

Primary Elements of Design

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- **A. Conceptual Elements of Design:**

- a. Point
- b. Line
- c. Plane
- d. Volume
- e. Form
- f. Shape
- g. Space

- **B. Visual Elements of Design:**

- a. Color
- b. Texture
- c. Size
- d. Shape

- **Principles of Design:**

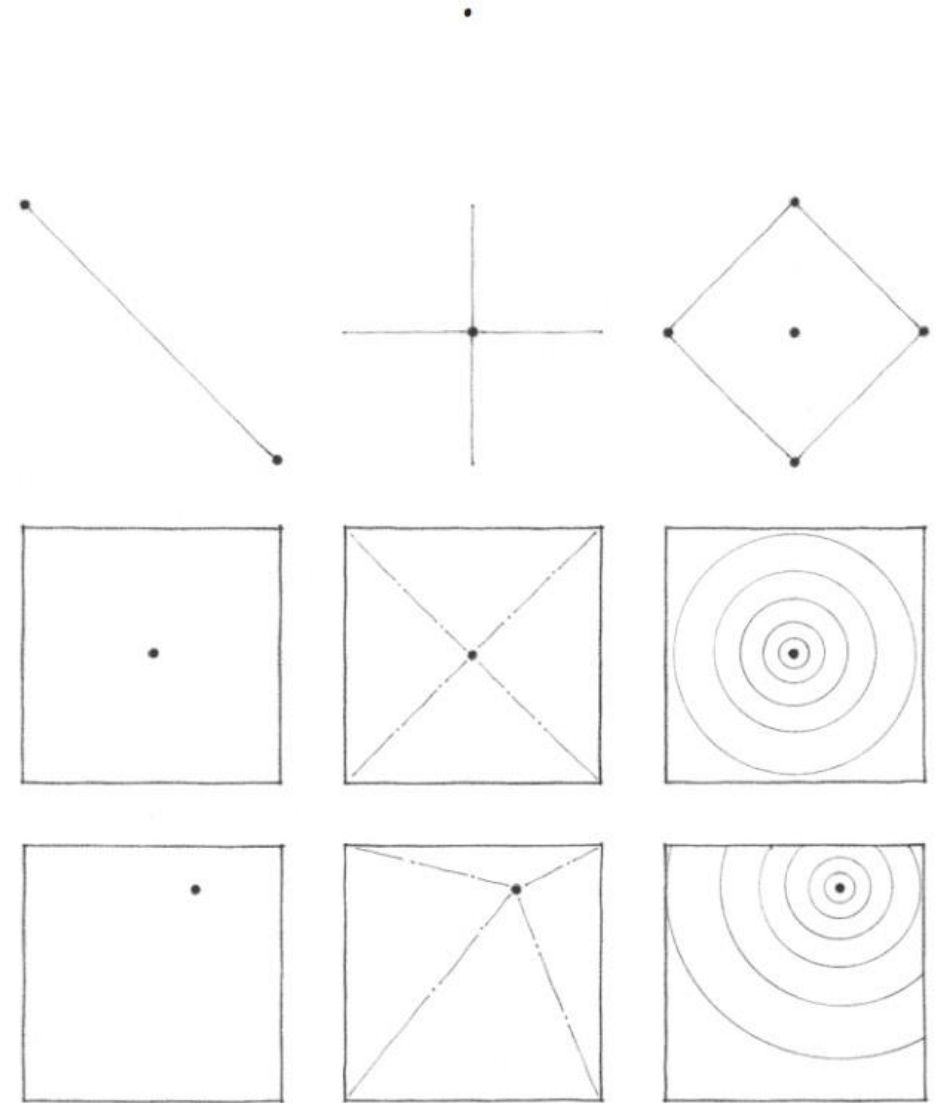
- a. Unity (الوحدة)
- b. Balance (التوازن)
- c. Hierarchy (التسلسل)
- d. Scale (المقياس)
- e. Dominance (السيطرة)
- f. Contrast (and Similarity) (التباين والتشابه)
- g. Rhythm (الايقاع)
- h. Repetition (التكرار)

