



ELEMENTS OF DESIGN

عناصر التصميم

LINE الخطوط
SHAPE الاشكال
FORM شكل ثلاثي الابعاد
VALUE القيمة
SPACE الفراغ
TEXTURE الملمس
COLOR اللون

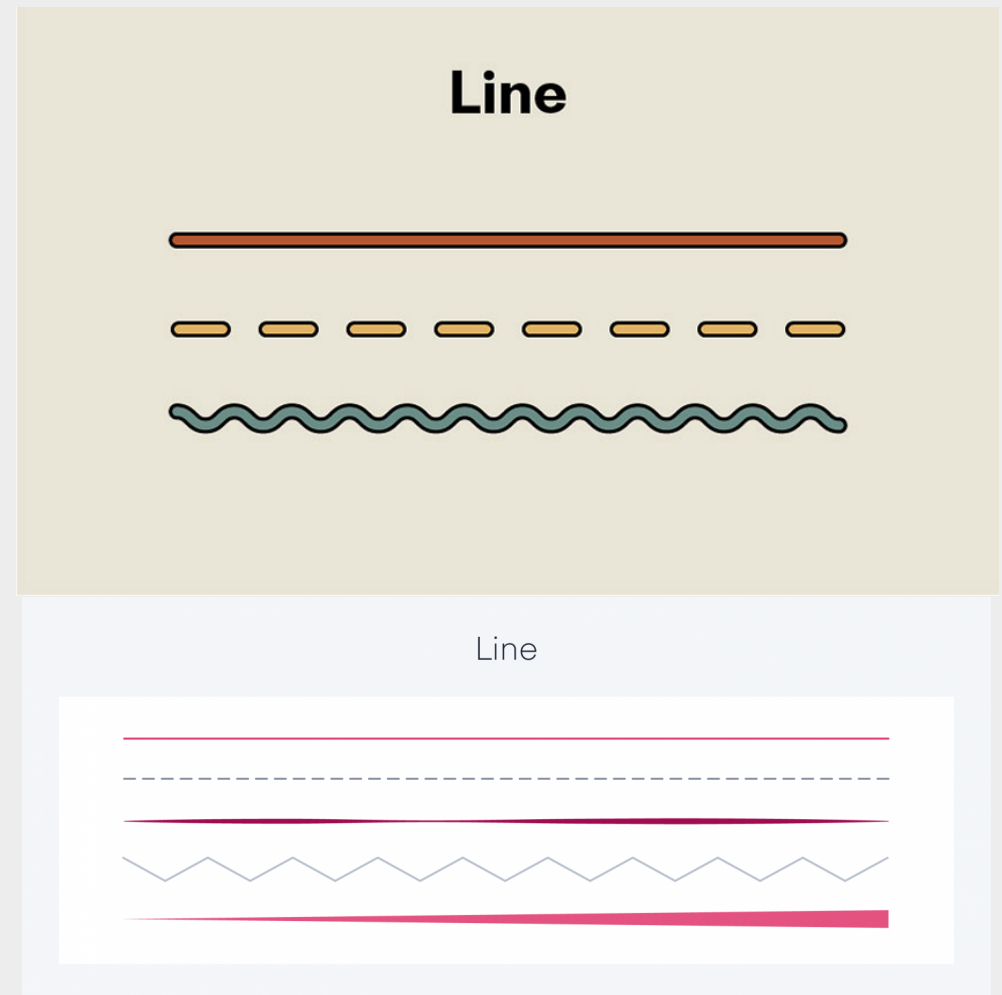
LINE الخطوط

can be straight or curved

are the most basic elements of design. They come in all shapes, sizes, and colors. Once you start noticing them, you'll see grids all around you.

Lines have direction; they can be visible or invisible and can help direct the eye to a specific spot.

The thickness of a line can also communicate certain cues.



SHAPE الاشكال

A shape is the result of enclosed lines to form a boundary. Shapes are two-dimensional and can be described as geometric, organic, and abstract.

