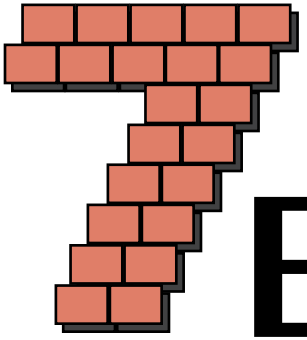

7 ELEMENTS of DESIGN

By Travis Rombough

Cover Description

The elements of design are like the building blocks of a solid design. All seven elements; space, shape, size, line, color, value, texture are key to a good design.

For my cover I chose to create a textured effect with the 7, by making it out of boxes, I created the look of bricks. The reason for the bricks is because the seven elements of design are like the building blocks of design.

I also added color by adding the orange brick color to the 7, and the blue color to the word 'design,' by having these two colors together, it creates a vibrant feel, and a feeling of excitement.

There is also the line element used in the word 'elements' and also with the 7. There is also a line in which the words and 7 are arranged in.

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Space

The first element of design, is space. The way that space is used for an element of design, is that the placement of elements on the page creates spatial relationships, which in turn create focal points, or centers of interest.

I chose this Microsoft Office: Mac ad to display the element of space. The concept of this ad is to let people know that Macs and PC s can both work together using the same software, and in that way, be more compatible.

The target audience for this ad would be primarily Mac users, who have been accustomed to using Microsoft Office on the PC and now own a Mac.

The way in which space is used as an element of design in this ad, is that the two computers, one a PC and one a Mac, are placed together, creating a tie between the two elements. Putting the two close to each other, while watching TV, and eating together, creates a feeling that the two are compatible and can do the same things as each other.

Microsoft
Macs and PCs have never been so compatible.
Microsoft® Office v. X lets Mac users effortlessly open, edit, and save any Office file, to make working with PCs a breeze. Complete with easy-to-use, exclusive Mac tools that simplify complex tasks. And it's built for Mac OS X, so it's the most reliable, easygoing Office yet.
www.officeformac.com to download a free 30-day trial of Office v. X today.
Office:mac