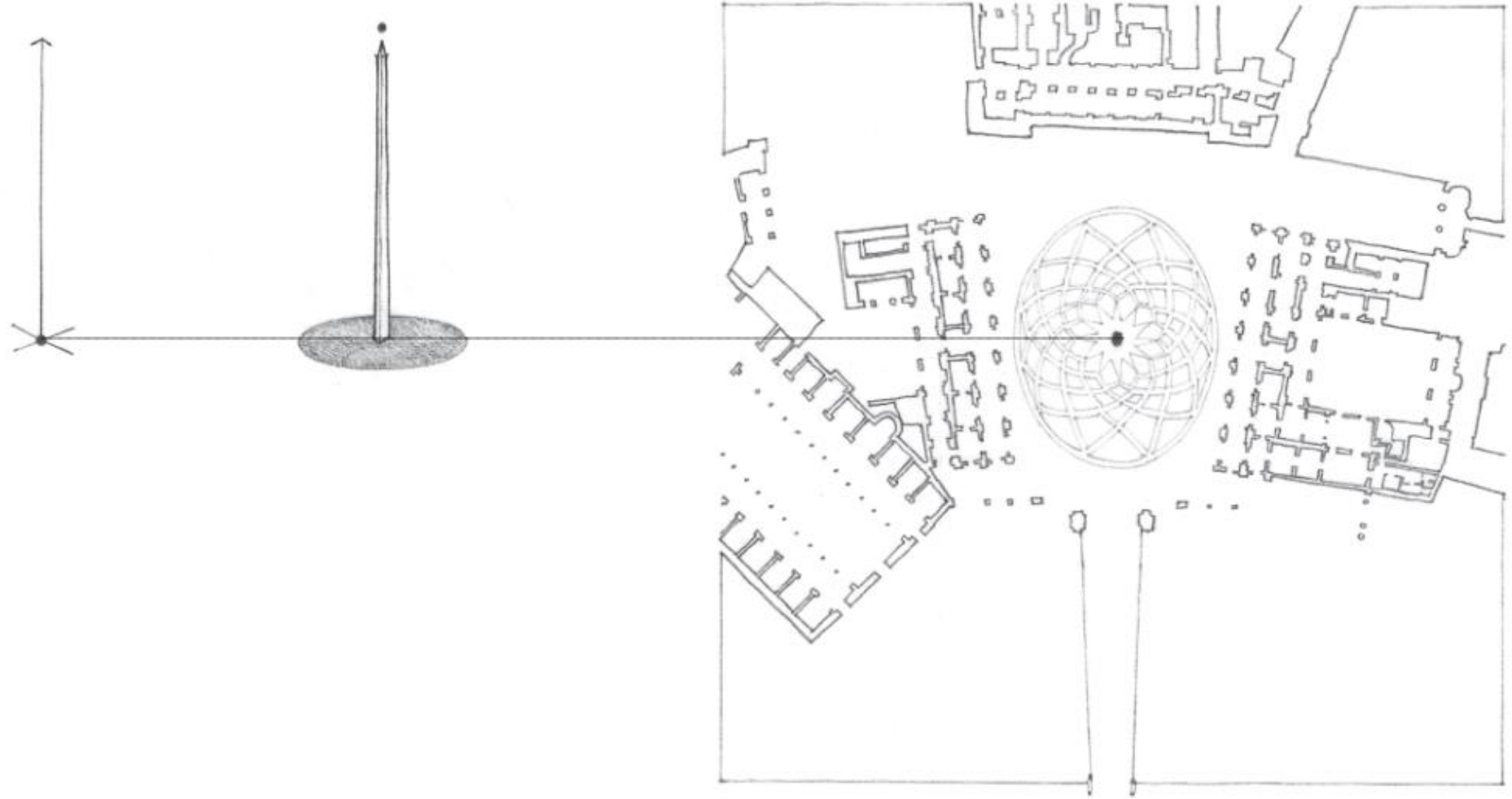
a. Point

A point marks a position in space. Conceptually, it has **no length, width, or depth**, and is therefore static, centralized, and directionless.

As the prime element in the vocabulary of form, a point can serve to mark:

- the two ends of a line
- The intersection of two lines
- The meeting of lines at the corner of a plane or volume
- The center of a field



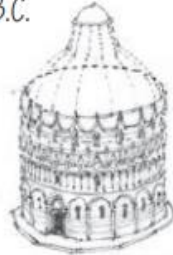
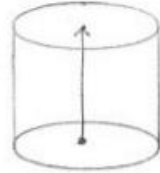


- Circle



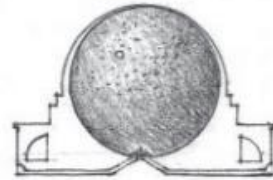
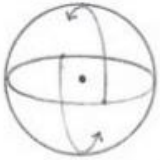
Tholos of Polycleitos, Epidauros, Greece,
c. 350 B.C.

- Cylinder



Baptistry at Pisa, Italy,
1153–1265, Diotisalvi

- Sphere

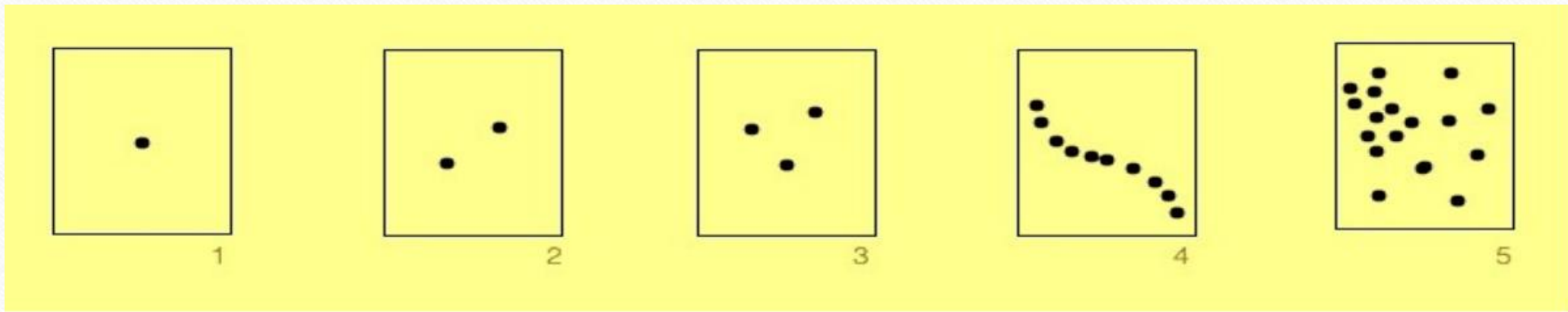


Cenotaph for Sir Isaac Newton,
Project, 1784, Étienne-Louis Boulée

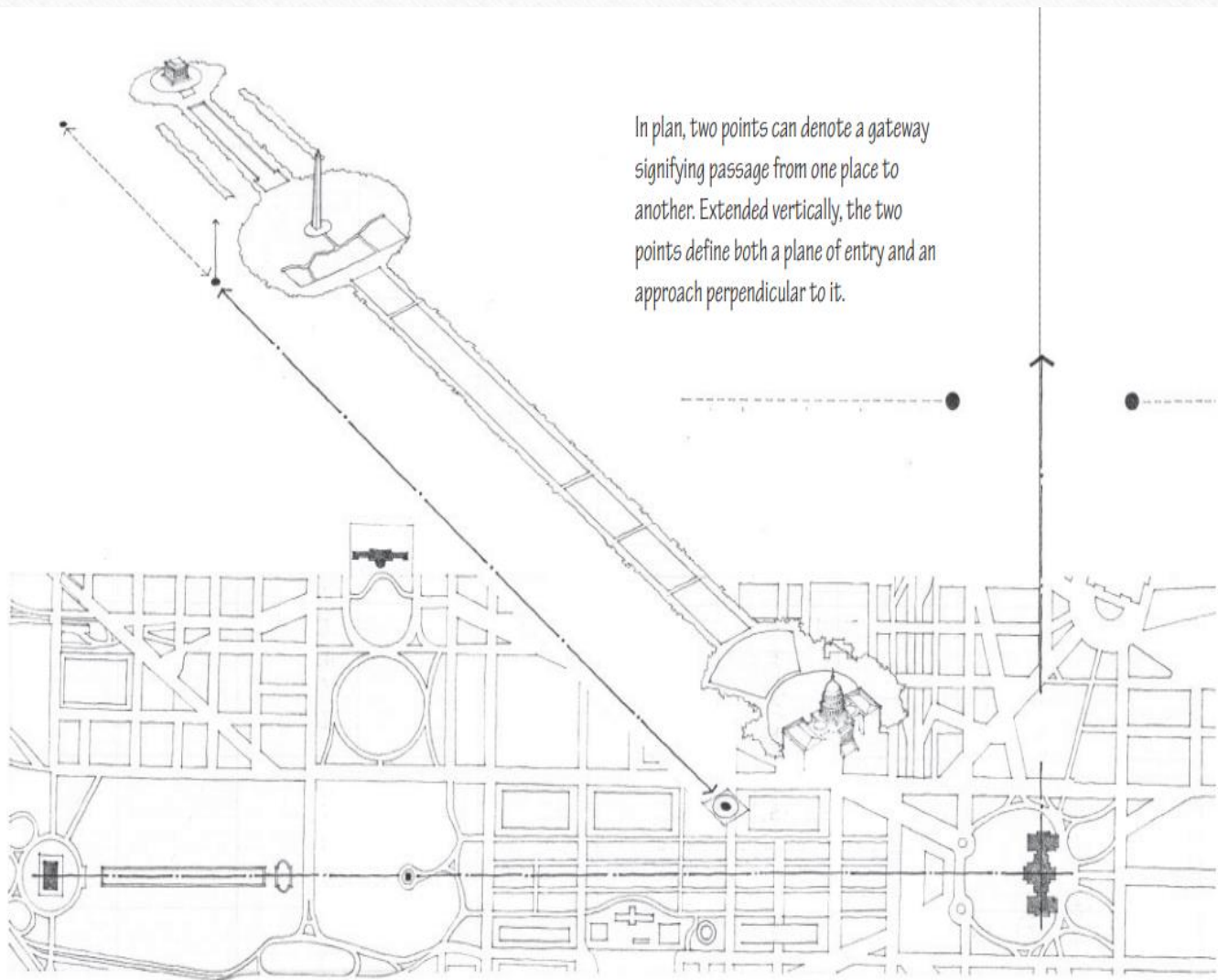
Mont St. Michel, France, 13th century and later.

