1

Elements of Art
Design Compositions

4th June 2005

Computer Graphics & Design 1

Faculty of Information and Communication Technology
Silpakorn University, Thailand

Dr.Surapong Lertsithichai, Ph.D.
Faculty of Architecture, Silpakorn University

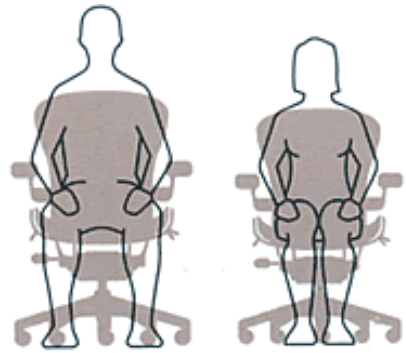
Pongpan Suriyapat
IT University of Göteborg, Sweden

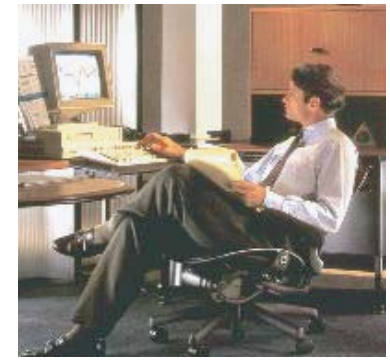
What is Design ?

Design could be viewed as an activity that translates an idea into a blueprint for something useful, whether it's a car, a building, a graphic, a service or a process. The important part is the translation of the idea, though design's ability to spark the idea in the first.

The Design Council, UK

- Definitions: Psychology, Art, Engineering, Computer science, etc.
- To imagine and plan out in the mind; to develop for a certain purpose or use
- Design and Art





ENDURANCE
FIM WORLD CHAMPIONSHIP
octagon
2003 CALENDAR
Race Dates
Race24 Talk
Photo Gallery
LATEST NEWS
octagon
SBK
MCN

Art Form

- Fine Arts
  - Visual Arts (sculpture, paintings, graphics, crafts)
  - Audio Arts (music, literature)
  - Audio/ Visual Arts (drama, film, television)

- Applied Arts
  - Architecture
  - Landscape Architecture
  - City Planning
  - Interior Architecture
  - Industrial Design (ceramics, textile, graphic design)

Digital Art / Computer Art / New Media

- Animation, Special Effects
- Game Design
- Interactive Media

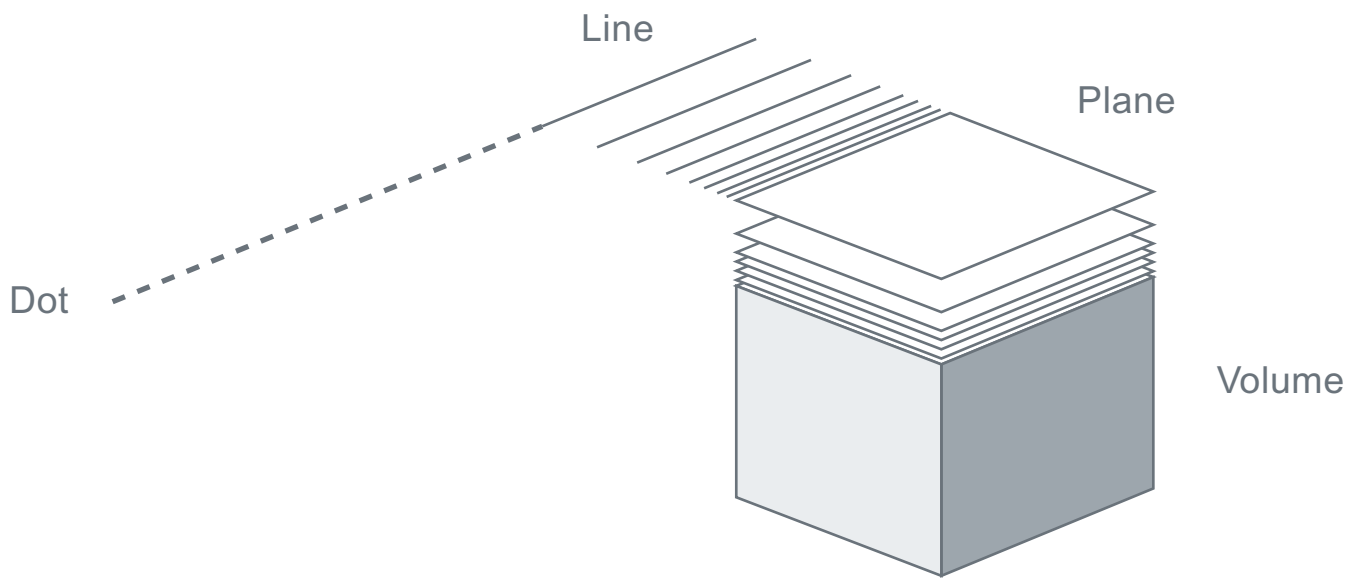
} Art + Technology + Collaborative Working
Team Working + Interdeciplinary

