

Article

A Study on Most Used Application of the Design Elements in Graphic Design by Visual Communication Students

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A B S T R A C T

The study has been taken on the topic "A Study on "Most used application of the design elements in Graphic Design.

Design elements are the backbone of any good design. How we are combining these elements in proper proportion plays a vital role in any Design process.

Since the dots are the primary unit, this element is not included in the study. Colors and Shape also not included.

Lines, Forms and shape are the elements which are included in the study.

Keywords: Graphic Design, Elements, Communication

Objective

The objective of the study is to find out the most used application of the design elements in graphic design by visual communication students.

Scope of the study

- It gives information about the Design elements.
- Help us gain independent knowledge about the Design elements
- The studies help companies to get additional research information
- It shows the present visual communication student's mentality in choosing the elements of Design in the Design process.

Limitations

Follow set of limitations were encountered during the research process:-

- The research topic for the project is new and therefore, secondary data was relied upon including the data collected from the internet together a bird's eye view of the entire industry.
- The research process may have been biased of the content of the source is not authenticated, as it is generally perceived.
- Only first year Visual Communication students are involved in this study, since they have the Graphic Design paper in their current curriculum. Even though the Second and Third year students had the Graphic Design paper in their previous semester, they are not included in this to avoid unclear datas.
- The research has an objective of "most used application of the Design elements in Graphic Design by Visual Communication students "Guru Nanak College", Chennai only from the Batches of 2012-2013, 2013-2014 and 2014-2015.

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Need of Study

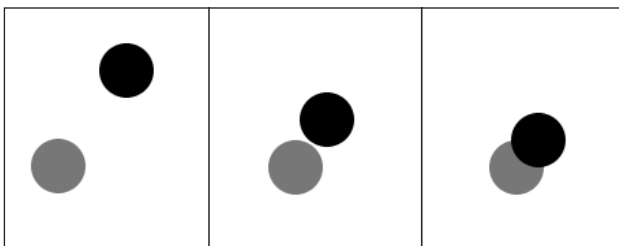
I have chosen the subject “most used application of the Design elements in Graphic Design by Visual Communication students in a need to understand the following points:

- To understand the mentality of Visual Communication students and their options of selecting the Design Elements in the Designing Process.
- To assess the mentality of Visual Communication students and their options of selecting the Design Elements in the Designing Process is necessary to a Graphic Teacher.
- Since I am handling this subject for nine years, this study helps me to handle the “Graphic Design” paper with an in depth knowledge.
- To understand the student’s capacity and their choices in choosing the Design Elements in Graphic Design.

Dots, Lines, Space, Shape, Color and Form are the basic elements of Design.

Dots

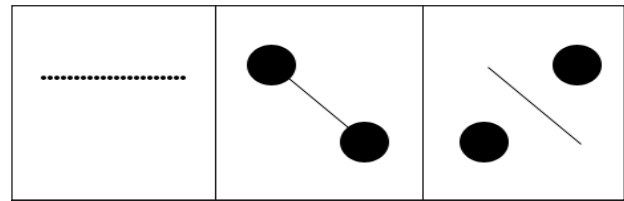
Dots are the basic unit of any design. These are the simplest elements of any visual design. Dot is the focus point and dots anchor themselves in space and provide reference point relative to the other forms and space around it. Dots are the focal points in our compositions. Dots centrally placed within a composition create “Symmetry” and if they placed off center create “asymmetry”.



The Relationship between Dot and Dot

Two dots placed near each other shift the emphasis of the relationships of the dot with its surrounding space to the relationship. As the space between dots decreases the tension between them increases. All the tension is held in that tiny bit of space. When dots are placed closer, they start to be seen as a single object. If a designer keeps the dots to continue to get closer until one dot overlaps the other, the tension based on the appearance of depth.

If a dot overlaps another dot, creates a figure/ground relationship. If one dot is in the foreground, the other is



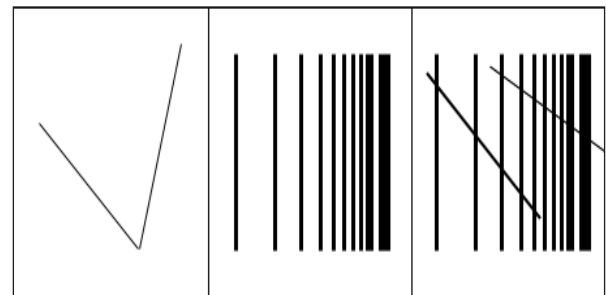
automatically pushed into the background. Dots further apart create the structure between them instead of the identity of either dot. If we add more dots in close proximity to a pair of dots it also emphasizes the structure of all the dots instead of the identity of a single dot or dot pair. Placing the dots in different positions can form complex shapes, patterns, textures and any other structure imaginable. Placing the dots in different combination can create movement and direction.