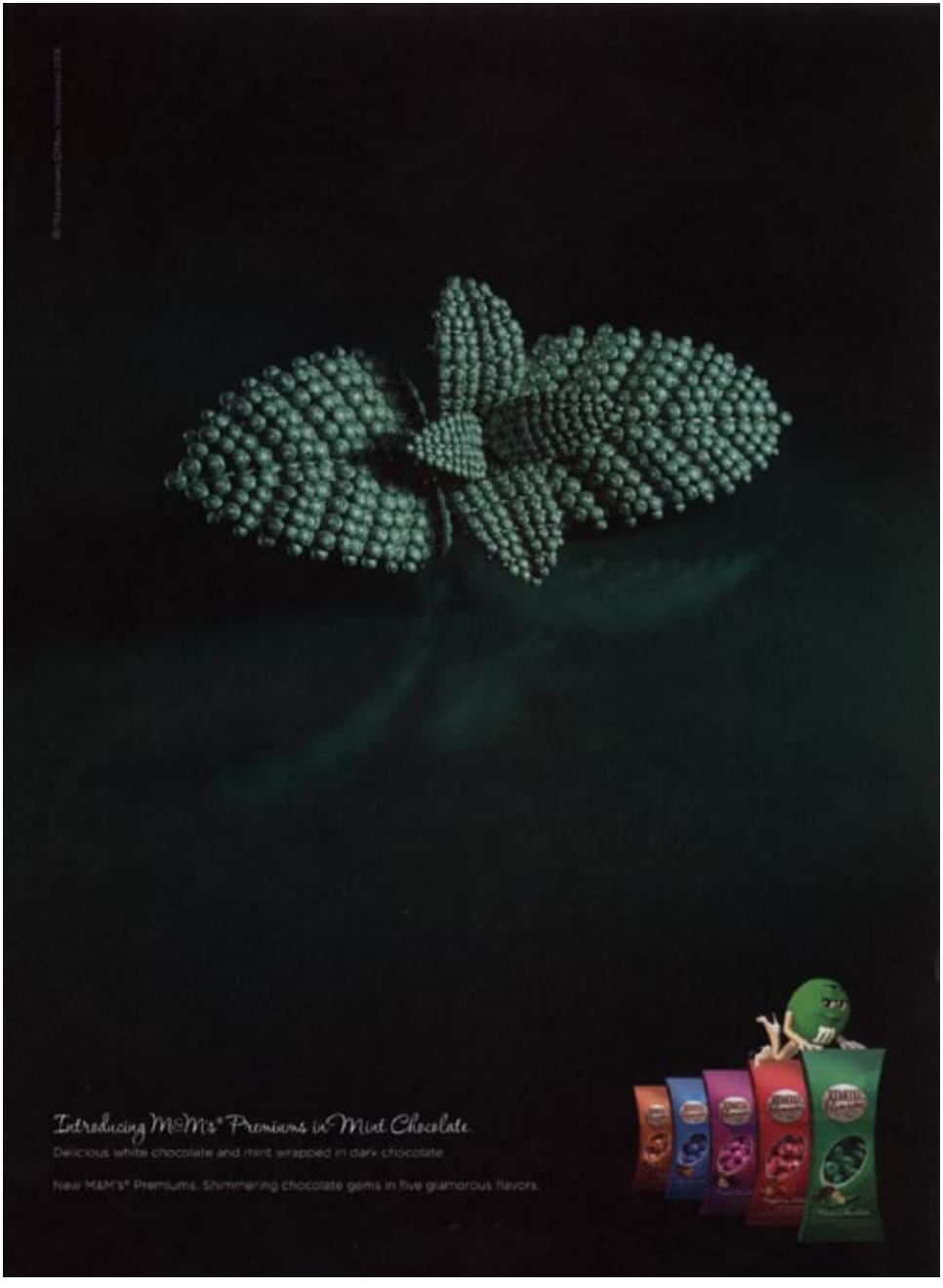
Shape

The second element of design would be the element of shape. The element of shape can be used to define objects, and also communicate ideas. Unusual shapes can attract attention, and type arranged in a shape can also attract attention. There are three types of shapes; geometric, natural, and abstract.

I chose this M&M's premium ad to demonstrate the element of shape. The concept of this advertisement would be chocolate and mint can now be combined as one, with the new M&M's premium chocolates.

The target audience for this ad would be anyone and everyone who enjoys chocolate.

The way in which this ad incorporates the element of shape would be the way the M&M's are bunched together to form the shape of a mint leaf. This shape symbolizes an idea that triggers the thought in your brain of mint, and the taste of mint. While at the same time the shape being made solely of M&M's creates the sense of chocolate, creating a relationship between the two, which is exactly the product they are trying to sell, mint chocolate M&M's.


Introducing M&M's® Premiums in Mint Chocolate
Delicious white chocolate and mint wrapped in dark chocolate
New M&M's® Premiums. Shimmering chocolate gems in five glamorous flavors.

Size

The third element of design is the element of size. The way that size is used as an element of design, is to use the contrast of sizes to attract attention to the design, and to help organize the layout, by having the most important element large, and the least important element of the layout small.

I chose this ad for Breitling watches to show the element of size. The concept of this ad would be that their watches are so reliable that pilots use them to make calculations.

The target audience for this product would be for anyone who needs a reliable watch that will last them a long time.

The way that the element of size is used is that the watches are made bigger than everything else in the ad, which makes them easy to see, while also making them very noticeable and drawing attention to them. Also having the watches as the biggest part of the layout, lets you know exactly what is the important part of the ad.

OVER HALF A CENTURY
OF SHARED PASSION
N8170H
NAVITIMER
& NAVITIMER 1932
A LEGENDARY CHRONOGRAPH. In 1952, just as civil aviation was starting to take off, Breitling created the first wristwatch equipped with a circular slide rule able to handle all calculations required for airborne navigation. The Navitimer quickly proved a firm favorite with pilots and aviation enthusiasts, coming to represent the very symbol of Breitling, its innovative spirit and its vocation to create instruments for professionals.
CH
CH Premier Jewelers
Valley Fair
408.985.2688
Chong Hing Jewelers
Milpitas
408.577.2888
BREITLING
1884
INSTRUMENTS FOR PROFESSIONALS