Design Elements

- **Conceptual Elements**
  Dot (1D)
  Line (2D)
  Plane (2D)
  Volume (3D)
- **Visual Elements**
  Shape
  Size
  Color
  Texture
- **Relational Elements**
  Direction
  Position
  Space
  Frame
  Gravity

Conceptual Elements

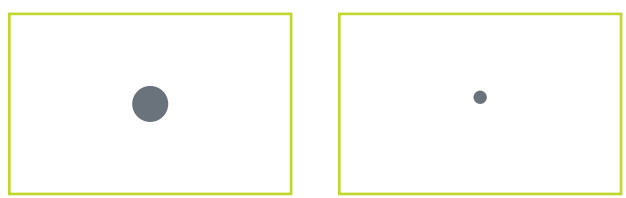
Dot	(0D)
Line	(1D)
Plane	(2D)
Volume	(3D)



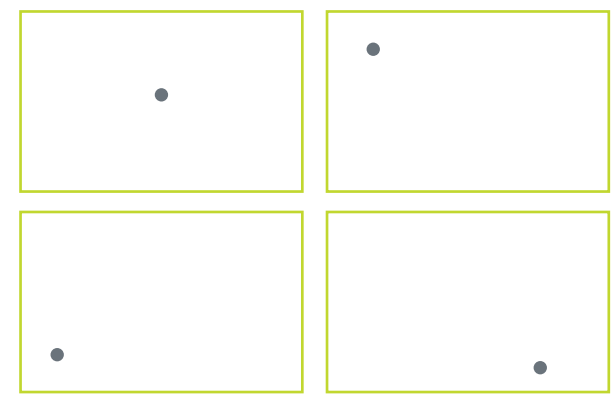
Dots

Shape Size Position Space Direction

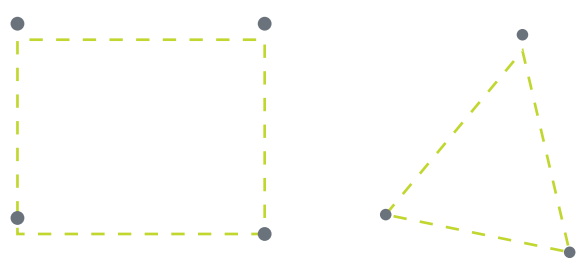
Shape



Size



Position



Space

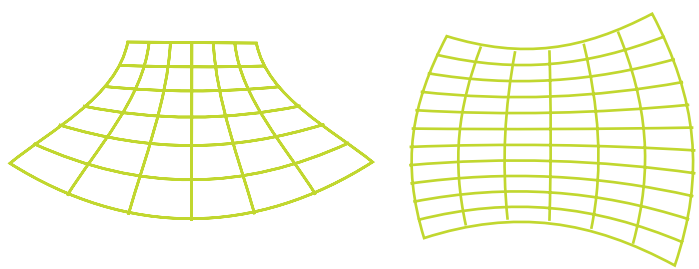
Direction

Lines

Shape Direction Continuity

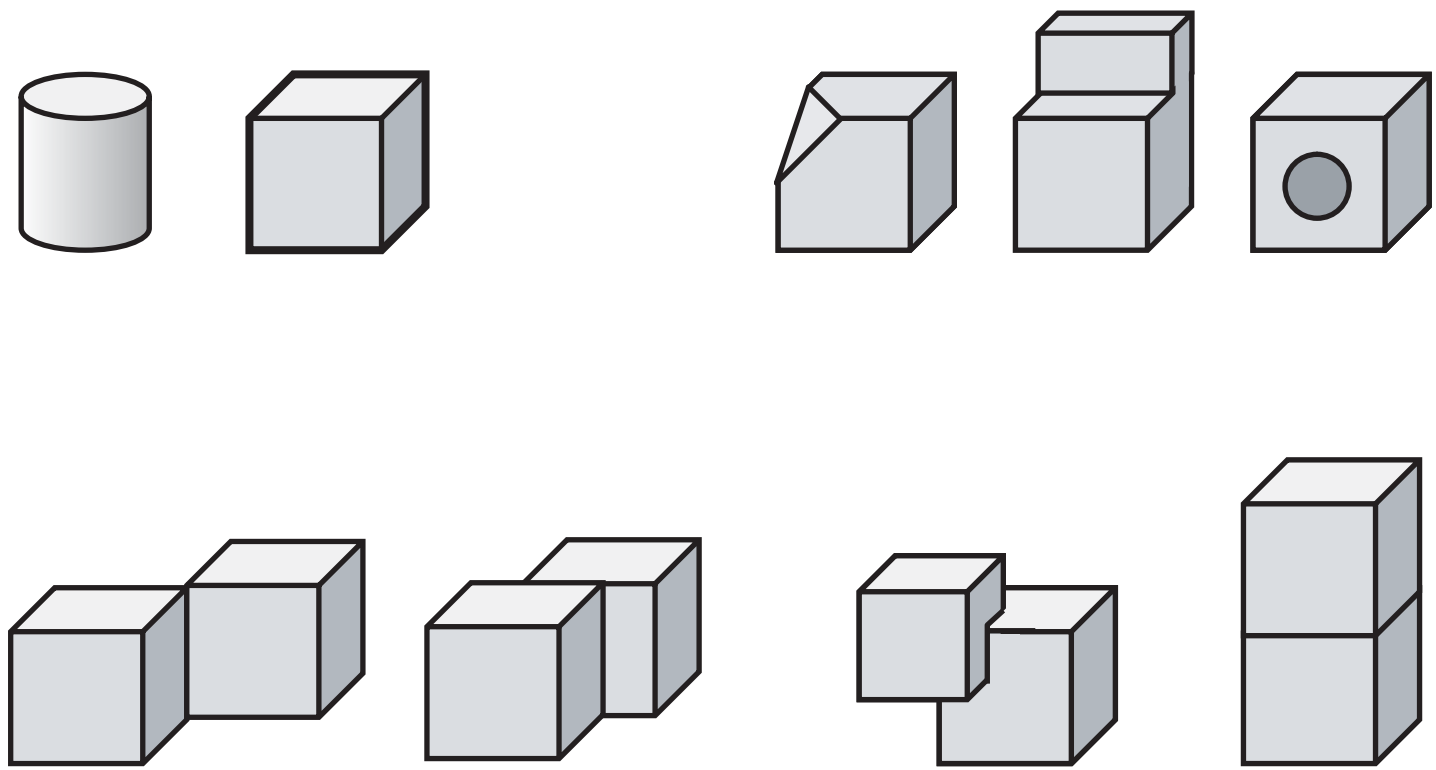
