

# TWO DIMENSIONAL DESIGN

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## CHAPTER 1: INTRODUCTION

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# What is Design?

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**It is some kind of effort in beautifying the appearance of things.**

**Is it enough definition?  Look around yourself and think.**

**It is different from painting and sculpture.**

**Design is an industrial product that must fill practical needs.**

**It should not only be just aesthetic, but also functional.**

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## **THE VISUAL LANGUAGE**

**The visual language is the basis of design creation. There are principles, rules, or concept in respect of visual organization.**

**A designer can work without conscious knowledge of any of these principles rules or concepts, because his personal taste and sensitivity to visual relationships are much more important.**

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## **INTERPRETING THE VISUAL LANGUAGE**

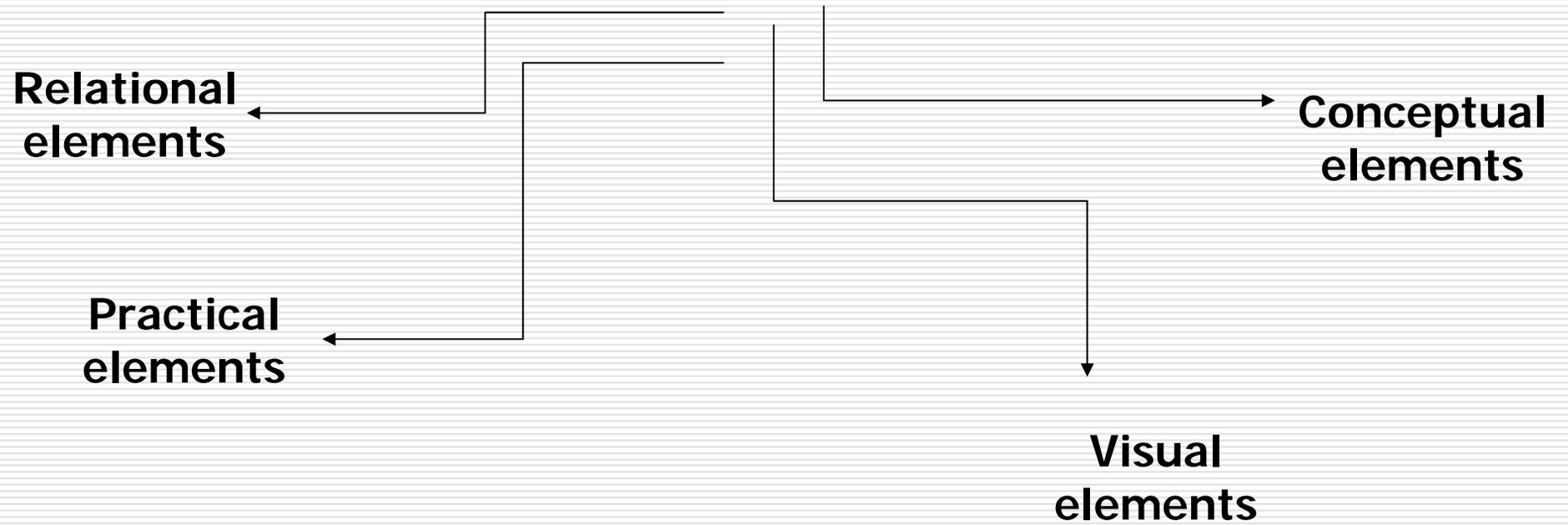
**There are numerous ways of interpreting the visual language. Unlike the spoken or written language of which the grammatical laws are more or less established.**

**The visual language has no obvious laws. Each design theorist may have a completely different set of discoveries.**

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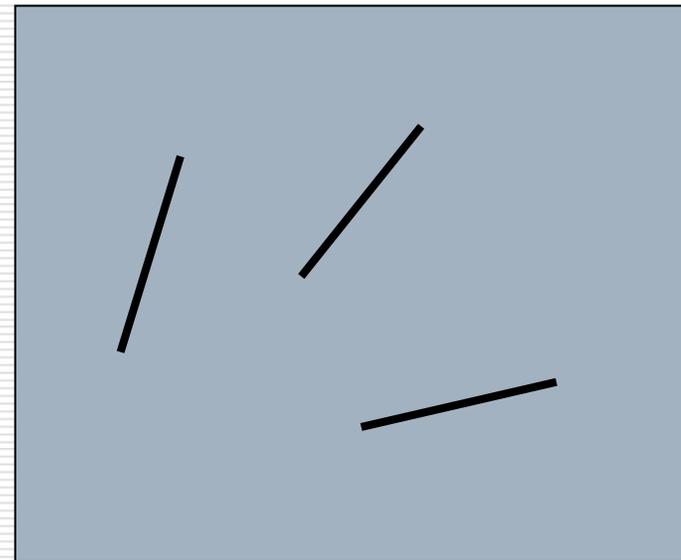
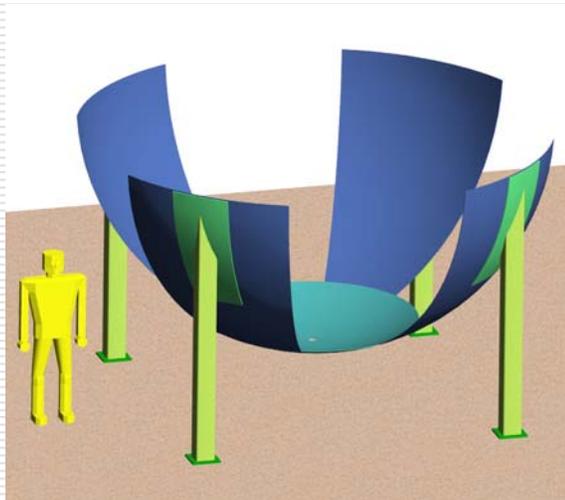
## ELEMENTS OF DESIGN



