symbols?

4. In elements of design, what gives the impression of distance?

5. Which colors gives you a *warm* feelings?