Geometric shapes

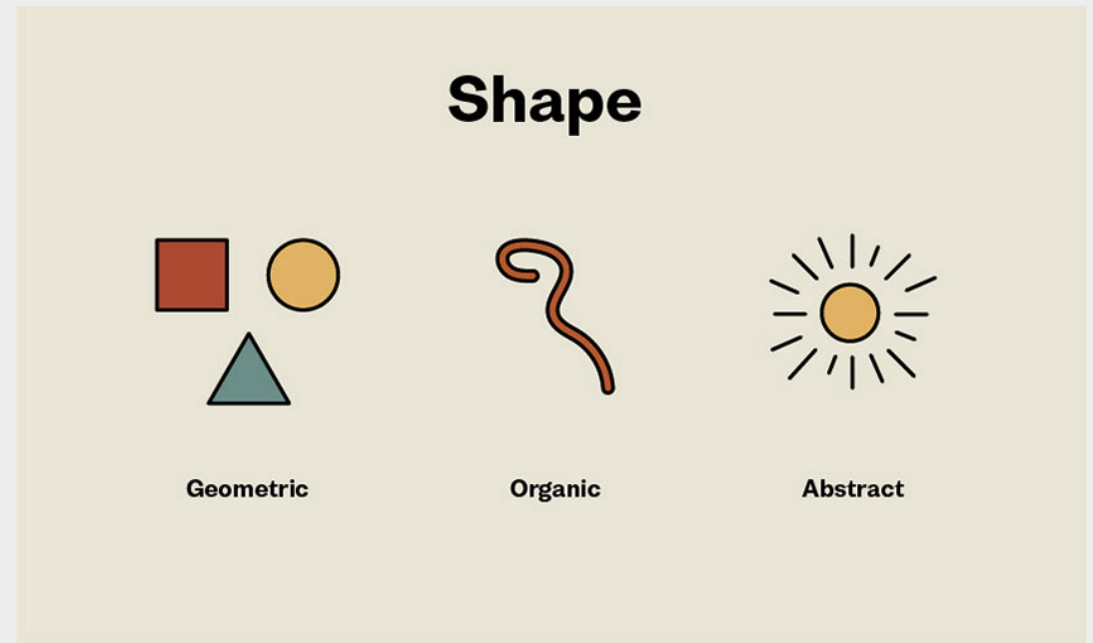
have structure and are often mathematical and precise (squares, circles, triangles).

Organic shapes

lack well-defined edges and often feel natural and smooth.

Abstract shapes

are a minimalist representation of reality.



ELEMENTS OF DESIGN

عناصر التصميم

FORM شكل ثلاثي الابعاد

Forms are three dimensional, and there are two types:

GEOMETRIC (MAN-MADE)

NATURAL (ORGANIC).

adigital or physical form can be measured by height, width, and depth.

a form can be created by combining shapes, and it can be enhanced by color or texture.

Form



VALUE القيمة الضوئية

Value refers to the degree of lightness and darkness of a specific hue.

Yellow has a higher value than purple because it is closer to white.

Value changes create contrast on a page.

The reason you can read this text is that the black content contrasts with the white background.

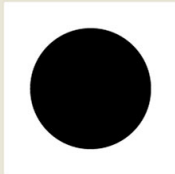


SPACE الفراغ و المساحة

Space can be described as the distance around and/or the area between design objects or elements.

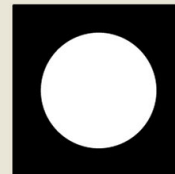
Positive Space

Form (Positive Space)



Negative Space

Space (Negative Space)



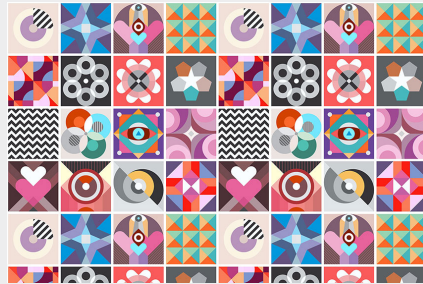
White Space



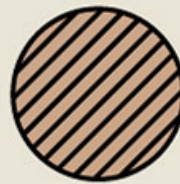
TEXTURE الملمس

Texture adds a tactile appearance to a design layout. Imagine how a design piece would feel if you touched it.