# 1. CONCEPTUAL ELEMENTS

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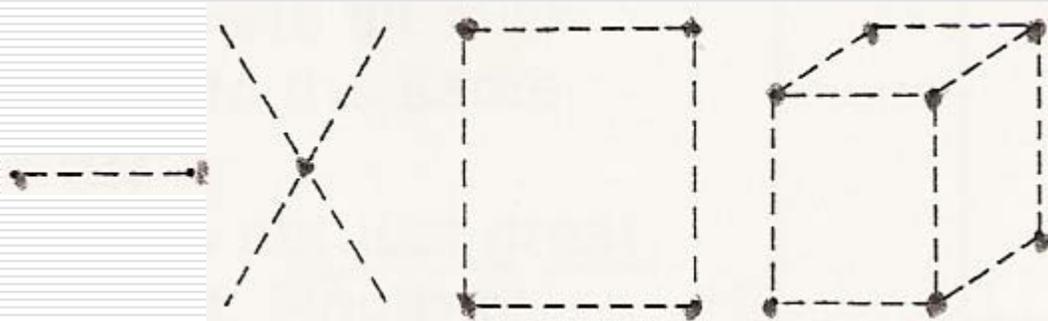
Conceptual elements are not visible



# POINT

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Point: has no length, breadth or depth.

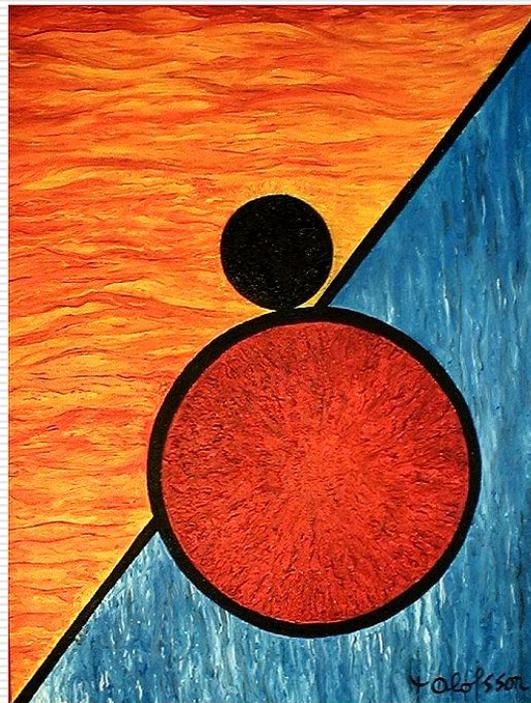
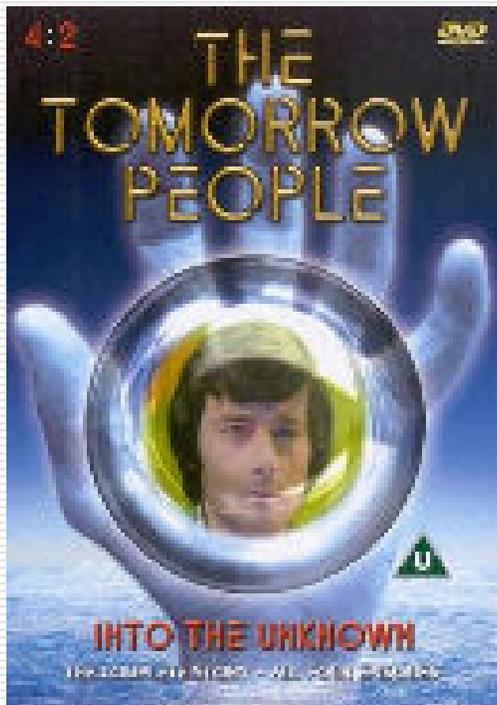


