

Subject: Principles Of Architecture - I

Topic: Elements Of Design - 2

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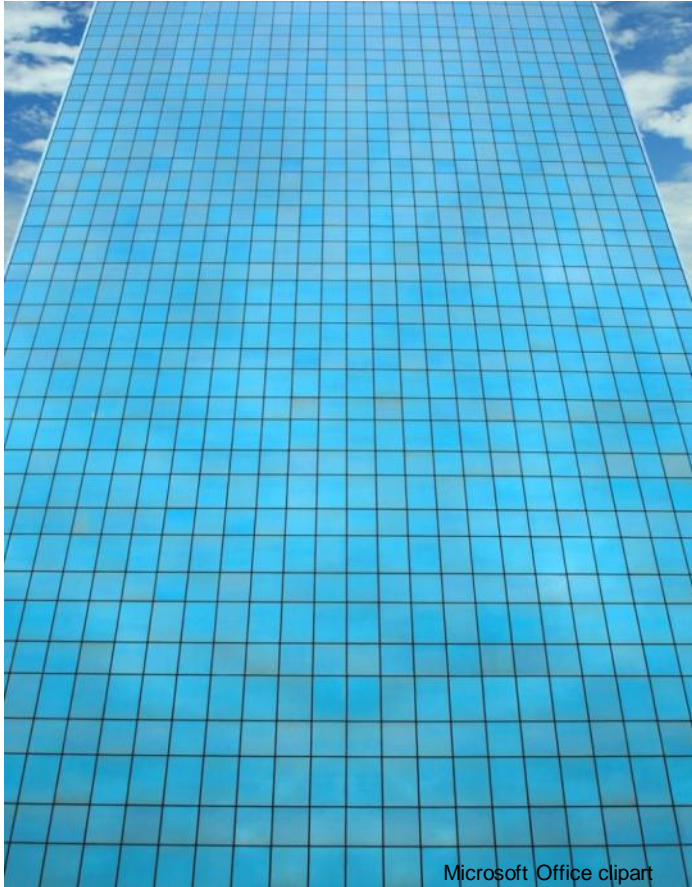
Texture

The surface look or feel of something

Smooth Surface – Reflects more light and therefore is a more intense color.

Rough Surface – Absorbs more light and therefore appears darker.

Smooth Texture



Glass façade of a high rise office building



Exterior metal façade of Disney Concert Hall Los Angeles

Rough Texture



Park Guell – Barcelona, Spain
Architect: Antonio Gaudí



Value

The relative lightness or darkness of a color



Methods

Shade – Degree of darkness of a color

Tint – A pale or faint variation of a color

Value



Downtown buildings in Bangalore, India

Visual Design Principles

Seven principles encompass an interesting design.

- Balance
- Rhythm
- Emphasis
- Proportion and scale
- Movement
- Contrast
- Unity

Balance

Parts of the design are equally distributed to create a sense of stability. Both physical and visual balance exist.

Types

- Symmetrical or formal balance
- Asymmetrical or informal balance
- Radial balance
- Vertical balance
- Horizontal balance

Balance

Symmetrical or Formal Balance

The elements within the design are identical in relation to a centerline or axis.



The Taj Mahal Mausoleum
Agra, Uttar Pradesh, India

Balance

Asymmetrical or Informal Balance

Parts of the design are not identical but are equal in visual weight.



Wikipedia.org

Chateau de Chaumont
Saone-et-Loire, France

Balance

Radial Balance

Design elements radiate outward from the center.



Dresden Frauenkirche
Dresden, Germany



Galleria Vittorio Emanuele II
Milan, Italy
Architect: Giuseppe Mengoni

Balance

Vertical Balance

The top and bottom parts are equal.



Balance

Horizontal Balance

The parts on the left and right sides are equal.