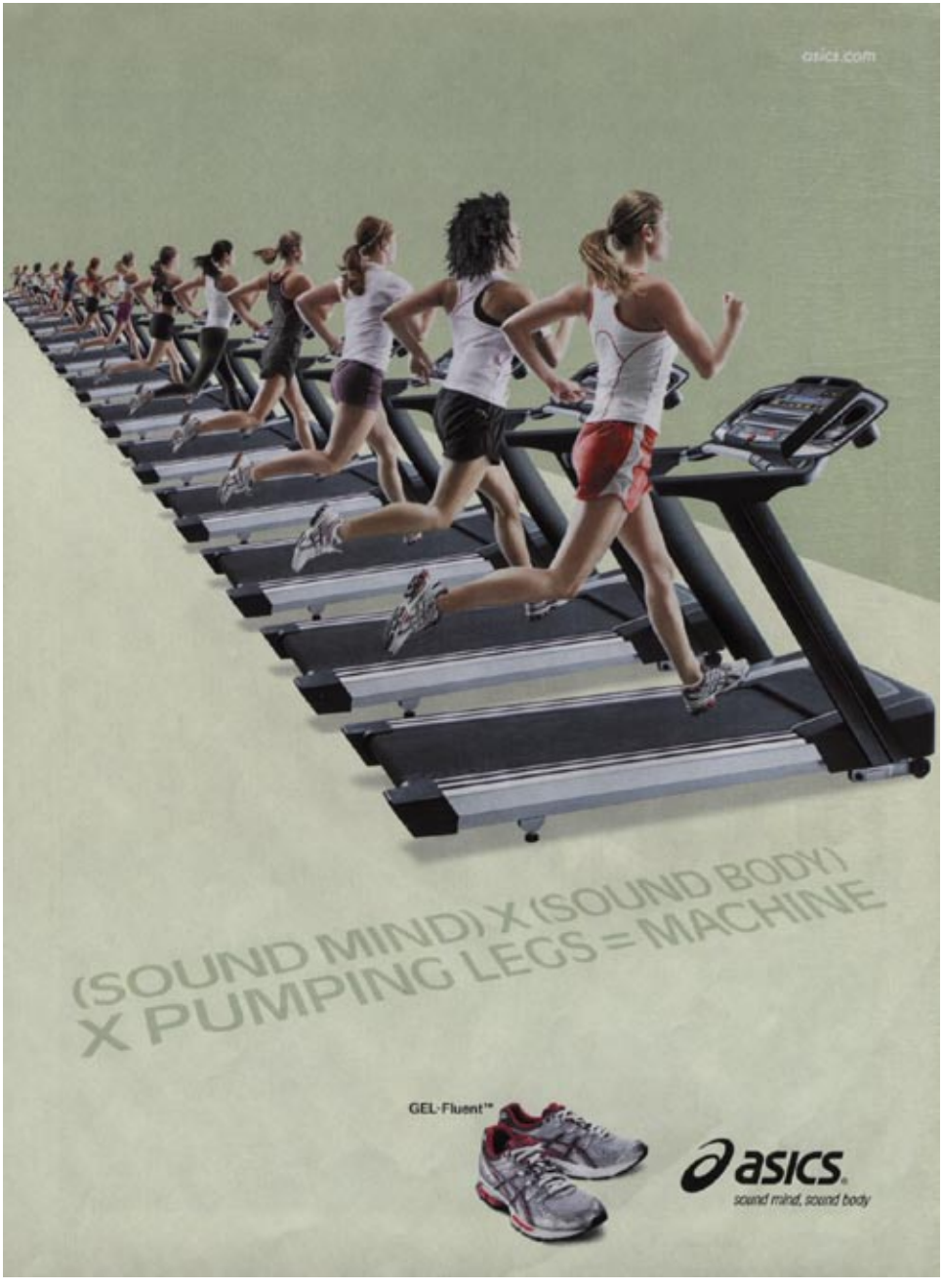
Line

The fourth element of design is the line element. The ways that lines are used as an element of design, would be that they can organize, direct, separate, suggest an emotion, or create rhythm. Also lines can be used to separate parts in a layout from other parts, such as separating different thoughts in a layout.

I chose this Asics Shoes ad to show the line element. The concept of this ad is that you can run longer and faster, like a machine, without having to deal with any pain that would come from wearing any other type of shoes.

The target audience for these shoes would be anyone and everyone, but more specifically athletic people who run and jog long distances.

The way in which this ad demonstrates the line element, is the way the treadmills are lined up, going from large to small in the distance, creates a path which directs you to the eventual product that they are trying to sell. Another way in which lines are being used would be the treadmills are creating a rhythm and pattern.


asics.com
(SOUND MIND) X (SOUND BODY)
X PUMPING LEGS = MACHINE
GEL-Fluent™
asics
sound mind, sound body

Color

The fifth element of design would be color. Using color as an element of design, can convey moods, identify objects and relay messages. For example, using soft pastels in an ad can suggest a quiet or romantic mood. While putting a colored box around a group of pictures can show that they are all related.

I chose this Nestea Iced Tea ad to demonstrate the element of color. The concept of this ad would be your body deserves to drink something as good as Nestea Iced Tea.

The target audience for this drink would be anyone who is thirsty and looking to get refreshed and have a good time.