It marks:

- the 2 ends of a line,
  - the single place where lines intersect,
  - the meeting of lines at a corner of a plane, and
  - the angle of a solid form.
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# CONCEPTUAL POINT

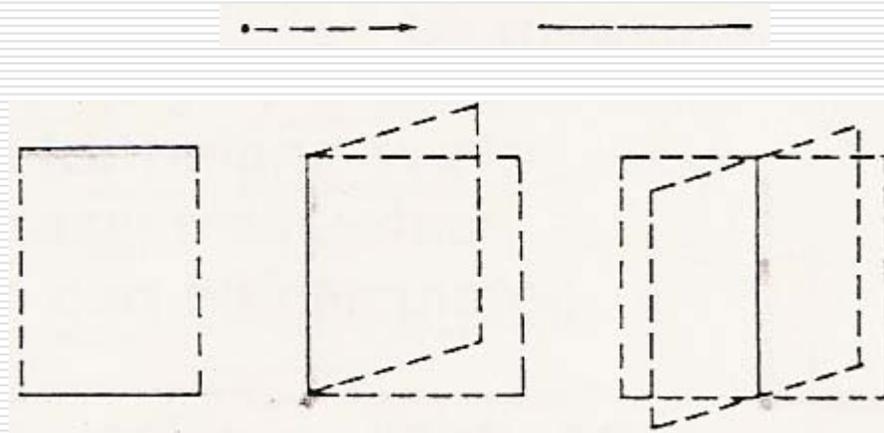
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# LINE

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- Created as a movement of a point. Its path becomes a line.
- A conceptual line has no breadth or depth. It has position and direction.

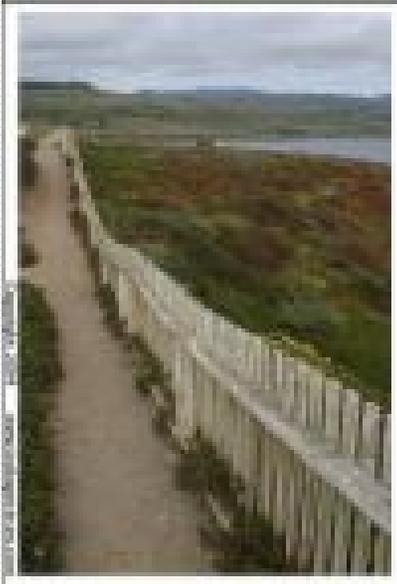


It marks:

- The border of a plane,
  - the place where 2 planes join or intersect each other.
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# CONCEPTUAL LINE

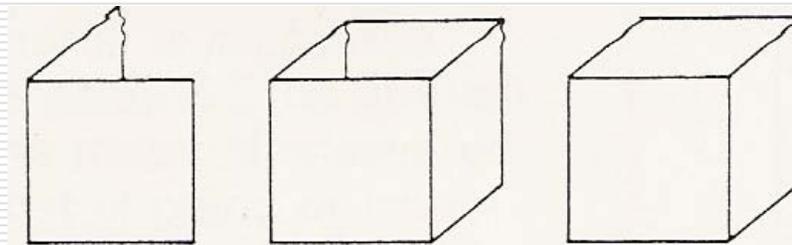
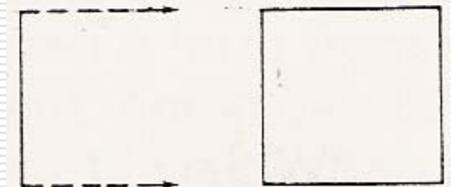
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# PLANE

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- Created as a movement of a line in a directional movement.
- A conceptual plane has length and breadth, but no depth.

