Visual effects (Line & Space)

Dr. Su-Jeong Hwang Shin, Associate Professor

Design elements and visual effects

• “Certain uses of an element give a certain effect under many conditions” (Davis, 1996. p.57).

• Elements
  ▫ Silhouette
  ▫ (=Shape & Form)
  ▫ Line (and Space)
  ▫ Color/Value (Light)
  ▫ Pattern
  ▫ Texture
Design elements: Space

- Space is presented first.
- It is the “blank” that the designer uses line, shape (=silhouette), color, texture, and pattern to subdivide, fill, and break (Davis, 1996).
- Dimension, enclosure, empty/filled, position

Design elements: Space

- “Space is a key element in the size and space geometric illusions that affect apparent figure size” (Davis, 1996).
Example: Space

(a) Narrow lapel
(See Davis, p.43 Figure 3-6 c)

(b) Wide lapel
Design elements: Line

- Vertical line
  - visually longer and slimmer. (e.g. Princess lines.)
- Curved line
  - Draws the eye to that part of the body (e.g. a circular ruffle)
- Diagonal line
  - Slims the figure.
  - For example: A V neckline formed by an open shirt collar or jacket makes the figure seem slimmer and taller.
- Color and detailing (trim or braid) exaggerate the effect of line.
  - Example: Coco Channel suits.

Example: Line (Neckline)

![Neckline styles](image)

Examples: Line (Darts)


Examples: Line & Space (Collars)

Examples: Line & Space

Which dress looks slender?

(A)  
(B)  
(C)  
(D)
Which dress looks slender?

Which dress looks widest?
Which dress looks most slender?

* Hint: too many horizontal lines with several inches between them add width to a space.
Which dress looks widest?
Which dress looks most slender?

Which dress looks most slander?
Which dress looks tallest?
Which dress looks most slender?

Which dress looks most slender?
Which dress looks tallest?
Which dress looks taller?
Which dress looks broader?

Which dress looks slander?

(A)  (B)  (C)
Which dress looks most slander?

Design Activity 3

- 3-1: Line & Space
- 3-2: Color
- 3-3: Texture
- 3-4: Patterns
Design Activity 3-1: Line & Space

• Draw lines. Create 10 different variations.
  ◦ Variations should be in neckline, darts, yoke line, princess line, stripe lines, trims, etc.
• Write descriptions of visual effects that you expect by using the elements (line, shape, space).

Examples
Next Class (Color)

- Bring your journal (Sketchbook) with the following materials:
  - Any coloring materials (Color pencils, Color markers, Color papers).
  - Fashion Magazine (at least one).
  - Glue
  - Scissors
  - HB Pencil/Eraser