The pyramidal composition culminates in a spire that serves to establish this fortified monastery as a specific place in the landscape.

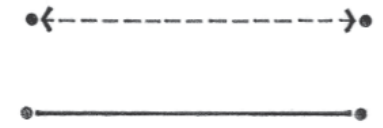




- (1) The single point represents a visual stop. As you can see, a rectangle is used to restrict the subject area. The point at center immediately takes focus of the eye.
- (2) Two points represent a direction. It makes the eye move away from the border and move back and forth between those two points.
- (3) Three points makes the eyes move in a closed path. They signify a shape.
- (4) The unique arrangement of those dots creates a directional path for the eye to move on.
- (5) The eye jumps from one part to the other because of the random arrangement of dots. However, the dense area is able to gain more attention than the rest.



In plan, two points can denote a gateway signifying passage from one place to another. Extended vertically, the two points define both a plane of entry and an approach perpendicular to it.



a line

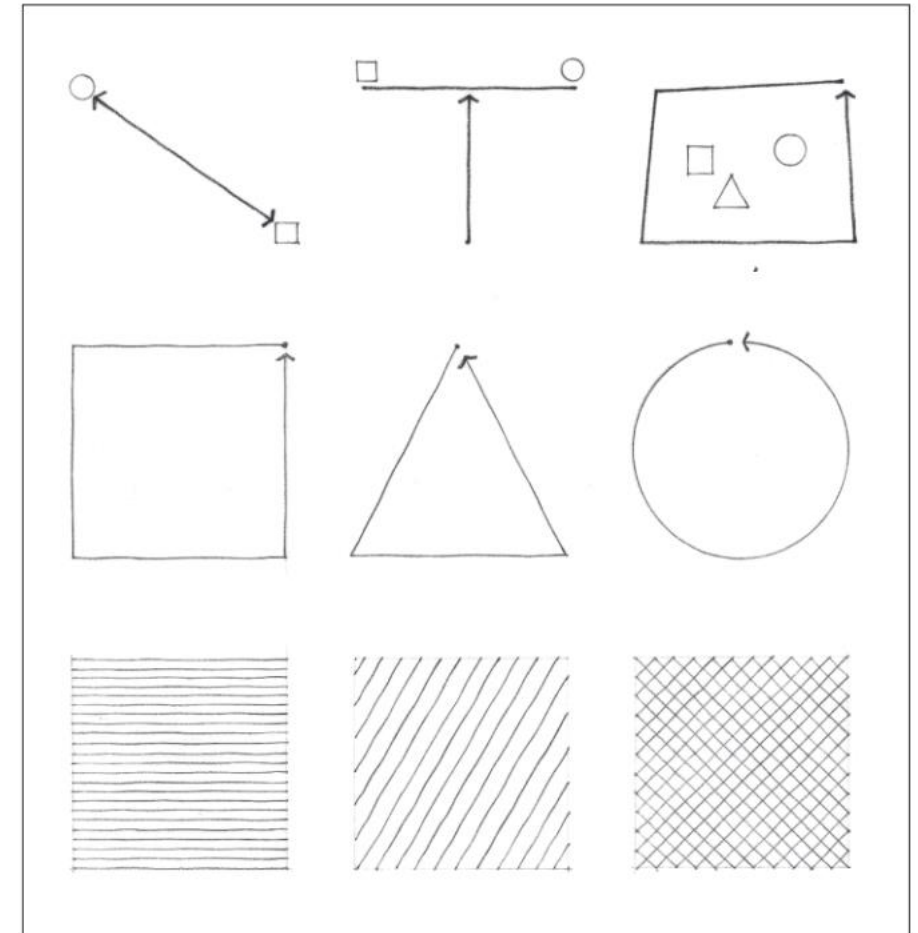
Two points describe a line that connects them.

Although the points give this line finite length, the line can also be considered a segment of an infinitely longer path.

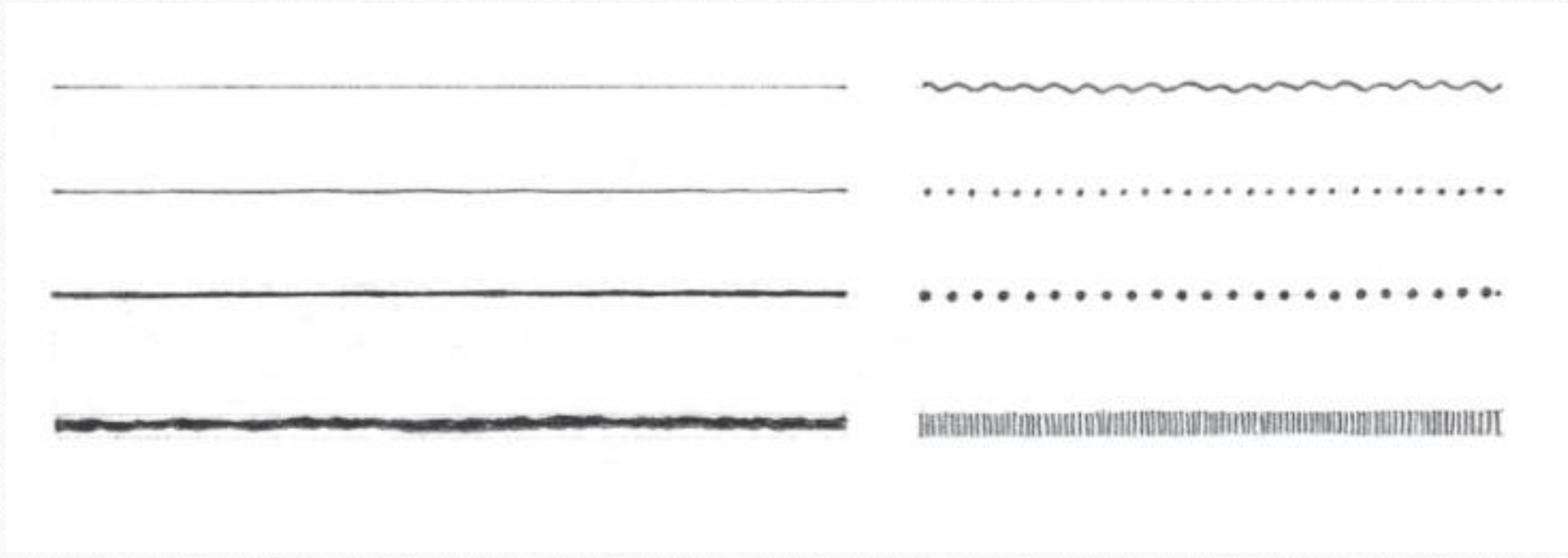
A line is a critical element in the formation of any visual construction.

