

Subject: Principles Of Architecture - I

Topic: Elements Of Design - 1

Presented by: Hiba Gul

Visual Design Elements

Six integral components used in the creation of a design:

Line

Space

Color

Texture

Form and Shape

Value

Line

Types

Vertical – Represents dignity, formality, stability, and strength

Horizontal – Represents calm, peace, and relaxation

Diagonal – Represents action, activity, excitement, and movement

Curved – Represents freedom, the natural, having the appearance of softness, and creates a soothing feeling or mood

Vertical Lines

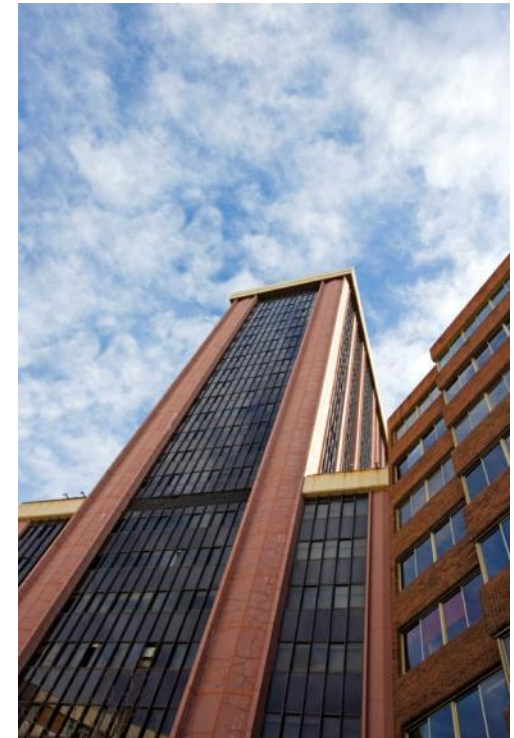


The Empire State Building
Architect: Shreve, Lamb, and Harmon



Microsoft Office clipart

Brandenburg Gate
Berlin



Skyscraper
Madrid, Spain

Horizontal Lines



Community Christian Church
Kansas City, MO
Architect: Frank Lloyd Wright, 1940

Diagonal Lines



Curved Lines



©iStockphoto.com



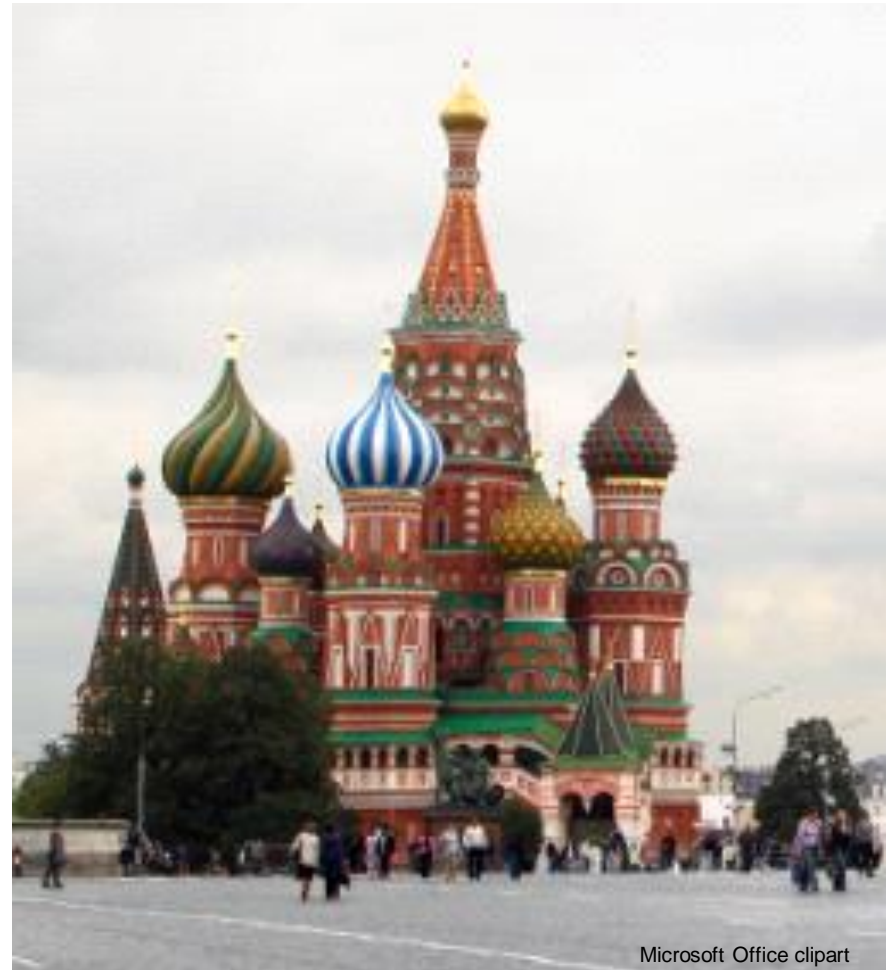
Sydney Opera House
Jorn Utzon

Color

Color has an immediate and profound effect on a design.



Microsoft Office clipart



Microsoft Office clipart

Saint Basil's Cathedral
Moscow

Color

Warm Colors

Reds, oranges, yellows



Cool Colors

Blues, purples, greens



Color



©iStockphoto.com

Colors can affect how humans feel and act

Form and Shape

Form: (3D) The shape and structure of something as distinguished from its substance or material.

Shape: (2D) The two-dimensional contour that characterizes an object or area.

Form and Shape



Oriental Pearl Tower
Shanghai
Architect: Jiang Huan Cheng,
Shanghai Modern Architectural
Design, Co.



Marie-Elisabeth-Lüders-Haus
Berlin, Germany

Space

By incorporating the use of space in your design, you can enlarge or reduce the visual space.

Types

- Open, uncluttered spaces
- Cramped, busy spaces
- Unused vs. good use of space