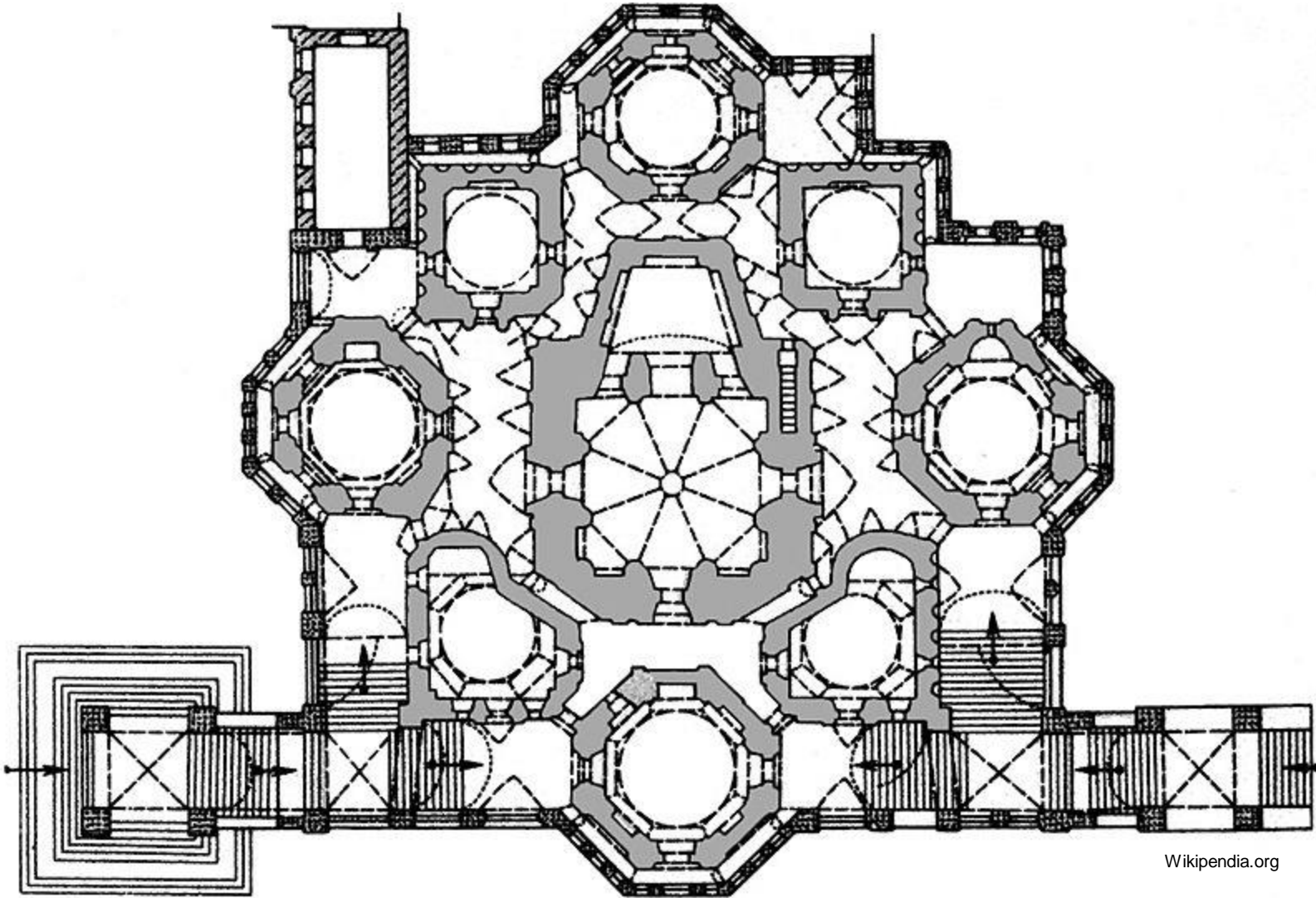
Hearst Castle

Chi Lin Buddhist Temple and Nunnery,
Kowloon City, Hong Kong

San Simeon, CA
Architect: Julia Morgan

Building façade
Limberg, Germany

Balance



Rhythm

Repeated use of line, shape, color, texture or pattern

Types

- Regular rhythm
- Graduated rhythm
- Random rhythm
- Gradated rhythm

Rhythm

Regular Rhythm

An element is repeated at the same repetition/interval each time.