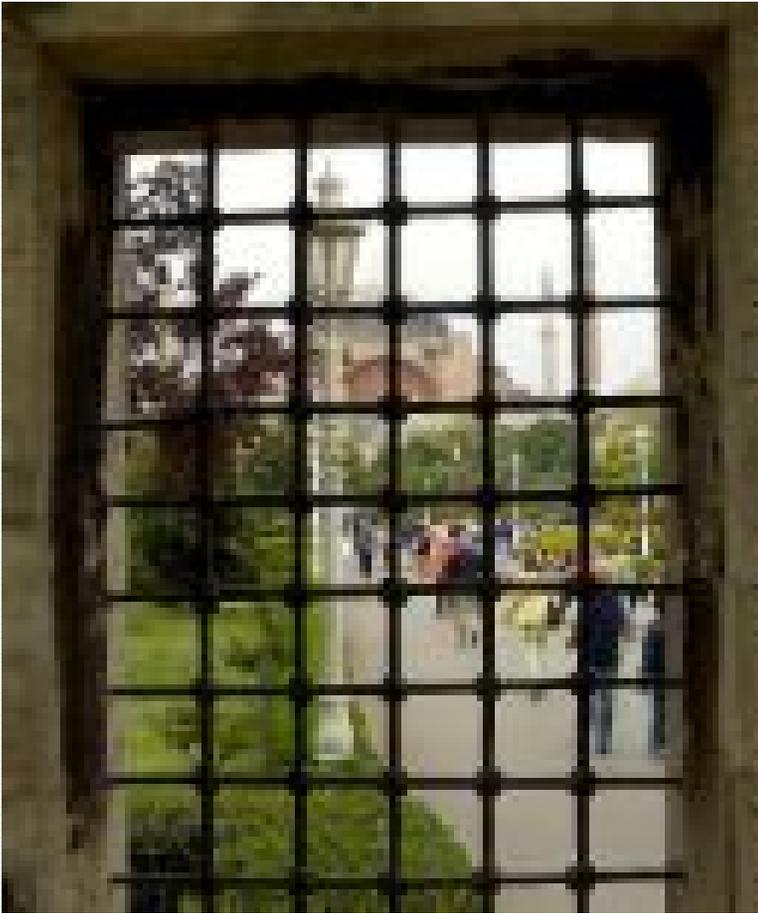


**It defines the external limits of a volume.**

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# CONCEPTUAL PLANE

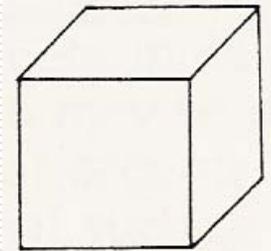
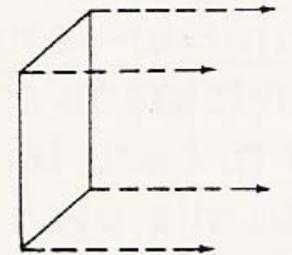
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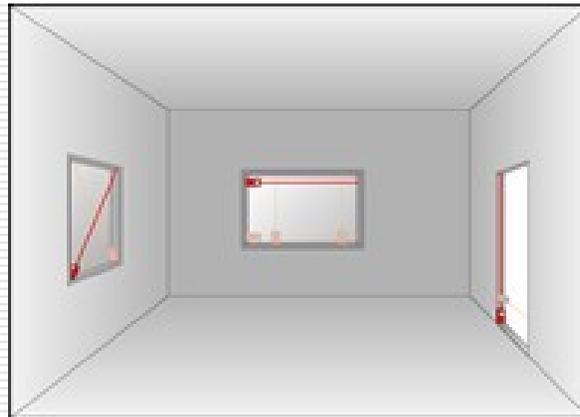
# VOLUME

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- Created as a movement of a plane in a directional movement.
- A conceptual volume has length, breadth and depth. But no weight.



It defines the amount of space contained or displaced by the volume.

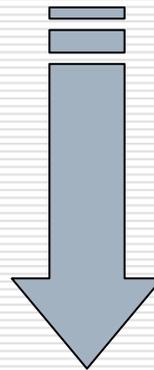


## 2. VISUAL ELEMENTS

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\* When conceptual elements become visible, they have **SHAPE**, **SIZE**, **COLOR** and **TEXTURE**

accordingly



- The visible line not only has length, but also breadth.
  - Its color and texture are determined by the material we use.
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## SHAPE

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- Anything that can be seen has a shape.
- This shape provides the main identification in our perception.



# SIZE

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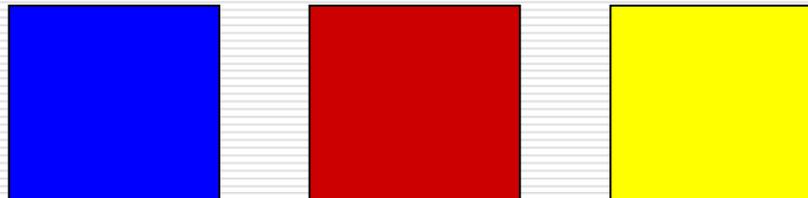
- All shapes have size.
- Size is relative if we describe it in terms of bigness and smallness.
- It is also physically measurable.



