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ELEMENTS OF DESIGN

Design as a service sector is a field of human activity aimed at creating authentic and original style and image. It can be interpreted as artistic design, which implies a creative approach. Since it is also the construction and creation of a whole from the competent distribution of parts, it is obvious that the design itself consists of certain parts - elements, which we will discuss further. Design to some extent is also an art form, therefore it is not surprising that parallels with visual art, such as painting, and especially graphics, a clear need to respect the composition and basic geometric elements are essential to maintaining the correct aesthetic image. Elements are parts or components that can be identified and defined in any visual composition or work of art. They create the structure of the work, and can carry many different ideas [3].

Some sources claim that there are already 20 elements and principles of design, but you should start with the five most basic ones: line, shape, space, texture and color. Various ideas can also be conveyed via lines. Straight lines speak of order and tidiness, wavy lines create a sense of movement, and zigzags give tension or excitement. In photography, the "guiding lines" technique is often used, which directs the viewers eye. If you manage to find the guide lines and focus on them, you can focus the viewer's eye on specific details of the image [1]. At first glance, the lines may seem too primitive element, but it should not be underestimated. The next comes the shape, which is a closed two-dimensional space. When a line crosses itself or another line, a figure is formed. There are some geometric shapes (circle, square, rectangle, triangle) and organic shapes (outlines of a leaf, shell, flower, etc.) [2]. It gives more opportunities and a field for imagination, fantasy and experiments. Most of the design is based on the form, or as it is called in the design - a spot. the ability to competently own not only the lines, but also the spots is extremely important for

making the proper impression. Texture allows to add a certain identity to an image. Even if it is not quite elegant, it also helps to create the illusion of the impression of the reality of the material or an interesting depth and ambiguity. The texture may also be present in the image in order to reproduce through the eyes the sensation that we would feel when touching the surface [3]. It helps to get rid of excessive simplicity in design, within reasonable limits, of course. And the last major element is color. Color sets the tone and mood of the whole composition. In some cases, you can completely manage making exiting work even without it using only a black and white image, but just like texture, color helps to diversify the image and add more insights and features when viewing the picture. Color conveys emotions very well and allows objects to stand out from the background. There are primary colors (red, yellow, blue), secondary colors (orange, green, violet) - they are obtained by mixing the primary colors, intermediate (primary + secondary) and complementary colors (opposite colors on the color wheel) [2].

Thus, the ability to operate well with these simple elements even in the most simple and elementary compositions will help to highlight your design with elegance and attractive regularity, which is so necessary for this type of art.

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