A line can serve to:

- Join, link ,support ,surround, or intersect other visual elements
- Describe the edges of and give shape of the plan
- Articulate the surfaces of planes



Although a line theoretically has **only one dimension**, it must have **some degree of thickness** to become visible.
of continuity



Even the simple repetition of like or similar elements, if continuous enough, can be regarded as a line. This type of line has significant textural qualities.

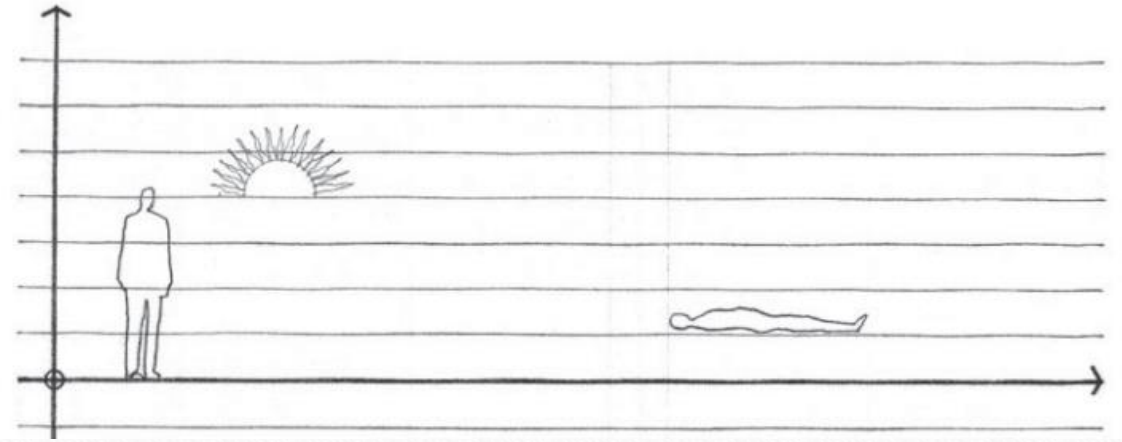
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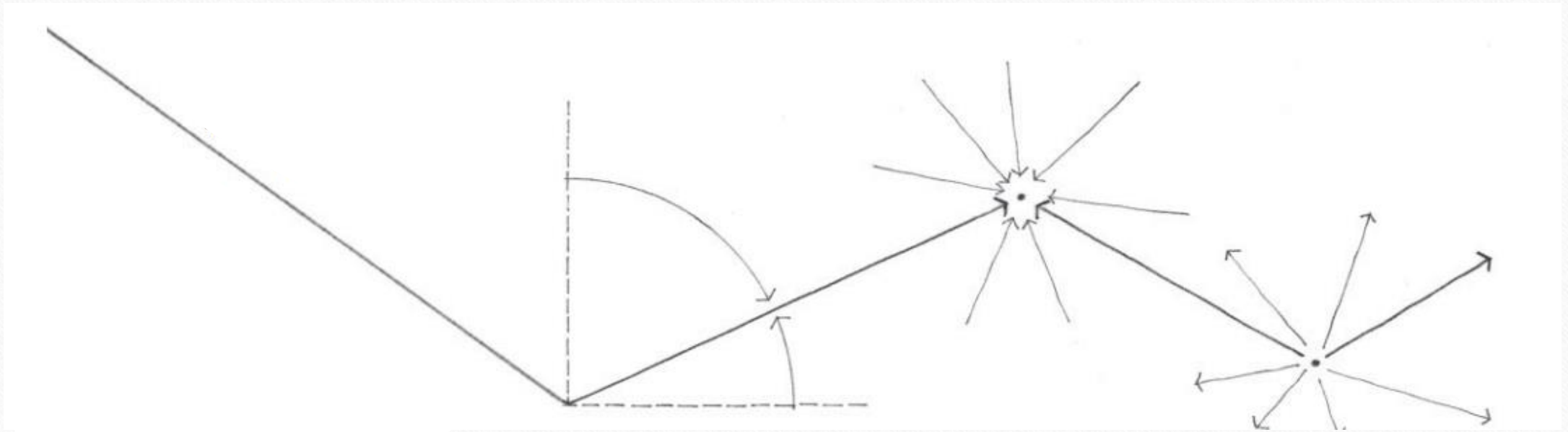
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The orientation of a line affects its role in a visual construction.

- While a vertical line can express a state of equilibrium with the force of gravity, symbolize the human condition, or mark a position in space,
- a horizontal line can represent stability, the ground plane, the horizon, or a body at rest.



