

The Elements of Design



To convey a sense of:

- confined - замкнутости
 - snug - уюта
 - secure - безопасности
 - serenity - спокойствия
 - gracefulness - грациозности
 - action - действия
 - strength - силы
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- to visually enlarge – зрительно увеличивать
 - dual purpose furniture – мебель двойного назначения
 - to evoke excitement and movement – вызывать волнение и движение
 - graceful and delicate effect – изящный и тонкий эффект
 - rough - грубый
 - smooth - мягкий
 - reflect light – отражать лучи
 - absorb light – поглощать лучи
 - 2-3 dimensional expanse – 2-3 мерное пространство

Elements for Success

- **The elements of design include:**
 - Space
 - Line
 - Form
 - Texture
 - Color

Space

- Large, open spaces give people a feeling of freedom and luxury.
 - Too much open space can make people feel lonely and uncomfortable.
 - Rooms with high ceilings or too few furnishings can have this effect as well.
 - Empty parts of room may look larger than smaller areas containing furniture.
- Crowded spaces with too much furniture may make you feel confined.
 - On the other hand, you may feel snug and secure.

Describe the spacing in this picture?



Arranging Space

- Two general choices
 - Fill the space or leave much of it empty.
- To make a smaller space appear larger, keep as much open space as possible.
 - You might also install mirrors to visually enlarge a room.
 - Choose dual purpose furniture
- For large space, divide the room into different areas.
 - By arranging furniture in small clusters and using area rugs to visually divide a large room.

What are your feelings about this space?



Line

- All lines are either straight or curved and are placed in a direction, vertical, horizontal, or diagonal.
 - Vertical lines can convey strength and stability
 - A horizontal line may suggest rest.
 - Diagonal or zigzag lines evoke excitement and movement.
 - Curved lines have a graceful and delicate effect.

What types of lines do you see here?



Creating Effects with Line

- When people see a line, their eyes tend to follow it.
- Line adds height (such as homes with tall windows)
- Low sofas can create the illusion of greater width.
- By aligning the tops of picture frames you can create the effect of a continuous line.

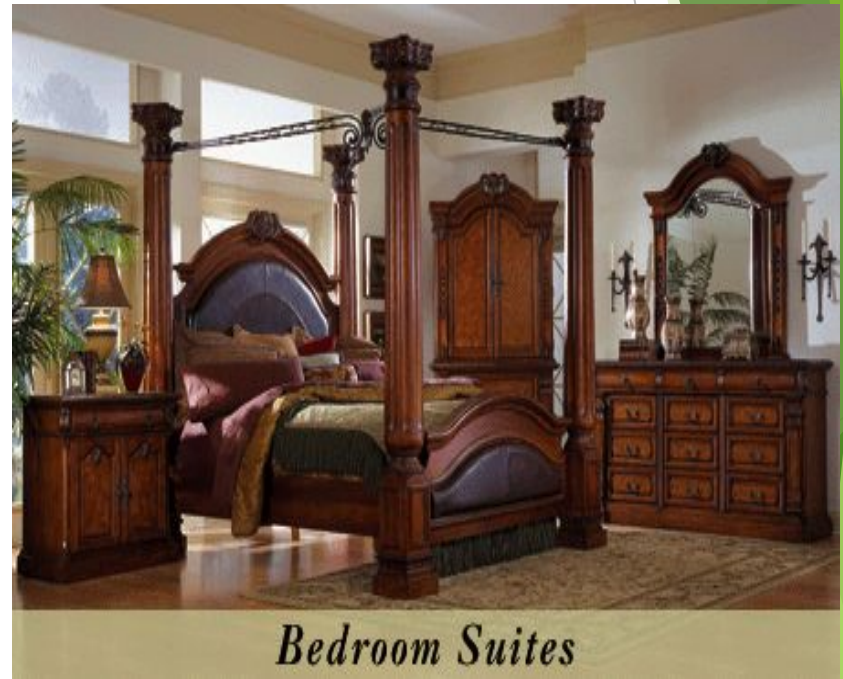
Describe the line used in this picture.



Form

- Large heavy objects such as pianos or sofas give a feeling of stability.
- Placing several small objects together will create stability
- Light colors pair with other light colors equal a lightness
- Light colors paired with dark colors may add weight.