Planes

Geometric Organic Rectilinear Irregular Hand drawn Accidental



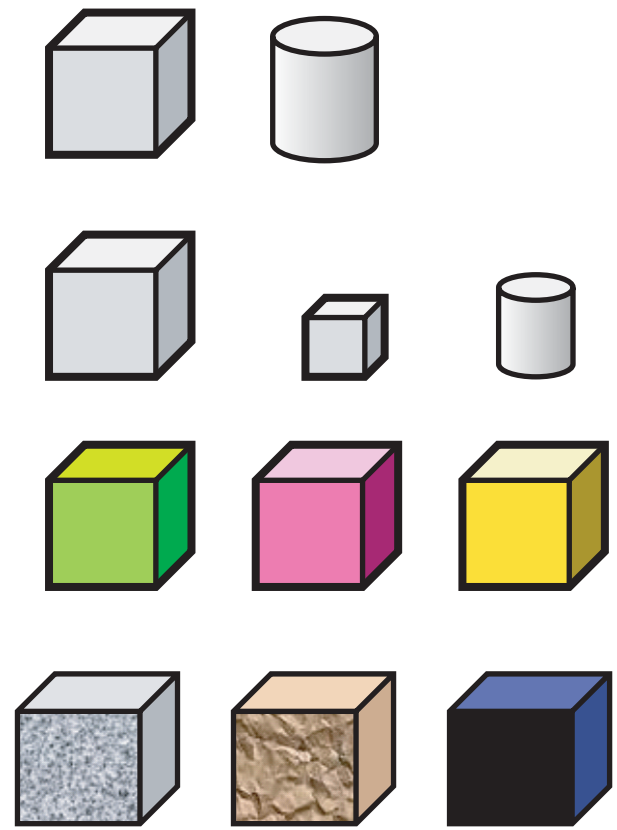
Volume

Shapes Modifications Relationships



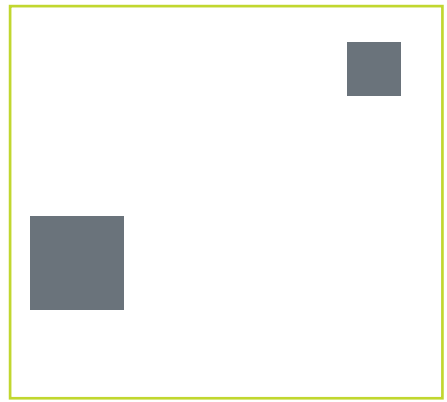
Visual Elements

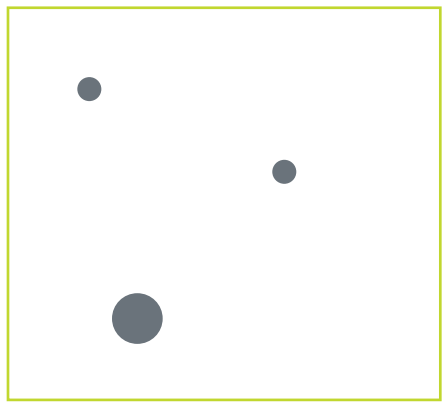
Shape
Size
Color
Texture