# COLOR

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**A shape is distinguished from its surroundings because of color.**

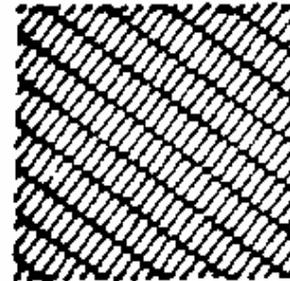
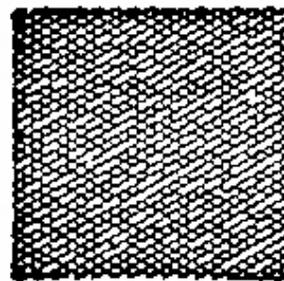
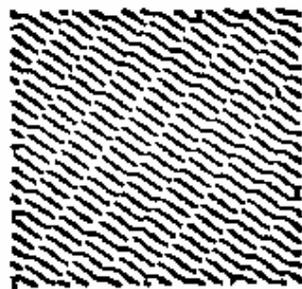


# TEXTURE

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**Texture refers to the surface characteristics of a shape.**

**Plain or decorated.....smooth or rough**



## 3. RELATIONAL ELEMENTS

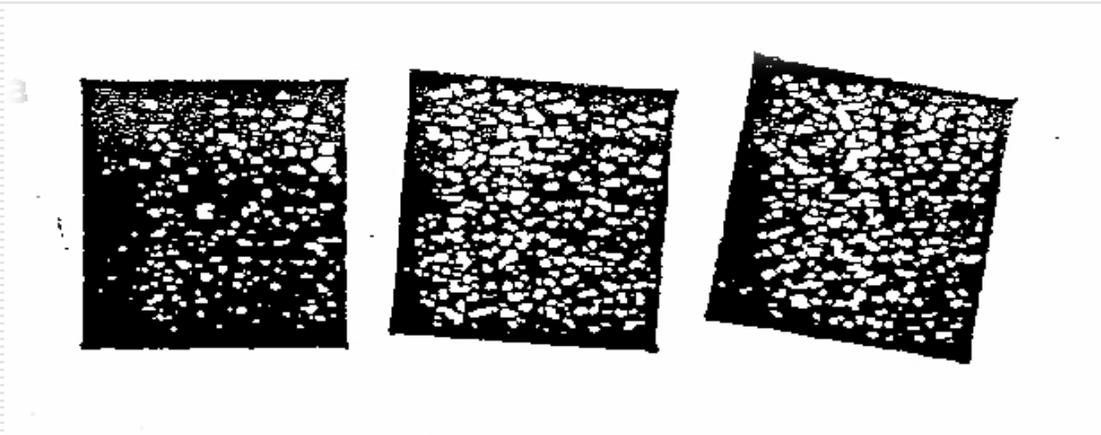
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- **Direction;**
  - **Position;**
  - **Space;**
  - **and Gravity.**
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## Direction

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**It depends on how it is related to the observer, to the frame that contains it, or to other shapes nearby.**



## Position

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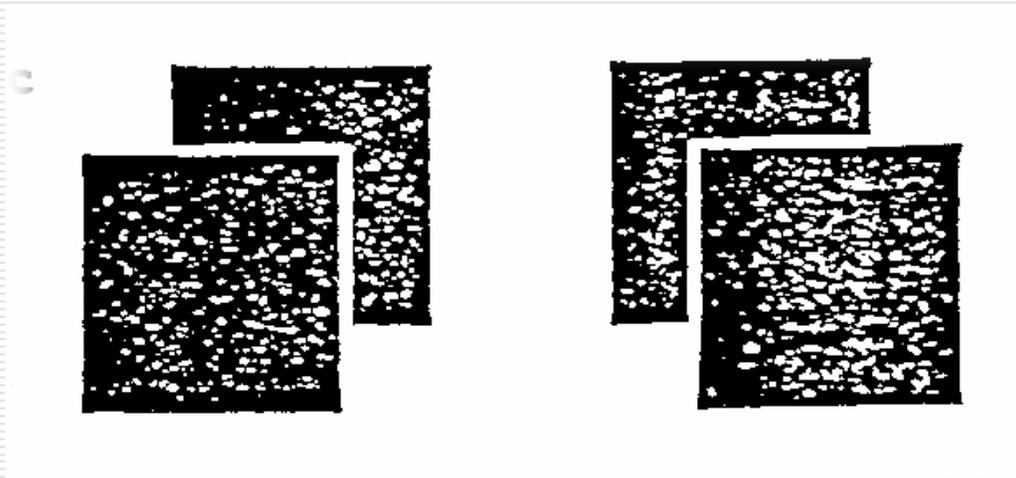
It is judged by its relationship to the frame or the structure.