The goal of texture is to add depth to a 2D surface.



Texture



ELEMENTS OF DESIGN

عناصر التصميم

COLOR اللون

We can apply color to any of the elements we mentioned before this point.

Colors create moods and can say something different depending on the connotations associated with it.

Color can create an emphasis on specific areas of your design layout.



COLOR اللون

This element contains multiple characteristics:

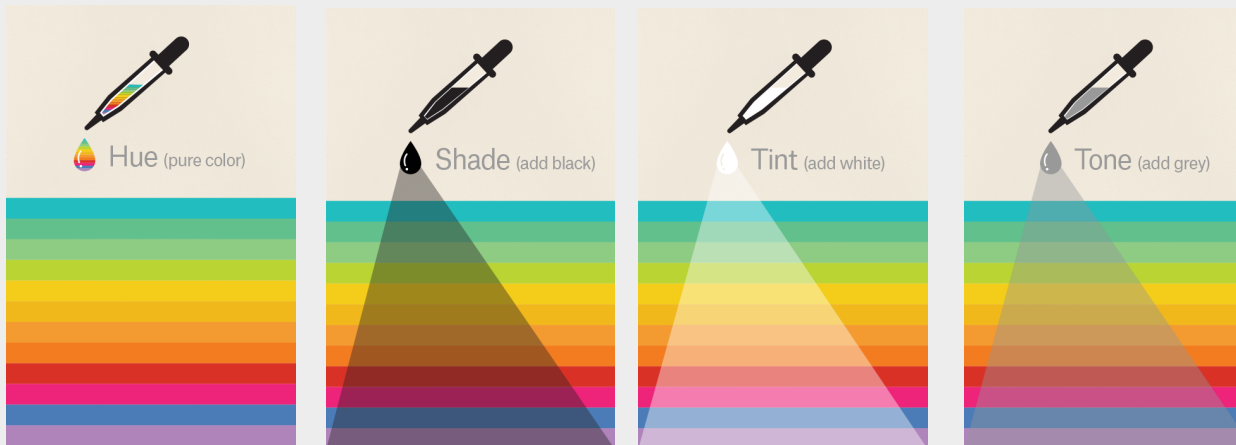
Hue: is the name of a color in its purest form. For instance, cyan, magenta, and green are pure colors.

Shade: is the addition of black to a hue in order to make a darker version.

Tint: is the addition of white to a color to make a lighter version.

Tone: is the addition of grey to make a color muted.

Saturation: refers to the purity of a color. A specific color is most intense when it is not mixed with white or black.



COLOR اللون

Additive Color

Cameras, televisions, phones and computer monitors use the additive color model.



COLOR اللون

Subtractive Color

In the subtractive color model, pigment is used to produce color using reflected light. This color model is used in printing



WHICH COLOR MODEL SHOULD I USE?

ADDITIVE COLORS

Uses light to display color by adding red, green and blue (RGB)

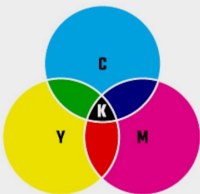


Choosing CMYK for a digital presentation will result in a duller image.

OR

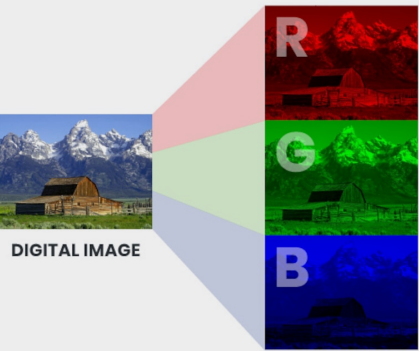
SUBTRACTIVE COLORS

Uses ink to display color by mixing cyan, magenta, yellow and black (CMYK).