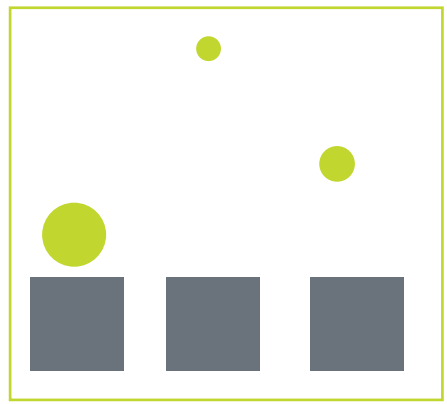


Relational Elements

Direction
Position
Space
Frame
Gravity





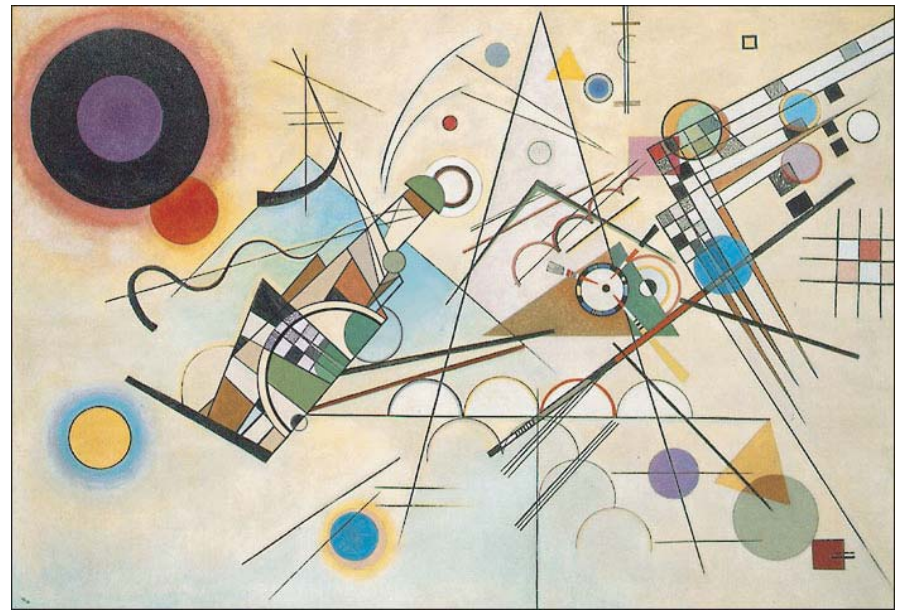


Design Compositions

Unity
Proximity
Repetition
Continuation
Variety

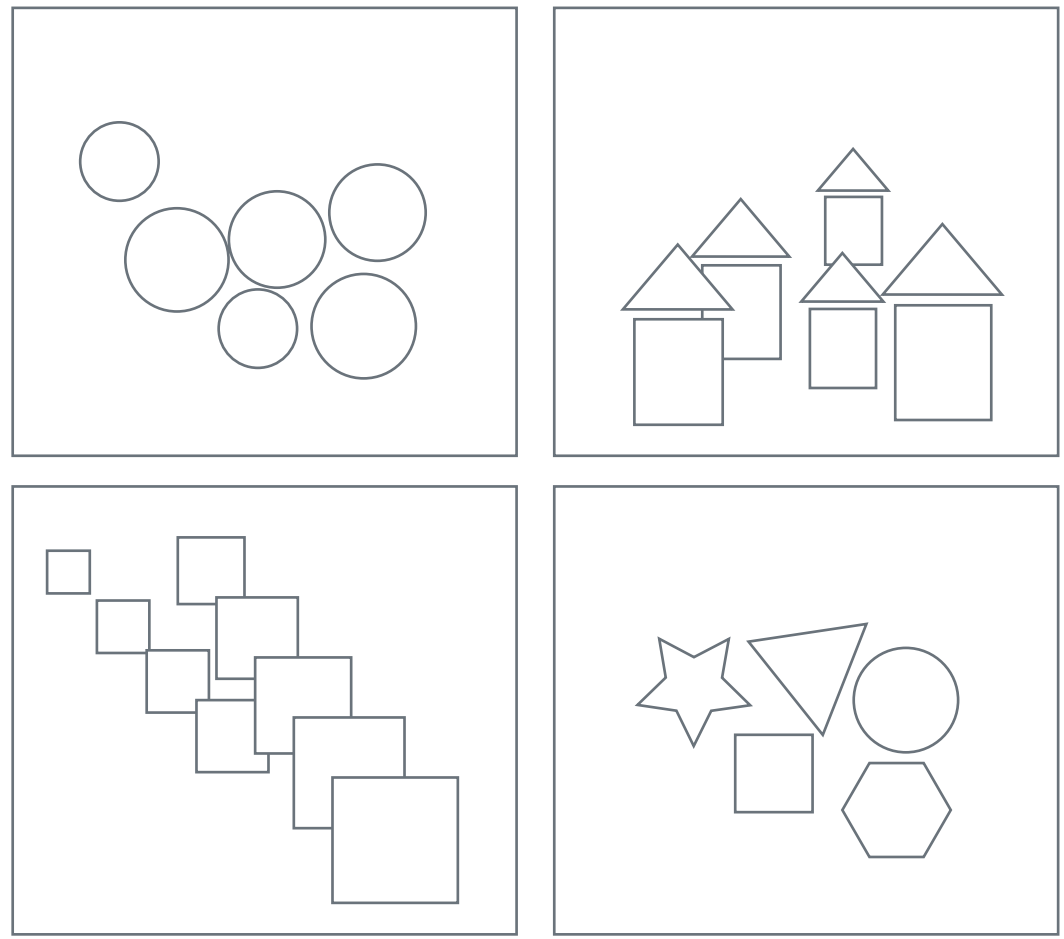
Emphasis
Focal Point
Contrast
Isolation
Placement