## Space

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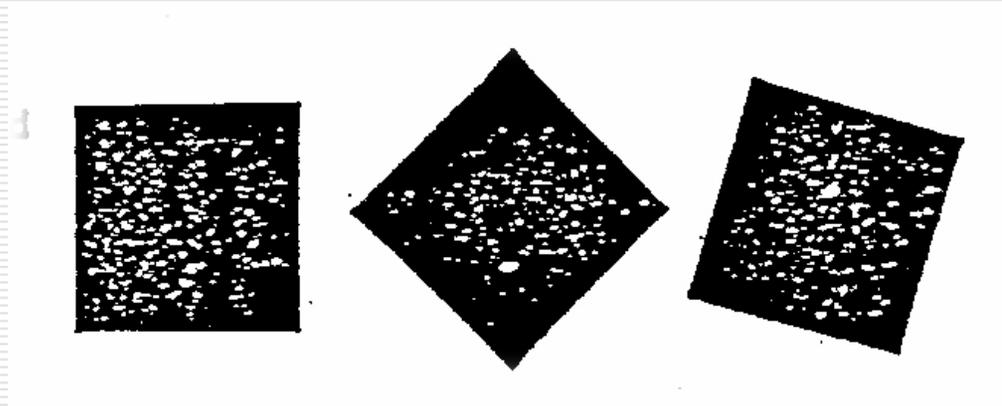
It shapes of any size, however small, occupy space. Thus it can be occupied or left blank. It can also be flat or illusory to suggest depth.



## Gravity

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- It is not visual but psychological.
- As we are pulled by the gravity of the earth, we tend to attribute heaviness or lightness, stability or instability to individual shapes.



## 4. PRACTICAL ELEMENTS

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### Representation:

- when a shape is derived from nature or the man-made world, it is representational.
- It may be realistic, stylized, or near abstract.

### Meaning:

It is present when the design conveys a message.

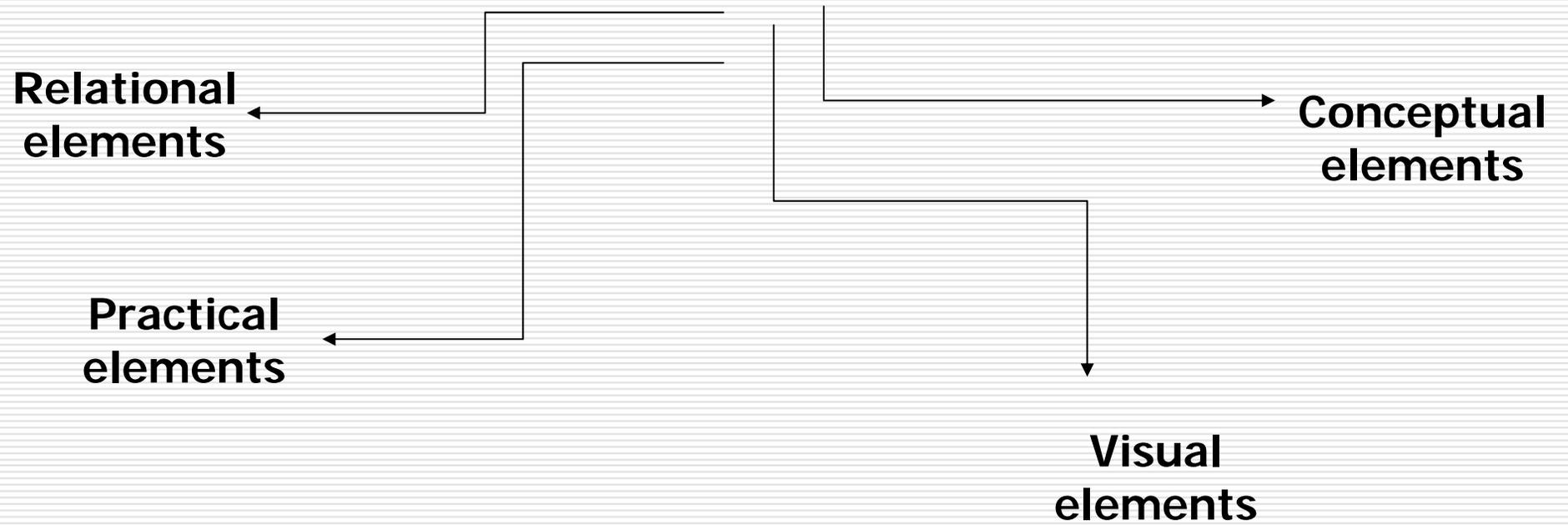
### Function:

It is present when a design is to serve a purpose.

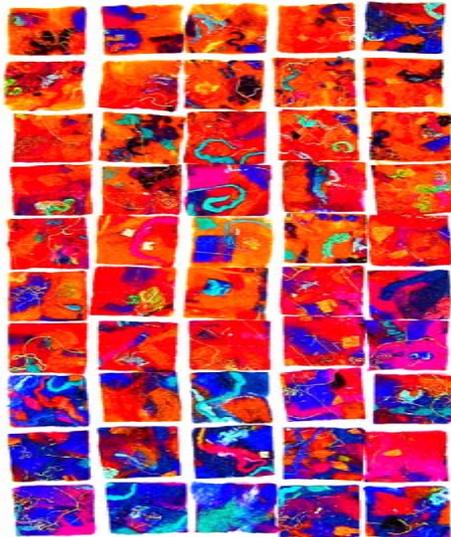
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## ELEMENTS OF DESIGN



# THE FRAMAL REFERENCE & PICTURE PLANE



Though Christmas is not celebrated in Arcadia, the winter solstice is a time for festivities in the city of Marcuria. Every January, by the warm glow of the crackling fire, Benrime serves mulled wine and roasted gpa to her favourite guests. Much has changed in Marcuria over the past decade, but some traditions will always remain.