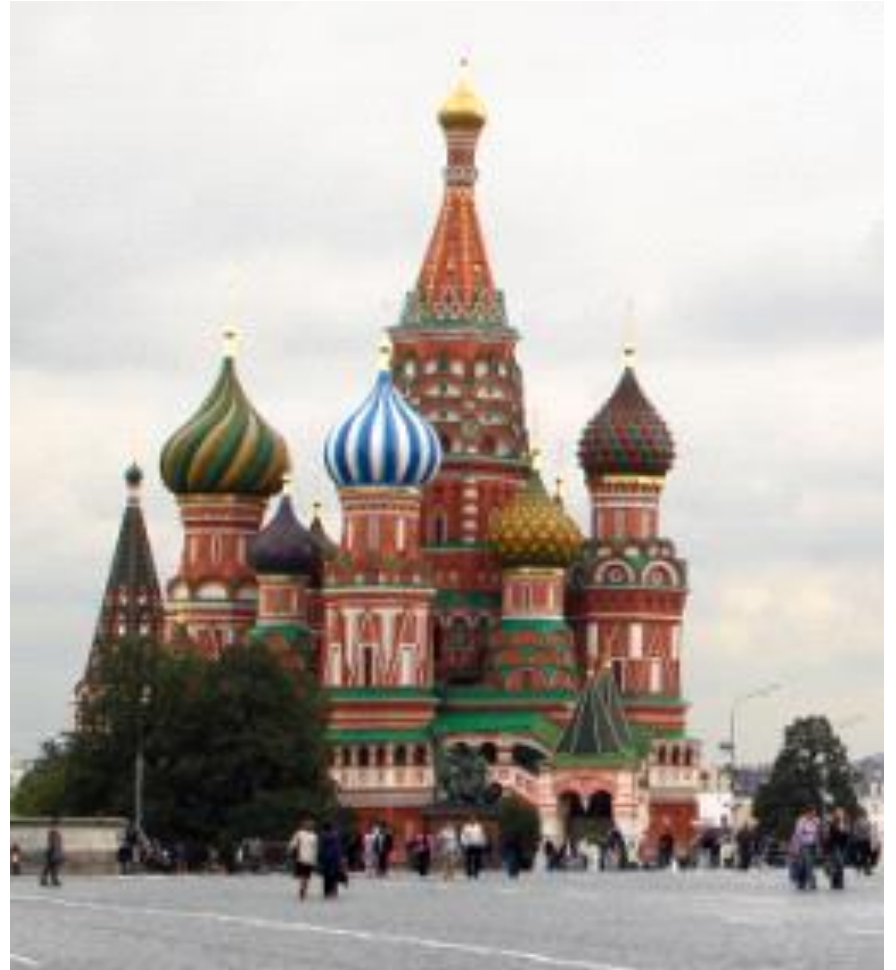


Cube house design
Rotterdam, Netherlands

Rhythm

Random Rhythm

The beats of the element are random or are at irregular intervals.



Rhythm

Gradated Rhythm

The repeated element is identical with the exception of one detail increasing or decreasing gradually with each repetition.



