

Doronina Sophia

Kyiv National University of Technologies and Design

(Kyiv)

Supervisor – Renska Indira

BASIC ELEMENTS OF VISUAL DESIGN

Purpose: to inform about basic visual elements of design; tell what function they perform

Actuality: this topic helps to understand how the basic elements of the design work and what they are needed for. We can more fully understand how they can exist together and combine

Various combinations of elements and placed accents ensure the uniqueness of the entire design. When we create a design, for the best result, it will be more correct to comprehend and pay attention to each element. We should know how elements will be combine in composition. And also, already having the final result, you can try to see how organically and harmoniously each participant of the composition feels.

Visual design focuses on the aesthetics and its related materials by strategically implementing images, colors, fonts, and other elements. A successful visual design does not take away from the content.

These elements can combine to create visual designs include the following:

- Lines connect two points and can be used to help define shapes, make divisions, create textures. They can be straight, curly, width, length and may have different directions.
- Shapes are self-contained areas. To define the area, the graphic artist uses lines, outlines, color, and texture. Every object is composed of shapes.
- Color palette choices and combinations are used to differentiate items, create depth, add emphasis, and help us organize space. Color theory depict how various choices psychologically impact users.

- Texture depicts to how a surface feels in space. By repeating an element, a texture will be created a pattern. Depending on how a texture is applied, it may be used strategically to attract or deter attention.

- Typography refers to which fonts are chosen, their size, alignment, color, style and spacing.

- Form applies to three-dimensional objects and describes their volume and mass. Form may be created by combining two or more shapes and can be further enhanced by different values, textures, and colors.

- Rhythm. The rhythm is based on repetition. It helps to achieve us balance, organize work space and bring design into motion.[1]

Scientific researchers: The topic of visual perception in graphic design was studied by various scientific researchers. Among them E.Chernevich. She wrote about the fundamental difference between tasks and objects of graphics from tasks and objects of art. She said: "...Graphic design turns information into visual signals..." "The structure of visual communication includes the source of text, perception of information, which is set by the visual communicator. A new type of professional is emerging - the graphic designer, which becomes a visual communicator" [2].

I agree with this statement, because different design elements carry their own meaning. Thanks to them, we can analyze the character of the design object and understand why this or that element is used.

One of the most important concepts is the concept of form. For the philosophy of design, as well as for the design activity itself, the concept of "form" is very important. The philosophical meaning of the concept of form is very complex and uncertain. The meaning of "form" based on the teachings of Aristotle. Aristotle believes that all material substances are matter and form.

In my opinion all the elements in graphic design have their shape. The form gives us an understanding of what kind of object it is, what kind of shape it consists of. Also in design it is important to understand how the shapes of objects are

combined with each other. It is important for us to understand how to properly combine the elements [3].

In conclusion, I learned about the basic elements in design and their functions. This gave me an understanding of how to properly use and combine these elements. I also reviewed who was involved in the topic of the influence of visual elements on our perception and agree with some statement.

REFERENCES

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