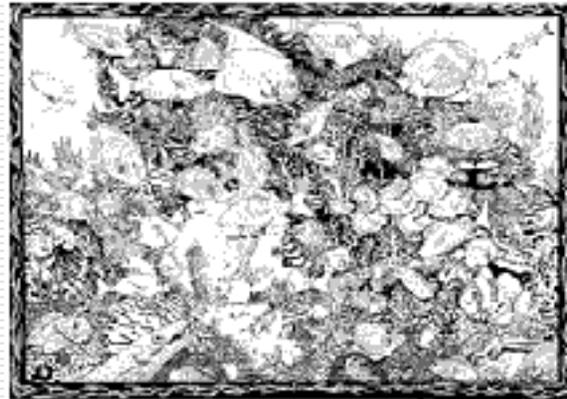
Riangos  
Kechil Hiebnes  
*Happy Holidays*  
Y. G. H. ✓  
U. H. H. ✓



DREAMFALL  
THE LONGEST JOURNEY

# THE FRAMAL REFERENCE & PICTURE PLANE

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# FORM & STRUCTURE

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\* All the visual elements have a form.

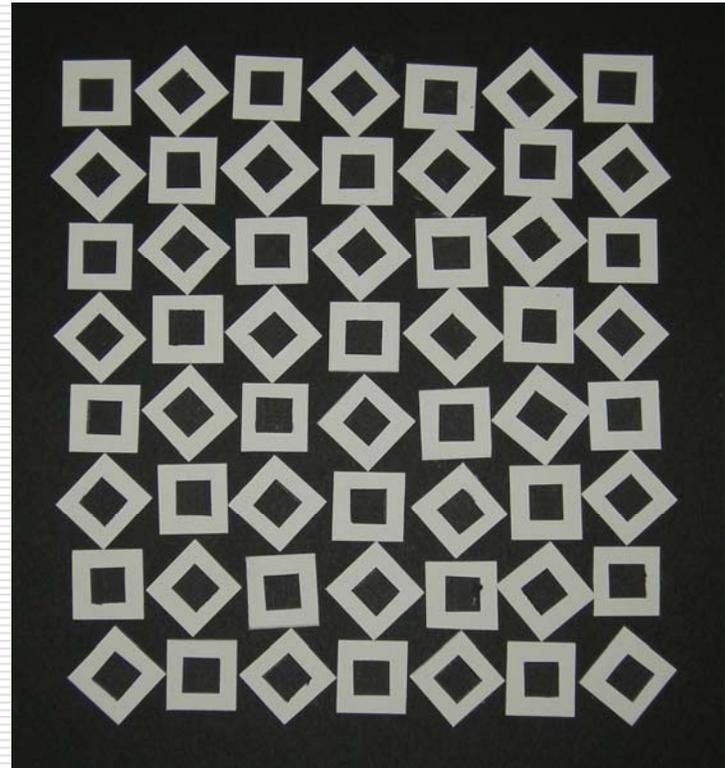
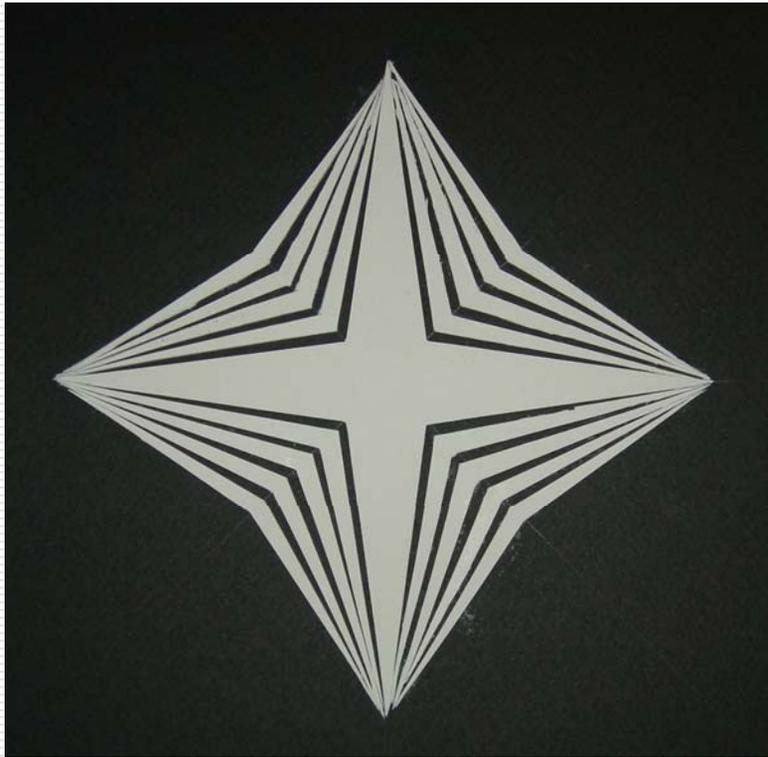
Form is not just a shape that is seen, but a shape of definite size, color and texture.