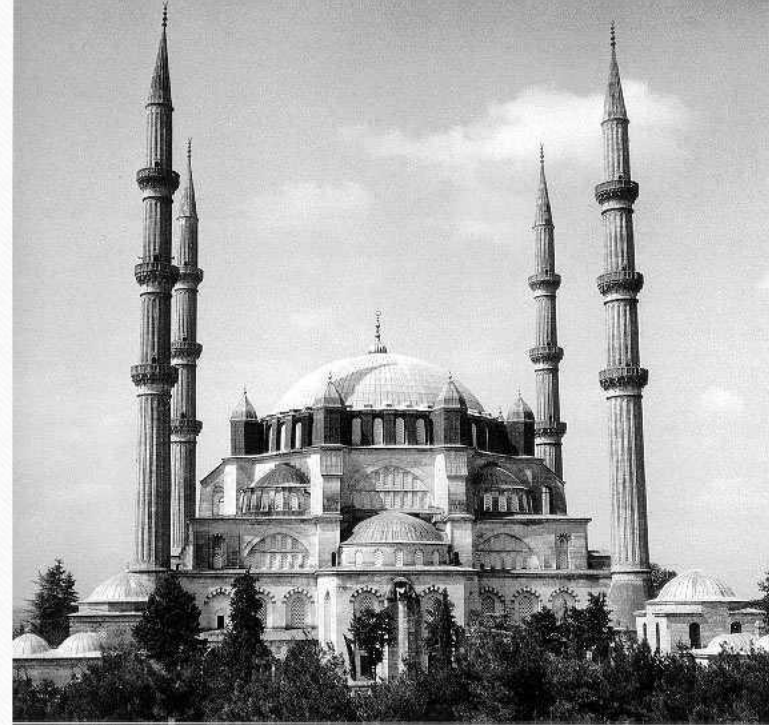
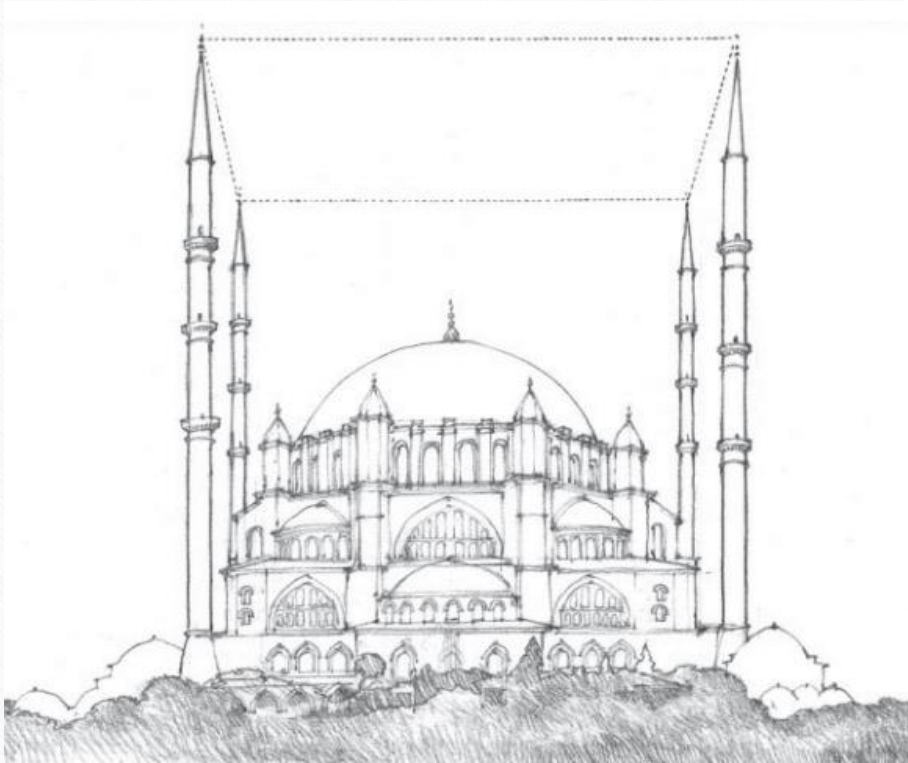
An oblique line is a deviation (انحراف) from the vertical or horizontal.





Vertical linear elements, such as columns, obelisks, and towers, have been used throughout history to commemorate significant events and establish particular points in space.

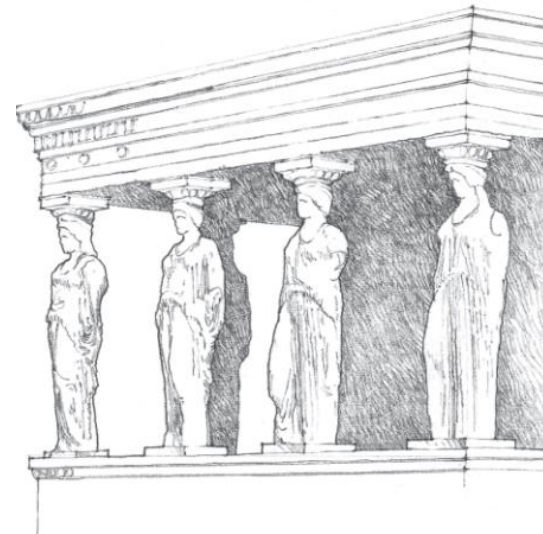
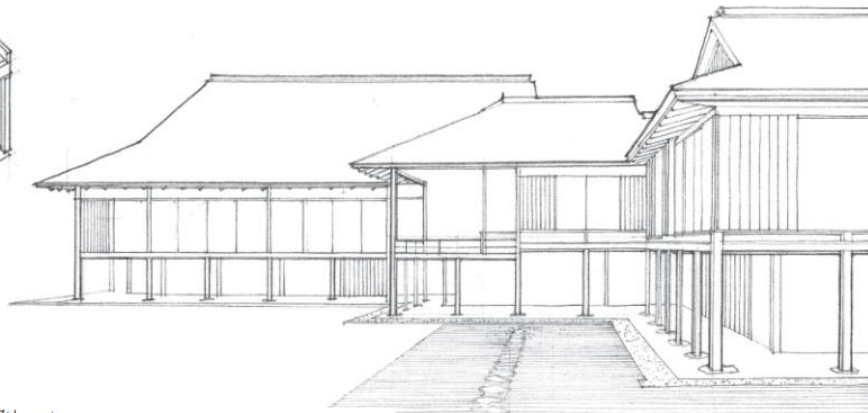
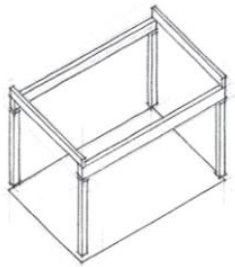
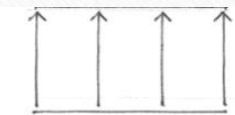
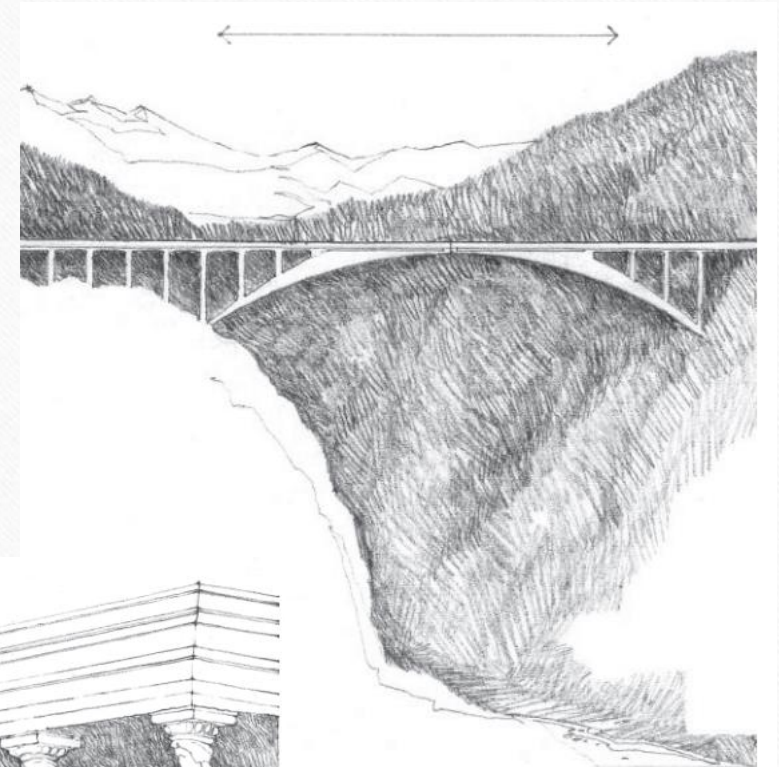
Vertical linear elements can also define a transparent volume of space