Lines

Chain of dots can be called as lines. A line is a series of points to each other. Dots have no dimension but lines have one dimension. They have length, nothing else. Two dots or pictures or shapes have a connection, even they are not connected obviously, and that unseen connecting image is a line.

The Relationship between Line and Line

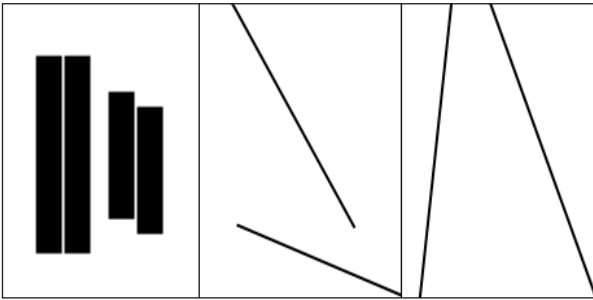
When to line join, they can create an angle between them. Closed lines can create tension, as the gap between a series of lines and the varied width of those lines can create wave. Changing the thickness of lines and the gap between the lines can create a sense of depth.



Lines which appear closer have more tension between them and advance to the foreground. Lines further apart have less tension between them. Thick lines placed closer can create a thin line in the negative space between them. Negative space means automatically created space. That is, a white space between two black dark lines. Most of the times, this negative space will look like the original lines and it seem like the positive element.

Shape

Shape is defined as an area that stands out from the space next to or around it due to a defined boundary, or because of differences of value, Color or Texture. A Shape is formed when a line encloses an area.



Space

The Webster-Merriam dictionary defines "Space" as "a boundless three-dimensional extent in which objects and events occur and have relative position and direction".

Positive Space

Positive Space refers to the shapes of objects. It generally refers anything that is considered the main focus of the page. Anything else in the design is considered negative space or white space. Positive space can be perceived as two-dimensional or three dimensional.

White Space

White space is as much important as the object on a page. Margins are an example for White Space, which can be called as negative space in other words. This margin gives a relaxation to our eyes and it makes the text more readable. White space is used to organize text. The space between the lines promotes readability especially when more designs are included in the page.

Colour

There are two categories in colours.

- Colors in Pigments and colors in Light. We can define pigments as paints in simple term. That is manually made colors.
- Colors in lights originate from a light source, that is either view directly or as reflected light.

Primary colors in Pigments are

1. Red
2. Blue
3. Yellow

Primary Colors in Light are

1. Red
2. Blue
3. Green

Secondary colours in pigments

By mixing two primary colors or pigments, we can get the secondary colours.

Red + Blue = Violet

Blue + Yellow = Green

Yellow + Red = Orange

Secondary Colours in Light

By overlapping two primary colors (Light or Rays) the secondary color can be created.

Warm Colors

Warm colors are colors that are too bright, hot or warm. They are red, yellow and orange.

Cool Colors

Cool colors remind us of things we associate with cold or coolness. They are blue, violet and green.

White

It is Presence of all colors.

Black

It is Absence of all colors

In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.

Form

Form may be described as any three-dimensional object. Form can be measured, from top to bottom (height), side to side (width), and from back to front (depth). Form is also defined by light and dark. It can be defined by the presence of shadows on surfaces or faces of an object. There are two types of form, geometric (man-made) and natural (organic form). Form may be created by the combining of two or more shapes.

During the Research conducted in the period of 2012-2013, 2013-2014 and 2014-2015, the observations and results finding is given below:

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S.No	Batch	No.of.students Participated	Lines	Form	Space
1	2012-2013	45	20	15	10
2	2013-2014	45	22	13	10
3	2014-2015	45	25	10	10

Findings

- Most students are showing interest only to use lines in their Designs.
- Form are their secondary choice.
- Most of the Students are not interested in using or

experimenting with “Space”.

- Visual Communication Students mind set towards the application of the Design elements in the Design process is reflected from this study.

References

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