Choosing RGB in a print setting will deliver unpredictable results.

WHY DOES IT MATTER?

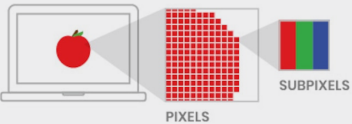


DIGITAL IMAGE



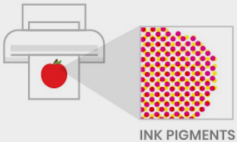
PRINTED IMAGE

USE RGB FOR DIGITAL

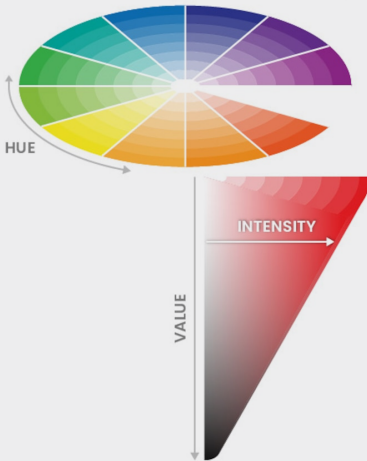
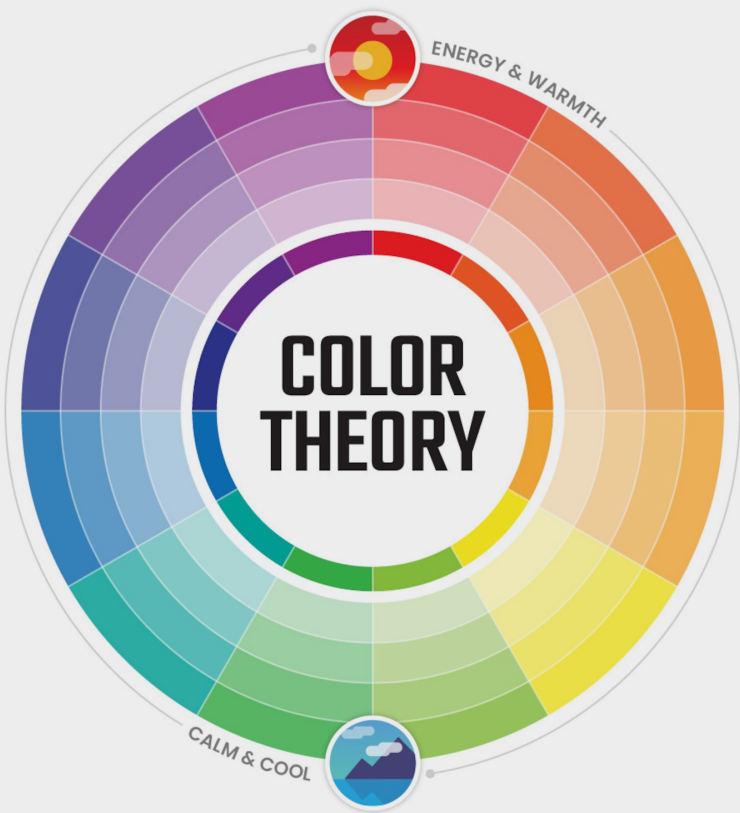


e.g., web graphics or videos

USE CMYK FOR PRINT



e.g., posters or newsletters



HUE

This refers to a color in its pure state. It also denotes a color's position on the color wheel.



INTENSITY

The brightness or dullness of a color based on saturation.



VALUE

This describes the degree of lightness or darkness in color.



HARMONIES

Color schemes are patterns that go well together and help create a sense of order.

MONOCHROMATIC



ANALOGOUS



COMPLEMENTARY



SPLIT COMPLEMENTARY



TRIAD



TETRAD