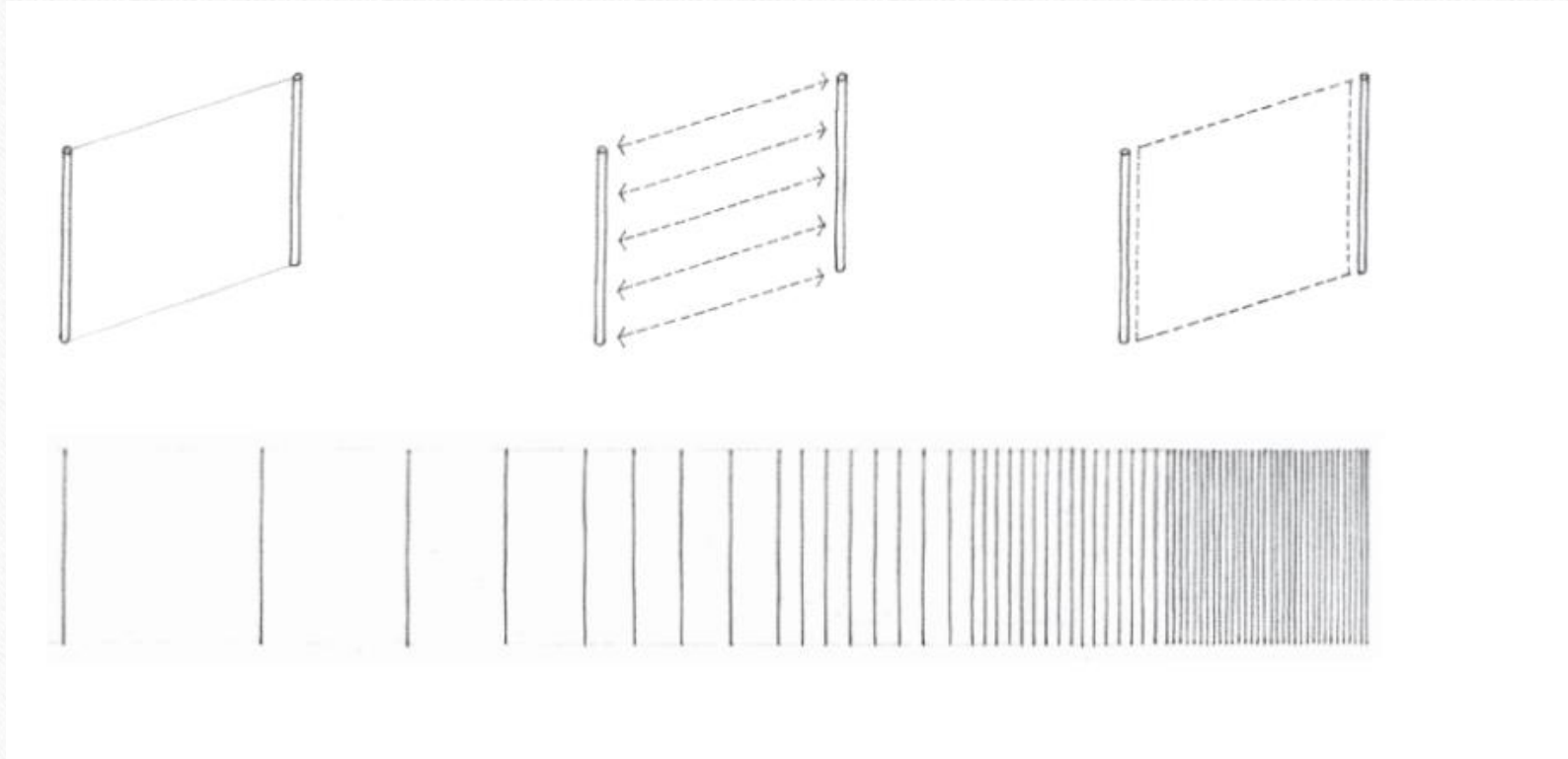
Selim Mosque, Edirne, Turkey,

Linear members that possess the necessary material strength can perform **structural functions**. In these three examples, linear elements:

- Express movement across space
- Provide support for an overhead plane
- Form a three-dimensional structural frame for architectural space

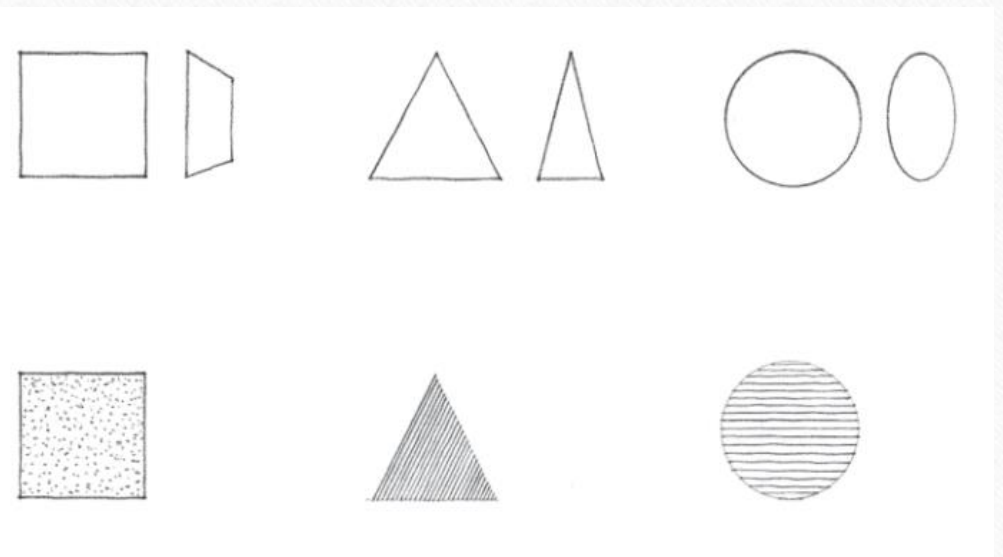
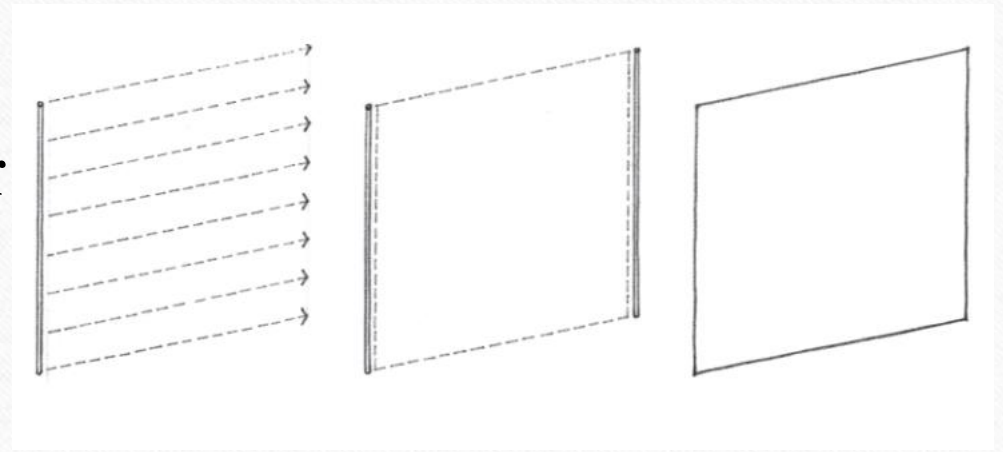


