

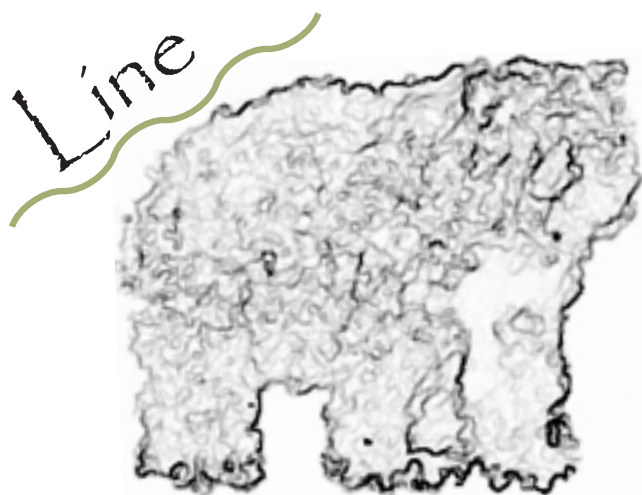
# Elements of Design

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## Brown Bear, Brown Bear, what do you see?

The grizzly bear in the photo to the right can help us understand the elements of design. Although it is a two-dimensional representation of the actual bear, the elements of design in the photo produce a life-like, three dimensional appearance.



Although most people think of a line as being straight, many curve. Line has five characteristics: length, width, curvature, depth and texture.

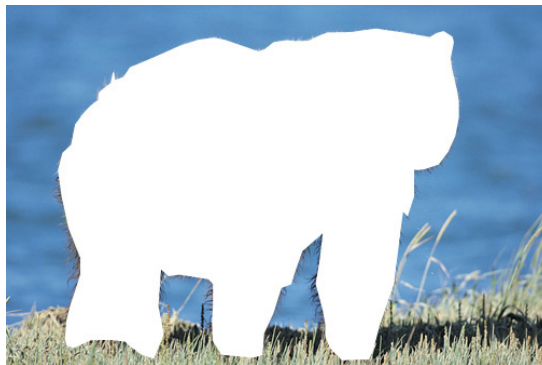
Lines of varying lengths, widths, and curvature have been used to represent our bear. He no longer has a realistic appearance, but his basic shape and texture are retained.



Shape is an enclosed line. The shape of the bear is emphasized with a solid fill.

## Space: positive & negative

The main subject of the photo, the bear, is the positive space. However, once the bear is removed, the emphasis is on the negative space.



## Value creates interest

Value is the lightness and darkness of a color or neutral gray. The contrast of light and dark can make a strong statement.

Our bear has a value filter applied to it to emphasize value.



## Texture



Texture is the feel of a surface. Texture is a strong element in the photo, but here the bear has a craquelure texture filter applied to it in PhotoShop, making texture the dominant element.

## Color



Color can be a strong design element. Above, a watercolor filter was applied to the photo in PhotoShop to make color the dominant element.

## Sources

Arctos, U. (2003). Grizzly Bear. Digital Vision by Getty Images. Retrieved October 19, 2005, from Adobe Stock Photos, Image ID dv1085087.

Meyer, R.G. (2002). The elements of art. Articulation. Retrieved October 18, 2005 from <http://www.brigantine.atlnet.org/GigapaletteGALLERY/websites/ARTiculationFinal/MainPages/ElementsMain.htm>