Elements of Design

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* Line - linear mark or the edge created when two shapes meet
  + Characteristic of Line are:
    - Width - thick, thin, tapering, uneven
    - Length - long, short, continuous, broken
    - Direction- horizontal, vertical, diagonal, curving, perpendicular, oblique, parallel, radial, zigzag
    - Focus- sharp, blurry, fuzzy, choppy
    - Feeling- sharp, jagged, graceful, smooth
* Shape - self contained area, is two-dimensional (has height and width, but no depth)
* Direction - all lines have direction
  + Horizontal - suggests calmness, stability, and tranquility
  + Vertical - gives a feeling of balance, alertness, and formality
  + Oblique - suggests movement and action
* Size - relationship of the area occupied by one shape to that of another
* Texture - surface quality of a shape
* Color - light reflected off objects
  + Hue - color name
  + Value - how light or dark it is
  + Intensity - how bright or dull it is
  + Categories of Color
    - A Color Wheel is basic tool for combining colors. The first circular color diagram was designed by Sir Isaac Newton in 1666.
      * Primary Colors - Red, Yellow, and Blue. These colors cannot be mixed, they must be bought in some form.
      * Secondary Colors - Orange, Violet, and Green. These colors are created by mixing two primary colors.
      * Intermediate Colors - Red Orange, Yellow Green, Blue Violet, etc.; mixing a primary with a secondary creates these colors.
      * Complementary Colors - Colors that are opposite each other on the color wheel. When placed next to each other they look bright and when mixed together they neutralize each other.
    - Color Harmonies are certain combinations of colors that create positive looks or feelings.
* Complementary colors are colors that are opposite each other on the color wheel. Example is red and green. Tricky to use in large doses, but works well when you want something to stand out. Not good for text.
* Analogous Colors are colors that are next to each other on the color wheel. Examples include red, red orange, and orange. They are harmonious and pleasing to the eye. Choose one color to dominate, a second to support, and the third color is used (along with black, white, or gray) as an accent.
* Triadic colors are three equally spaced colors on the color wheel. For example, yellow, Red, and Blue. They are quite vibrant and should be carefully balanced - let one color dominate and use the two others for accent.
* Monochromatic color is one color used with different values and intensity. For example, light brown, brown and dark brown
* Warm colors are on one section of the color wheel and give the felling of warmth. They are vivid and energetic, and tend to advance in space. For example, red, orange, and yellow are the colors of fire and look warm.
* Cool colors are on the other side of the color wheel from the warm colors. They give the feeling of coolness. They give an impression of calm and create a soothing impression. For example, blue and violet are the colors of water, and green is the color of cool grass.
* White, black, and gray are considered to be neutral.

**Color Assignment**:

1. Create a color wheel - (On the circle, place the 3 primary colors in a triangle shape, the 3 secondary colors in an inverted triangle, then add the intermediate colors)
2. Draw a line on the color wheel separating the warm and cool colors.
3. Complete each of the following with complementary, analogous, triadic, or monochromatic color harmony.
   1. orange, red orange, and red
   2. red and green
   3. red, pink, and white
   4. yellow green, blue violet, and red orange
   5. light blue, blue, and navy blue
   6. green, blue green, and blue
   7. orange and blue
   8. orange, violet, and green
   9. yellow, yellow green, and yellow orange
   10. blue violet and yellow orange

It has been proven that color creates emotions within people and is important to achieve desired outcomes.

4. Write the color that you **associate** with each of the following words or emotions:

* 1. danger
  2. betrayal
  3. peace
  4. good luck
  5. energy
  6. royalty
  7. mystery
  8. purity
  9. intelligence
  10. stability