The way that the element of color is used in this ad would be first using the bright colors to attract the eye to the page. Also the use of the blue and yellow orange colors creates a feeling of excitement, also the bright colors create a refreshing and exciting mood.

Throw your
inner superstar
a tea party.
NATURAL LEMON FLAVOR
NESTEA
ICED TEA
with natural
LEMON FLAVOR

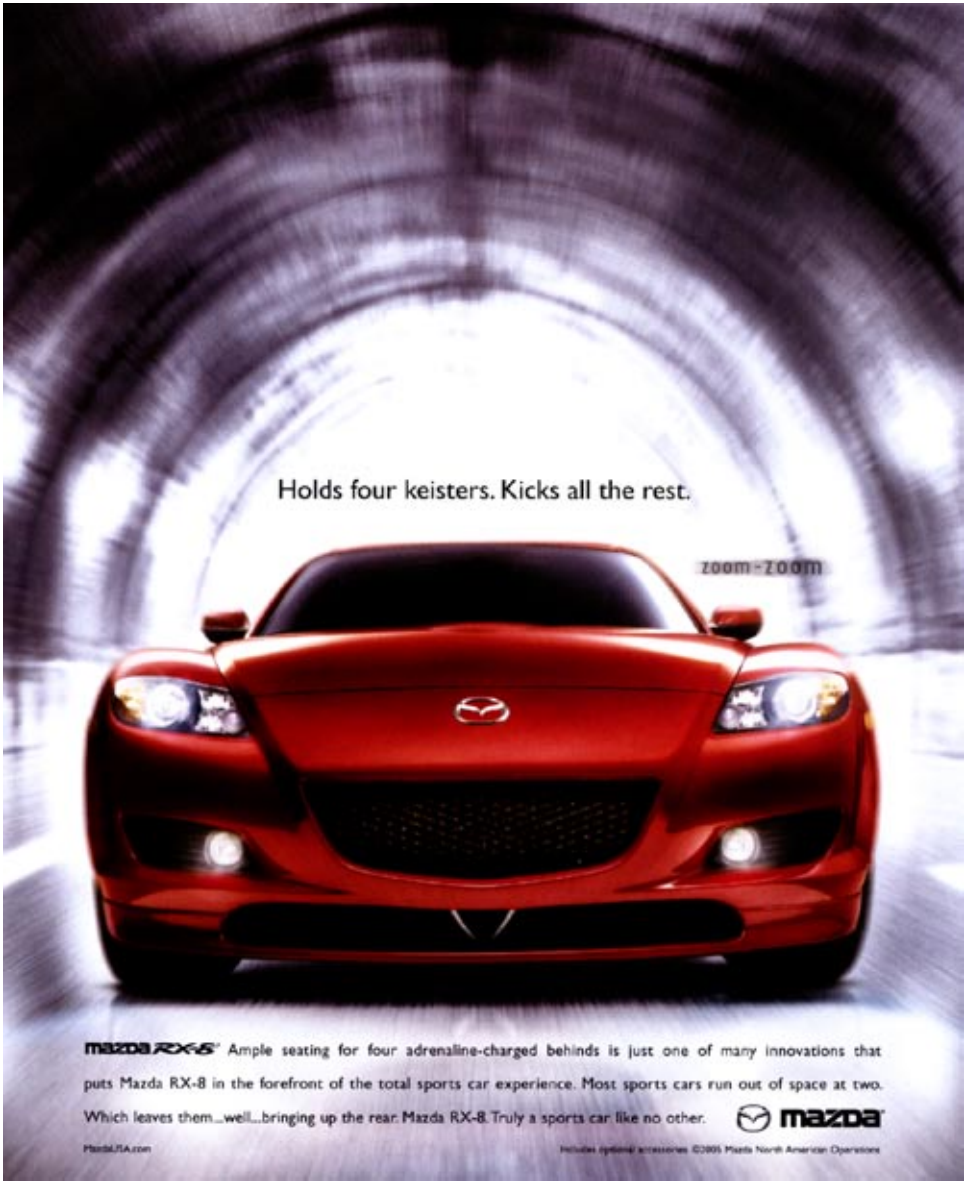
Value

The sixth element of design would be value. The way that value is used as an element of design, is using slight variations between light and dark, to create a calm, quiet mood, or extreme variations between light and dark to create a feeling of drama or excitement.

I chose this Mazda RX-8 ad to demonstrate the element of value. The concept of this ad would be that the RX-8 is better than any 2 seat sports car, its 4 seats provides room for 3 other passengers, while still being a very attractive car.