\* The way form is created, constructed, or organized along with other forms is over governed by a certain discipline which called STRUCTURE.

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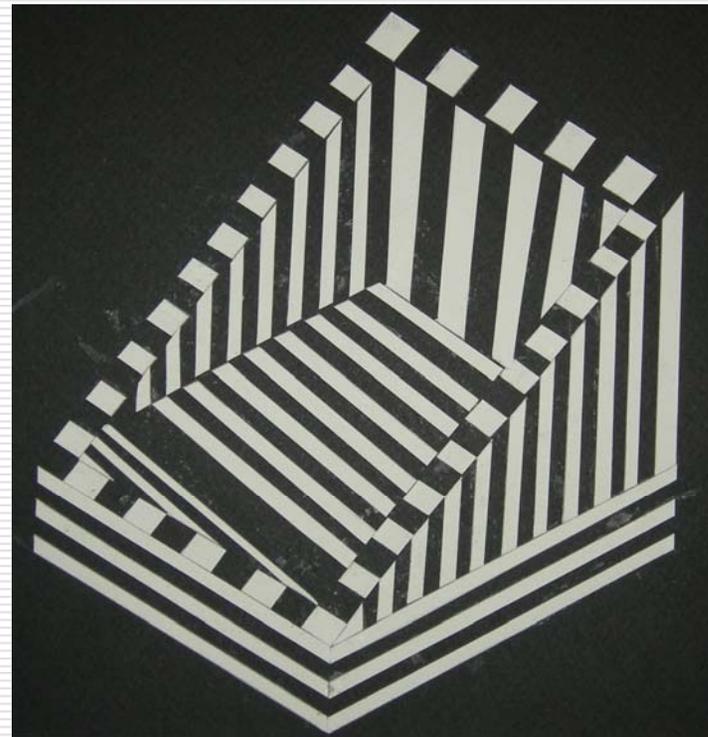
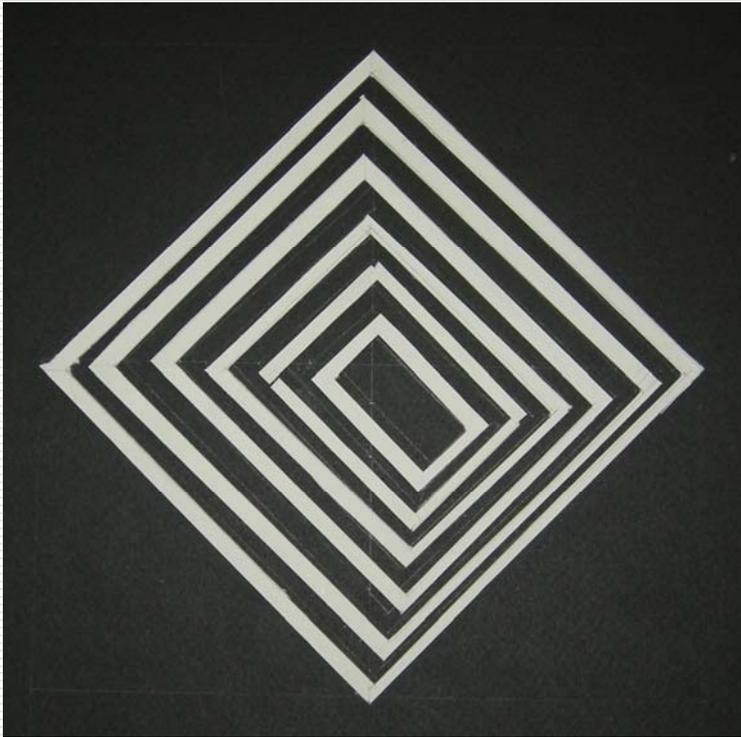
## EXCERSISES & DISCUSSION

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## EXCERSISES & DISCUSSION

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تم بحمد الله

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