Two parallel lines have the ability to visually describe a plane.



a plane.

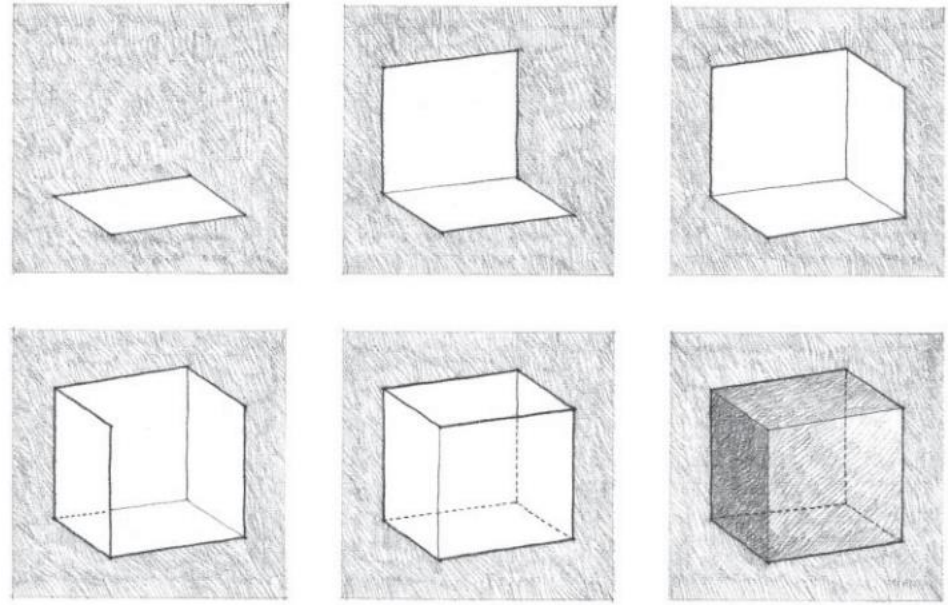
A line extended in a direction other than its intrinsic direction becomes plane. Conceptually, a **plane has length and width, but no depth.**



Shape is the primary identifying characteristic of a plane.

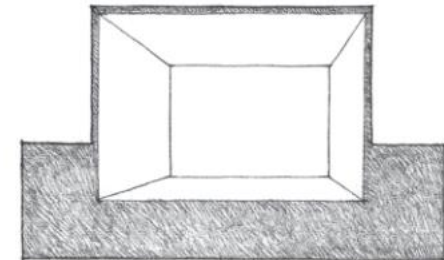
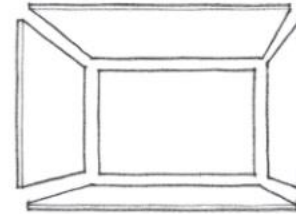
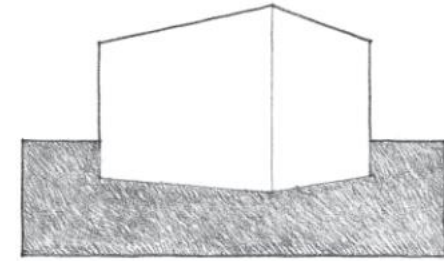
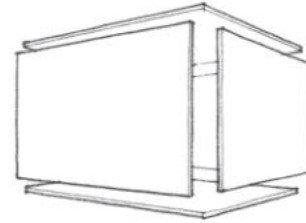
It is determined by the contour of the line forming the edges of a plane

In the composition of a visual construction, a plane serves to define the limits or boundaries of a volume.



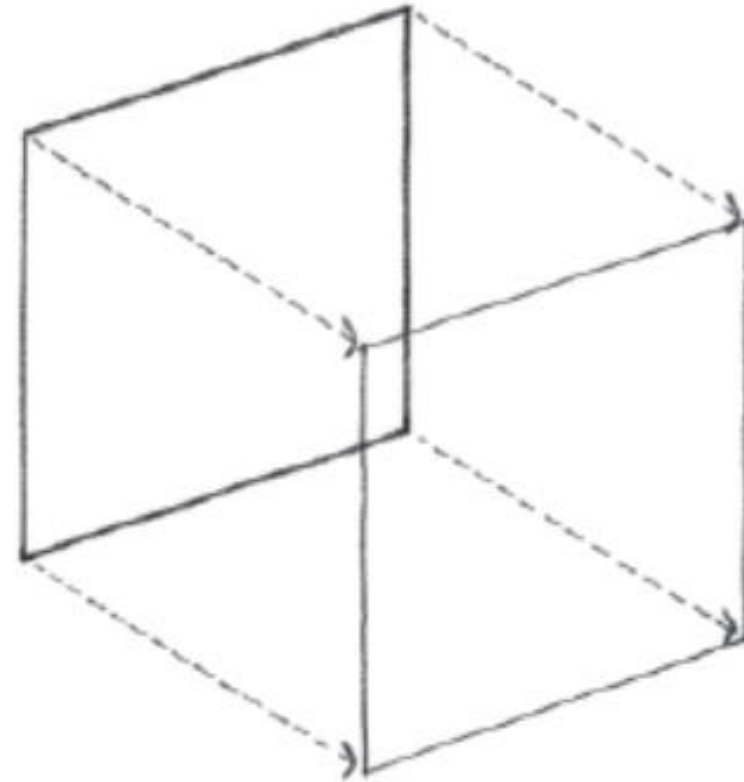
Planes in architecture define three-dimensional volumes of mass and space.