The target audience for this RX-8 ad would be anyone looking to go fast, look good, and still have the room to transport other people around. This would also be appealing to people with children, and who still want to have a sports car.

The element of value is used in this ad by having the color and focus difference in the background, compared to the color and focus of the car. The difference in color creates the illusion of depth and makes the ad feel dramatic. Value also emphasizes the car, causing the car to be the center of focus.


Holds four keisters. Kicks all the rest.
zoom-zoom
mazda RX-8 Ample seating for four adrenaline-charged behinds is just one of many innovations that puts Mazda RX-8 in the forefront of the total sports car experience. Most sports cars run out of space at two. Which leaves them...well...bringing up the rear. Mazda RX-8. Truly a sports car like no other.
mazda
MazdaUSA.com
Includes optional accessories ©2005 Mazda North American Operations

Texture

The seventh and final element of design would be the element of texture. Texture can be used as an element of design to add a richness and dimension to your layout, texture can also create the illusion of texture on a printed piece. Texture can also create communication on an extra level — through a real or imagined sense of touch.

I chose this LG Dare ad to show the element of texture. The concept for this ad would be that the Dare allows you to touch the screen and take complete control of the phone, all by touching the screen.

The target audience for this product would be anyone who wants to be on the cutting edge of technology.

The element of texture is used in this ad by having the snake around the phone, creating a sense of liveliness, which also provokes a particular emotion, of wanting to try and touch the paper, to see if you can feel the snake's skin. This also creates contrast between the plain background and the phone itself.

verizon wireless
Dare you to touch one.
MAIN MENU
LG
Introducing the LG Dare.™
LG
Loaded with bold features like a 3.2 megapixel camera, drag-and-drop capabilities and uploading straight to the Web. Factor in its fearless design and 3G speed, and you just can't turn down a Dare. The phones you want. The network you want to be on. verizonwireless.com/dare.

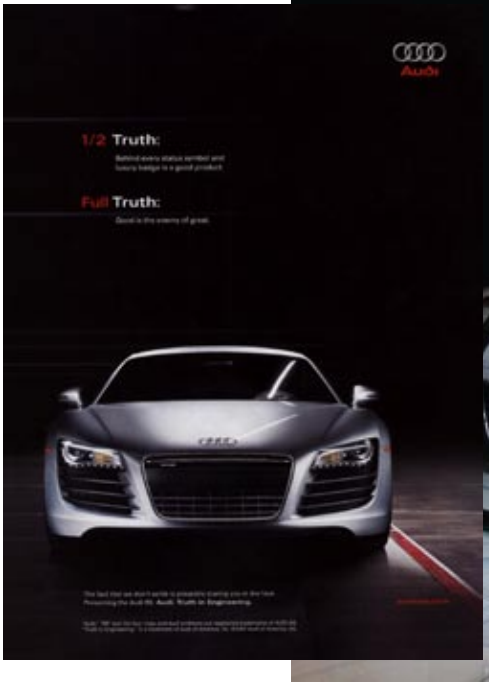
Ad Redesign

For my ad redesign, I chose this ad for the Audi R8 from Wired Magazine. The original ad had the element of size more than any other element. The car being the biggest object on the page, so that it would draw attention to the car on first sight.

I chose to change the angle of the photo of the car, with one that had better lighting on the car, and the surface in which it was sitting. By doing this, I added the element of value to the ad, by having the silver, reflecting surfaces at the bottom, and the black at the top, it emphasizes the main element in the ad, which is the car.

The next part of the ad that I changed, was I added a 'truth' gauge, which uses the element of size to attract attention to it and get it noticed. I then took the 1/2 truth and full truth text items, and moved them to the appropriate places on the 'truth' gauge.

Finally I moved all the text items in the original ad, and aligned them all to a line on the left side. By putting the all in alignment with each other, it organizes all the information to one location, and makes it easier to follow. I also changed the size of the Audi logo in the top right corner, to make it more noticeable, along with fitting to the column that I fitted the other text in.



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"Truth in Engineering" is a trademark of Audi of America, Inc. ©2007 Audi of America, Inc.

Audi

Full Truth:
Good is the enemy of great.

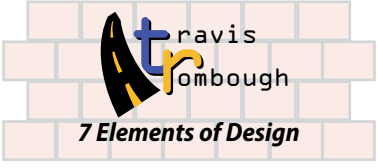
TRUTH

1/2 Truth:
Behind every status symbol and luxury badge is a good product.

R8

The fact that we don't settle is presently staring you in the face.
Presenting the Audi R8. ***Audi. Truth in Engineering.***

audiusa.com


travis
tombough
7 Elements of Design