Techniques



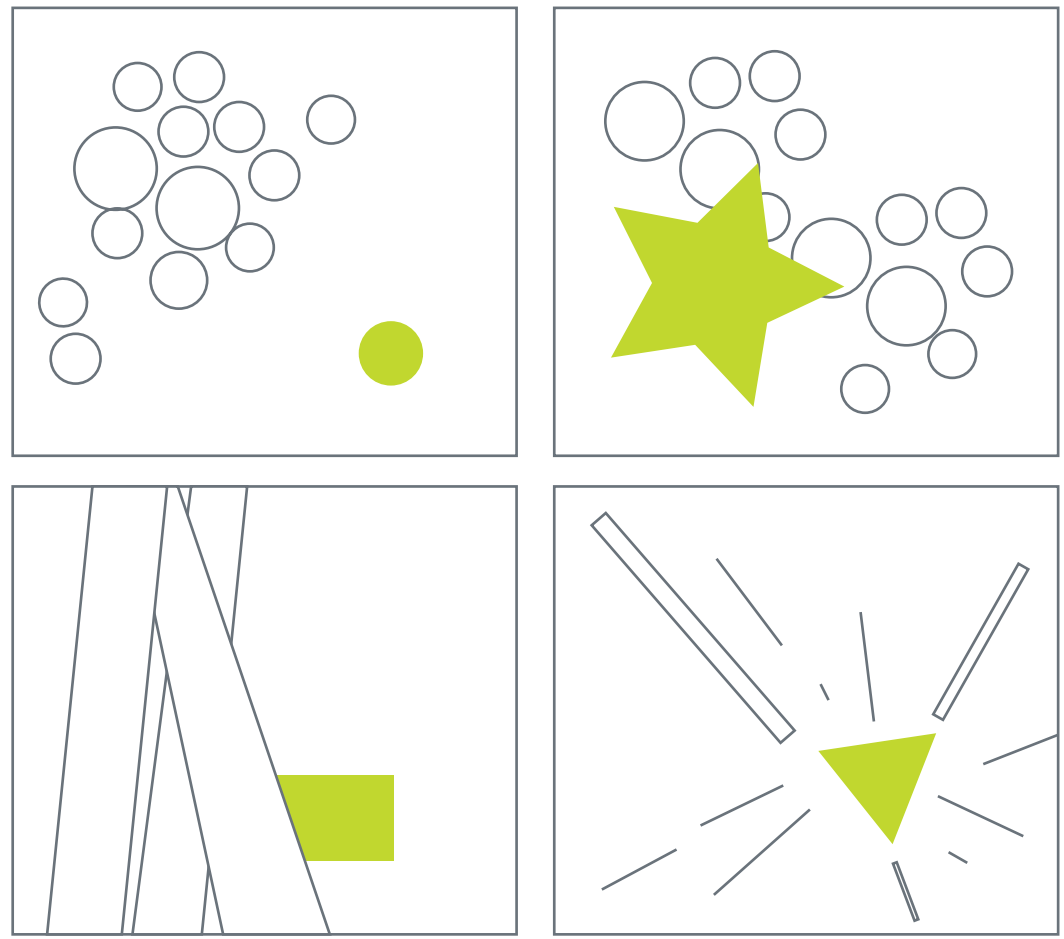
Unity

Proximity
Repetition
Continuation
Variety

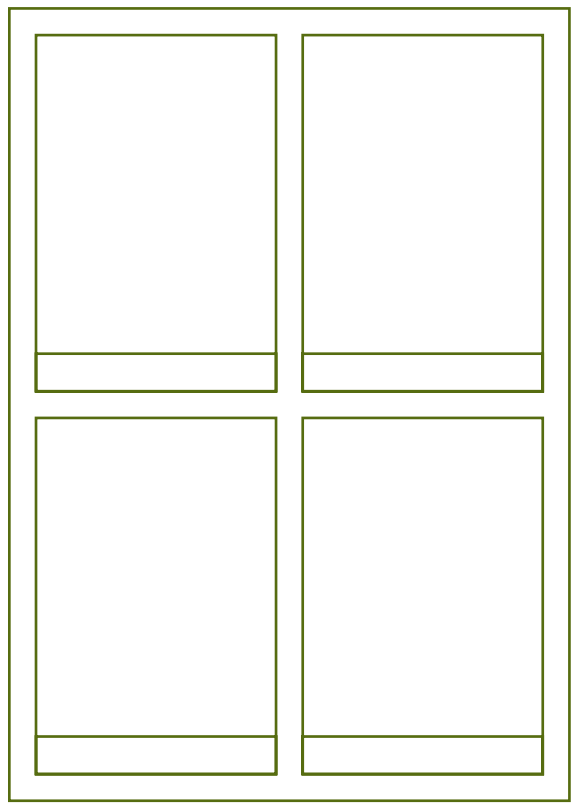


Emphasis

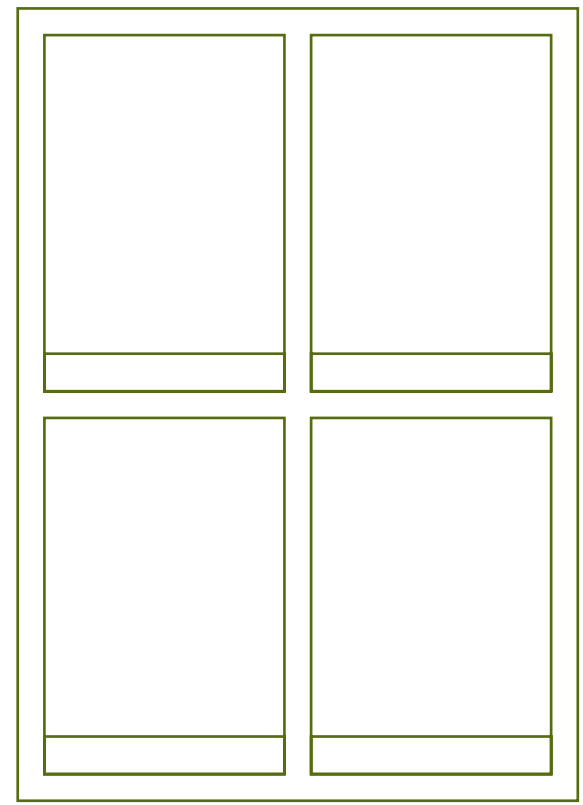