www.wikimedia.org

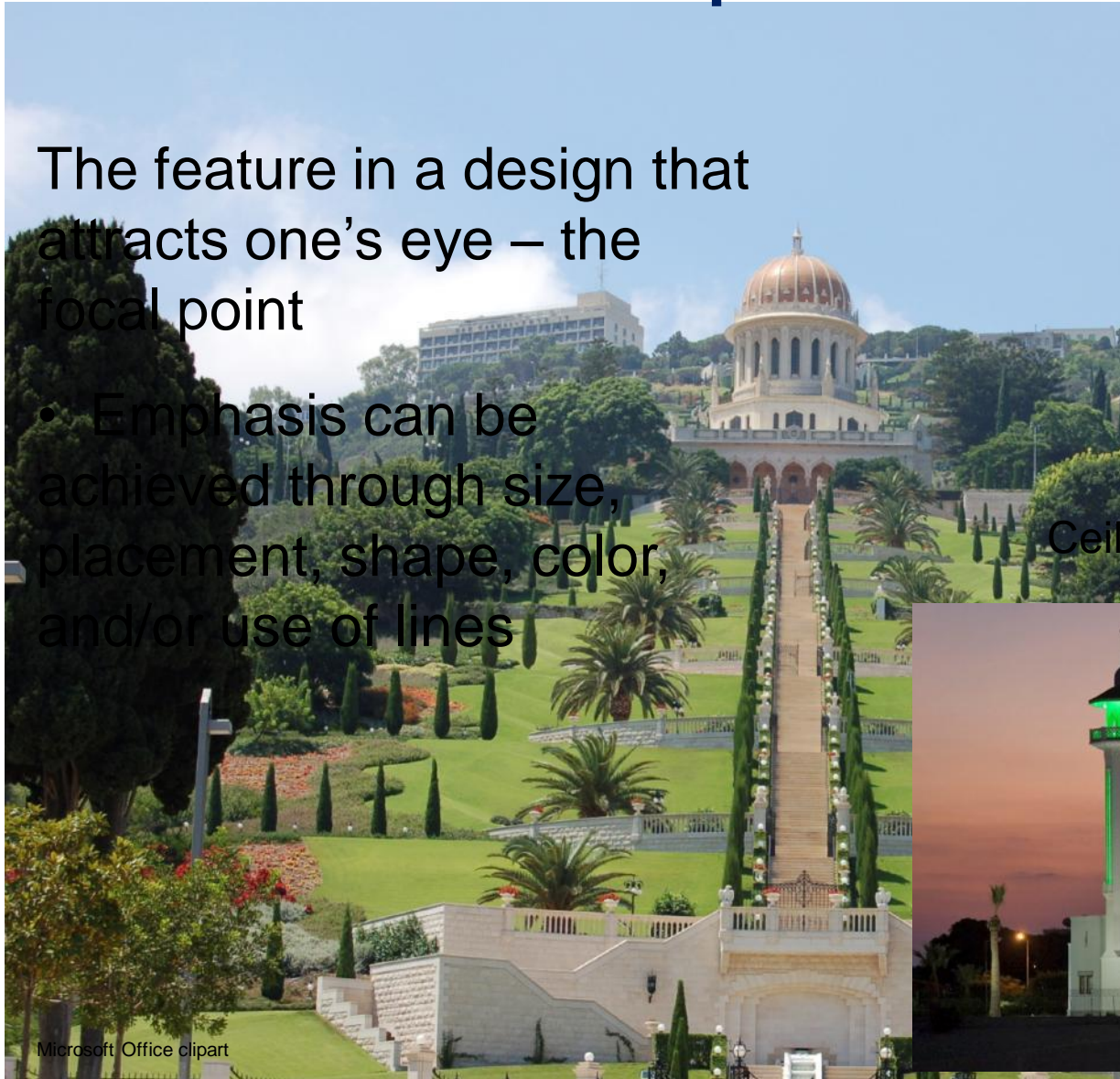


Microsoft Office clipart

Emphasis

The feature in a design that attracts one's eye – the focal point

- Emphasis can be achieved through size, placement, shape, color, and/or use of lines



Ceiling mosaic in Park Güell



Microsoft Office clipart

Mosque - Egypt

Proportion and Scale

Comparative relationships between elements in a design with respect to size

3:5 ratio is known as the Golden Mean



Movement

Flow or feeling of action



Contrast

Noticeably different

Can be created with

- Color
- Proportion and scale
- Shape
- Texture
- Etc.



Unity

Unity is achieved by the consistent use of lines, color, material, and/or texture within a design.



Unity

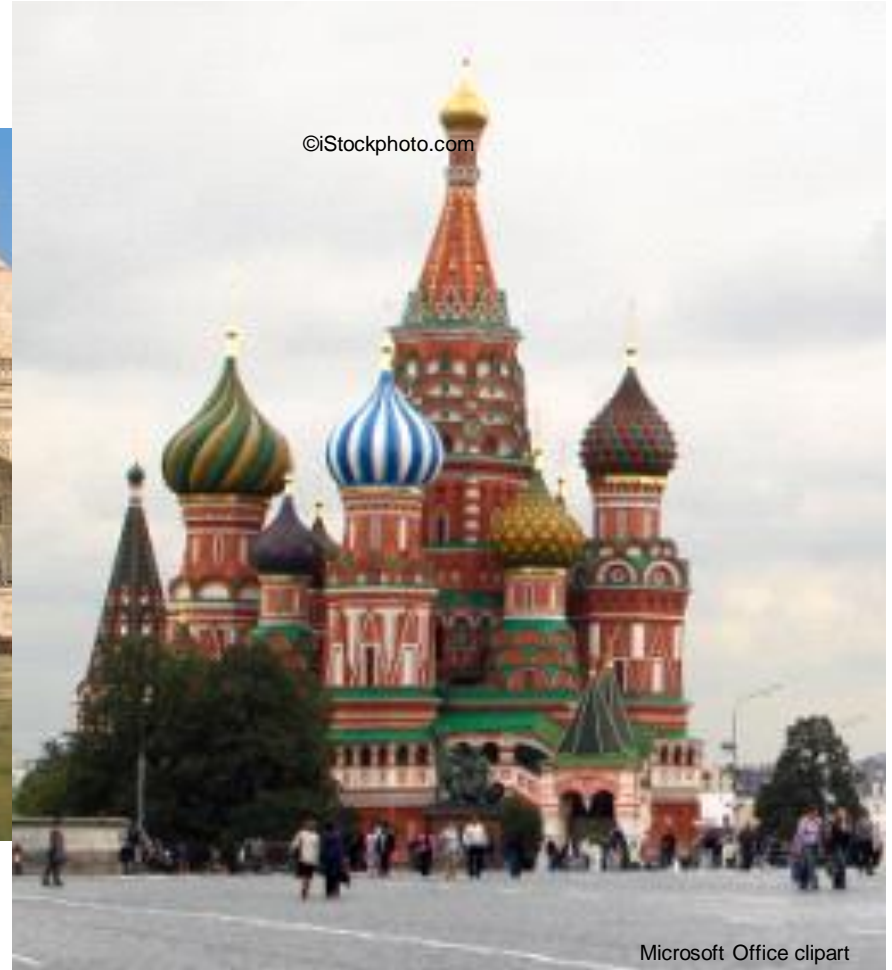


Image Resources

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