

Elements: Line and Shape

Lines:

Lines can enhance the message whether they are thick or thin, straight or slanted, or

1. They can be used to give a printed image a “personality”. They can be made to look harsh or delicate.

Here are two choices of lines in text:
Consider the feeling you get from each choice.



2. Lines can also create a universal message. Arrows and other symbols are examples of lines used as a visual form.

Symbols that have such a universal message make them very valuable in communicating effectively.



Shapes:

The three basic shapes are circle, square, and triangle. Most everything else can be made from these shapes.

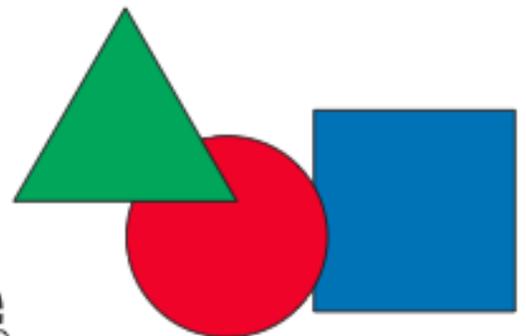
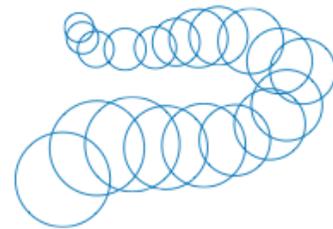
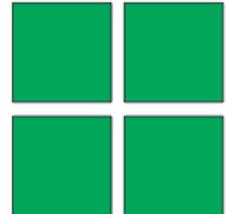
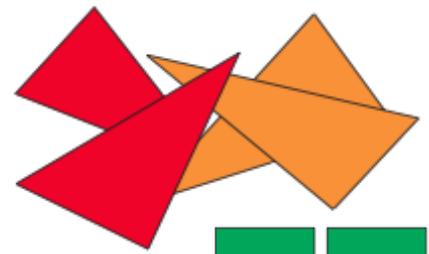


Figure 5-8. A combination of shapes creates the physical form of an image.

Each of the three basic shapes is associated with a psychological meaning:

- **Triangle:** conflict or action and aggression
- **Square:** attitude of honesty or equality and organization
- **Circle:** a feeling of protection or infinity and motion



Mass is a measure of volume that adds definition to shape. Another word for the mass of a shape, is the solid portion of the shape

Weight is the varying intensity that emphasizes styles of type. In other word, how thick or thin the lines in the type are represented.

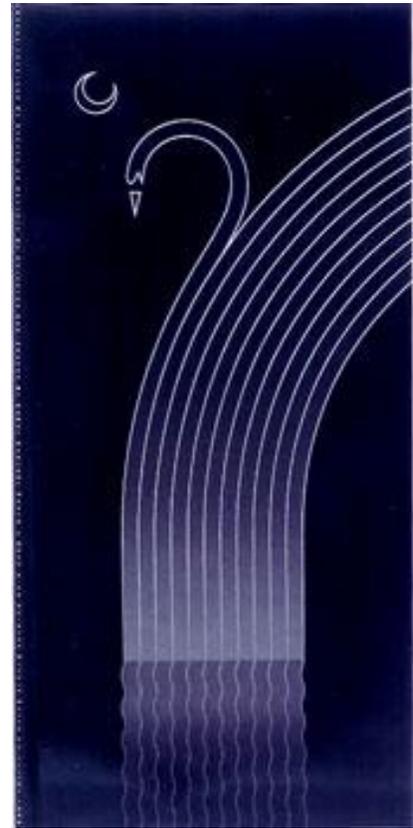


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Two Examples:

The poster (right) shows how just a few strokes of line can be used to effectively illustrate a swan.

While the lines do not adhere to the anatomy of a swan, the image is unmistakable, and the simplicity and grace of the lines convey a feeling of tranquility.



Source: [Link](#)
Swan Poster - McRay Magleby
Magleby and Company

Below:

The union of unlikely combinations is probably the best way to create a concept. A hand representing violence and a dove representing peace are contrasting ideas that relate to youth violence.

What makes this poster great is the simplicity of the shapes.



Source: [Link](#)
Youth Violence Poster – Joel Templin
Templin Brink Design

Assignment:

Use the information above to assist you to answer these questions;

1. Which font family would you choose (from those available in MS Word) to create a “soft” feeling? Type the answer in that font.
2. Which font family would you choose (from those available in MS Word) to create an “old fashion” look? Type the answer in that font.
3. Think of any symbol/shape (other than the one above) that would be understood anywhere in the world.
4. What is the difference between Mass and Weight as it relates to lines and shapes.
5. Above, it reads that each of the shapes has a psychological meaning. In a chart, name the shape, the psychological meaning, and whether you agree or not.
6. Choose one of the two “example” pictures above, and critique how well they do the job they were designed to do.