ELEMENTS OF DESIGN

The Basic Parts of Design

The evolution of a successful design is a form of natural growth.

The direction of the processes involved in solving the problem are dectated by the ultimate purpose which the design will serve.

"Form follows function" cannot be denied in good designing. The designer must know his materials and their limitations as well as their potentialities. Much experimentation with woods, glass, plastics, metals, and so on, will give a clear understanding of their individual qualities and the use for which they are best suited. Using new materials in designing necessarily means new thinking for there is little technological progress when new elements are used in ways better suited for older materials. There is little advantage in using plastics if they are treated in the same manner as wood or metal. They have their own reasons for existing and their ownpurposes for which they are best suited.

Apart from the materials themselves is the manner in which they are used from a design standpoint. The basic parts of a design are not many and in themselves simple. The Consist of the following: point, line, area, space, texture, and color. With these elemental parts all forms are made. In architecture, for example, space is of prime importance; in photography it might be texture, in advertising design, color. No one element is complete within itself - they cannot be used separately but must be combined together in different ways. The relationships existing between the different parts vary infinitely, depending on the placing