Focal Point
Contrast
Isolation
Placement



Studio Work 1

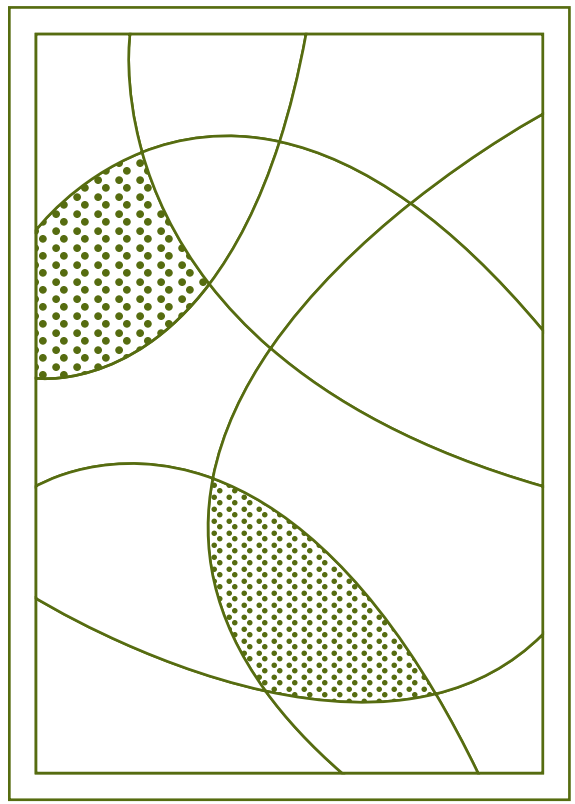


Unity

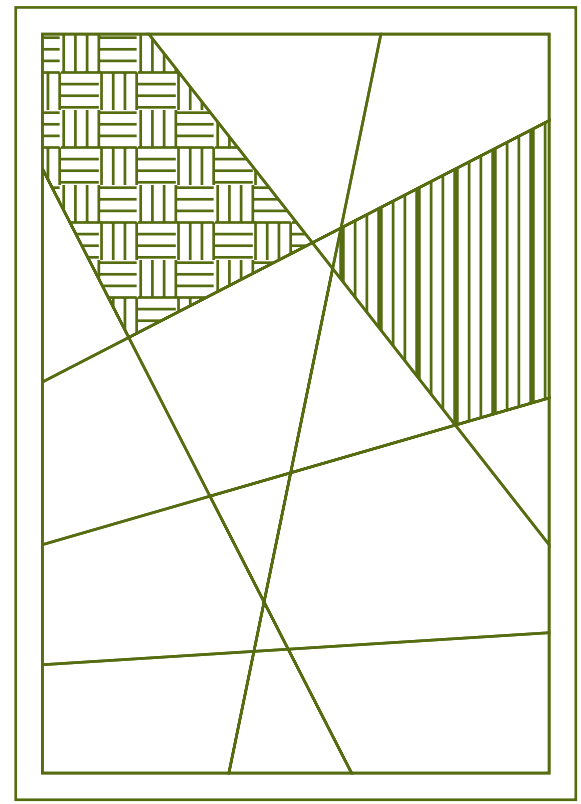


Emphasis

Home Work 1



Dot



Line