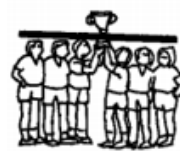


HO-52 Design Elements

What catches your eye when you look at a poster, brochure, or advertisement? It is usually a combination of design elements that, together, set a mood and send a message.

These design elements include

- **colour.** Designers use soft colours, bold colours, and shades of colours to create different effects.
- **line.** Designers use thick lines and thin lines, short lines and long lines, wavy lines and jagged lines in their work. At other times, they create lines by arranging pictures and words in a certain way.
- **shape.** Sometimes designers use geometric shapes; sometimes they use shapes that they designed; and sometimes they use a combination. They also create shapes by the way they arrange the pictures and words on a page.
- **type of lettering.** Designers use letters of different sizes, styles, and shapes to make certain words stand out.
- **use of space.** Sometimes designers leave a lot of space around images, while at other times they only leave a little depending on the effect that they want to create.



HO-52 continued

Design Elements

Feature	Purpose
Different Fonts	<ul style="list-style-type: none">▪ Attractive, eye catching▪ Use different fonts for titles/subtitles than for text▪ Some fonts are easier to read when there are lots of words
Bold, Italics	<ul style="list-style-type: none">▪ Makes something stand out▪ Shows the start of something
Straight Text	<ul style="list-style-type: none">▪ Can write lots in a small space
Labeled Photographs or Illustrations	<ul style="list-style-type: none">▪ Attractive, eye catching▪ Labels add information about the picture▪ Sometimes pictures are easier to understand than words
Information in “blurbs” or shapes	<ul style="list-style-type: none">▪ Attractive, eye catching▪ Shape related to something in the topic▪ Makes reading easier because information is in smaller “chucks”
Diagrams or Maps	<ul style="list-style-type: none">▪ Explains the text in a different way▪ Easy to understand▪ You can get lots of information into a diagram