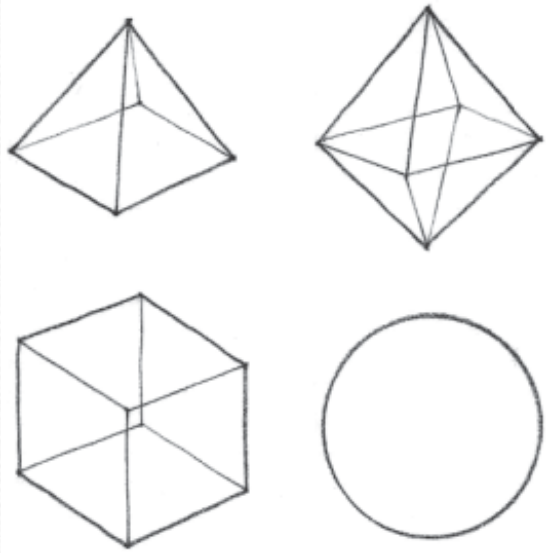
The properties of each plane—size, shape, color, texture —



a volume

A plane extended in a direction other than its intrinsic direction becomes a volume. Conceptually, a volume has three dimensions: length, width, and depth.

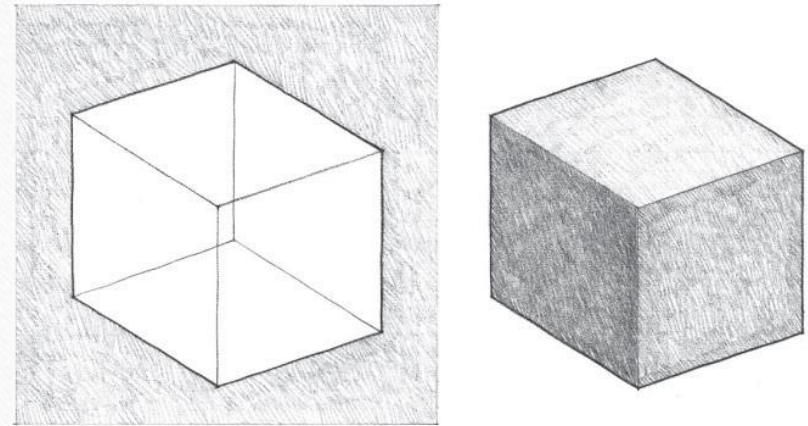




Form is the **primary identifying characteristic of a volume**. It is established by the shapes and interrelationships of the planes that describe the boundaries of the volume.

Every volume has a (regular or irregular) form. The volumes above have the forms of a pyramid, a cube and a sphere.

As the three-dimensional element in the vocabulary of architectural design, a volume can be either a solid—space displaced by mass—or a void—space contained or enclosed by planes.



In architecture, a volume can be seen to be either a portion of space contained and defined by wall, floor, and ceiling or roof planes, or a quantity of space displaced by the mass of a building.

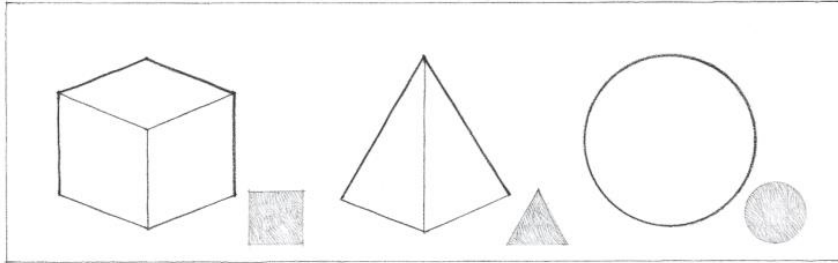


Form is an inclusive term that has several meanings. It may refer to **an external appearance** that can be recognized, as that of a chair or the human body that sits in it.



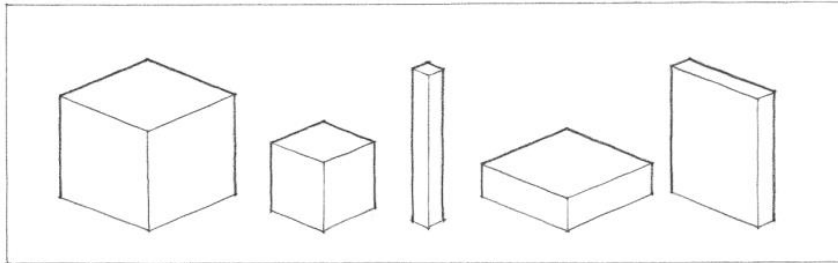


Guggenheim Museum, New York, by Frank Lloyd Wright (left), Sydney Opera House, Australia, by Jorn Utzon (right)



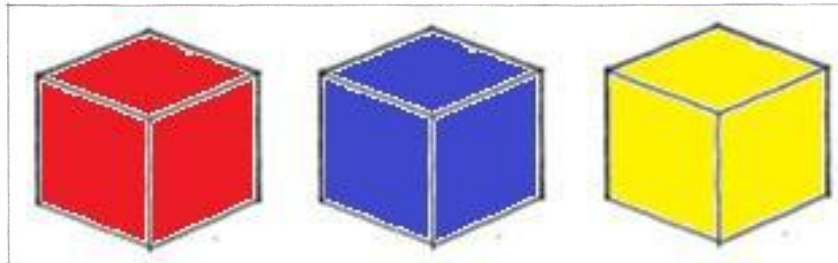
Shape

The characteristic outline or surface configuration of a particular form.



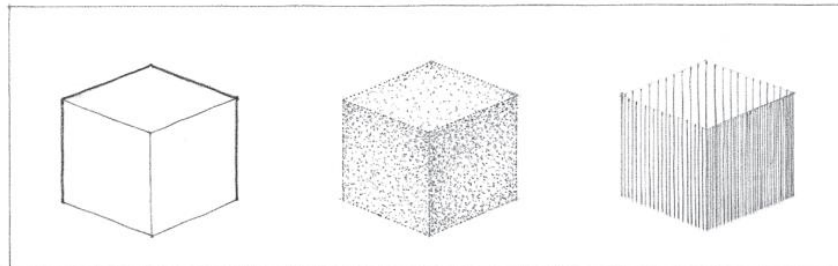
Size

The physical dimensions of length, width, and depth of a form.



Color

Color is the attribute that most clearly distinguishes a form from its environment. It also affects the visual weight of a form.



Texture

The visual and especially tactile quality given to a surface by the size, shape, arrangement, and proportions of the parts.

Space

Space is the area between and around objects.