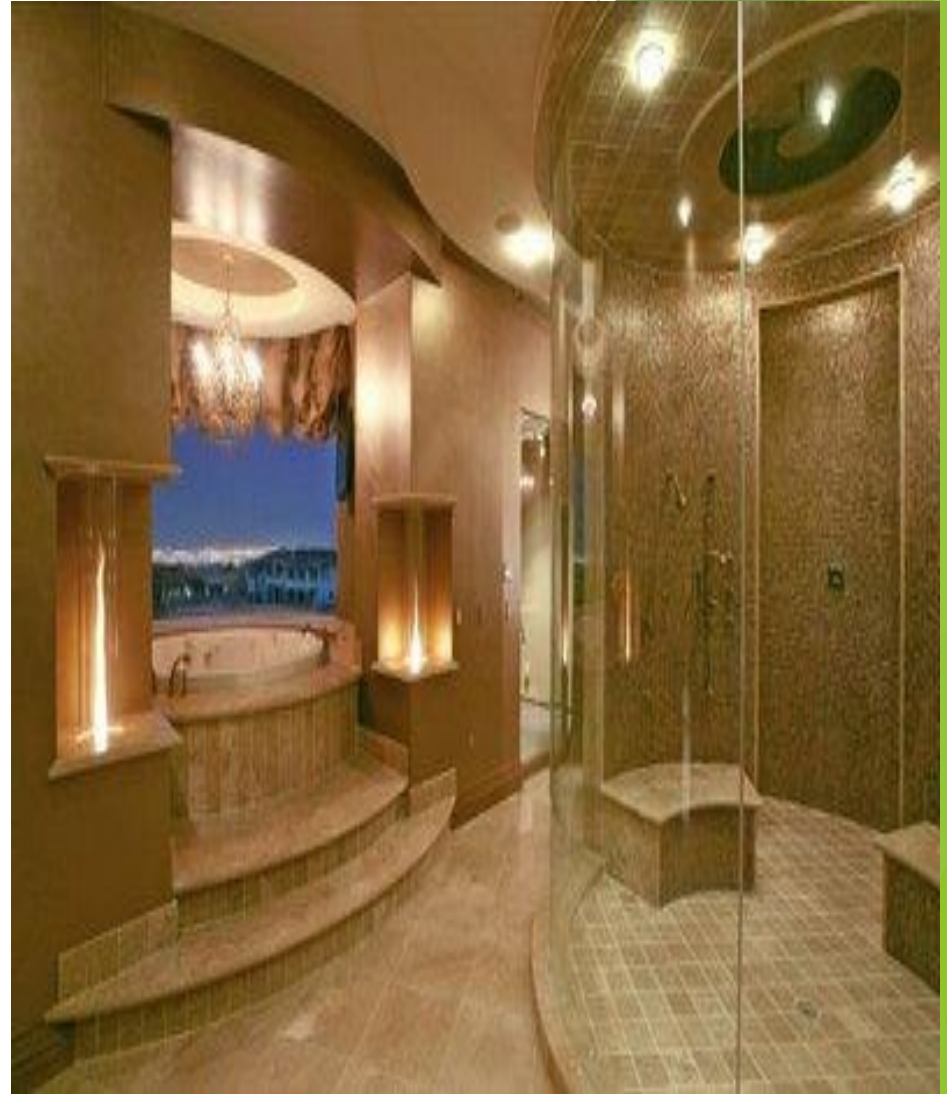
Which room appears to have more weight?



Bedroom Suites

Texture

- An object's texture is the appearance or feel of its surface.
 - Most times you can tell the texture of the object before you touch it; however some textures can fool the eye.
 - Wall paper can be made to look rough but have a smooth feel to it.



Special Effects with Texture

- **Texture can influence the way people feel in a room.**
 - **Plush carpet and furniture** covered with soft fabric provide a sense of comfort.
 - **Rough materials** convey a feeling of ruggedness and stability.
 - **Smooth velvets and heavy brocades** suggest luxury.
 - **Glass, metal and stone** give a feeling a coolness.
- **Texture can also affect apparent size.**
 - **Soft silky fabric on a couch** may seem smaller than rough and ragged fabric on a couch.
 - **Smooth textures** reflect light and rough textures absorb light.

Color

Color is the most significant element of design.

- ▶ It's possible to set a mood or create an illusion with color.

What type of feeling do you get from this room?



- The guidelines used to create pleasing designs are called the elements and principles of design.
- Space is the 3 dimensional expanse that a designer is working with.
- Different sized spaces convey a range of feelings.
- Line form conveys a sense of movement or direction.
- Lines can be used to convey a sense of strength, serenity, gracefulness, or action.
- Form describes the shape and structure of solid objects.
- Form may be 2 or 3 dimensional.
 - 2 dimensional would be walls and rugs (usually contain little or no depth)
 - 3 dimensional would be chairs and other furniture