

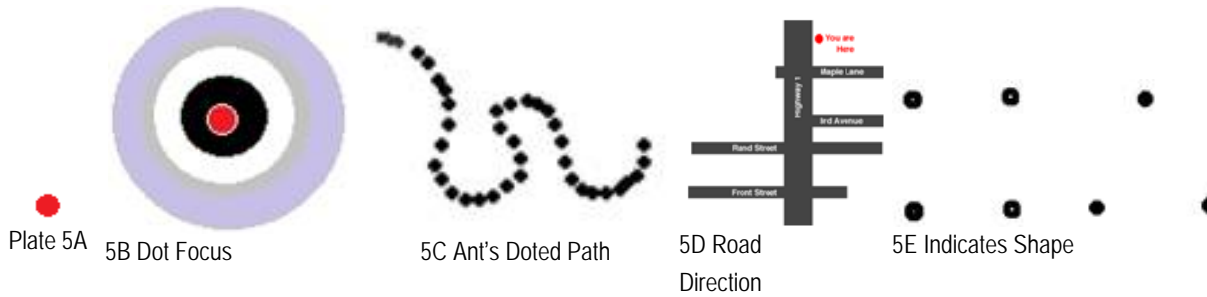
The Lecture Contains:

-  Dot
-  Line
-  Conclusion

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## Dots

Dot, Point and Line each one has its distinct characteristic and functions. Point is used for very specific purpose-



Single dot (plate 5A) may attract attention depending on its color compare to other neighbouring colors. A dot may be used as non-verbal communication medium. Single dot inside a circle (plate 5B) attracts maximum attention- Bull's Eye. Number of points may lead to creating lines/ path (plate 5C). A dot can give map direction (plate 5D). The position of organized dots can indicate shapes (plate 5E). The dense or spread points/ dots can create varied visual effect. Similarly, the combination of the above elements (Space, form, line, shape, size, position, texture and color) in proportion constitutes backbone of visual aesthetic quality. The desired aesthetic quality is produced through the measured balance of space, form, shape, curve, choice of color, etc. Ratios and Proportions are considered the basic elements of aesthetics expression in visual art form (art and architecture). Ratios and proportions basically relates to the visual experience that remains with the analysis of the form, texture, size, etc. Naturally, art helps to understand such properties in packaging design (outer shell of a product- design of a telephone set, mobile, etc.) of a product.

## Module 11 : 'Functional &amp; Non-functional Elements' in design

## Lecture 31 : Dot, Line, Conclusion



Plate 5A Diagonal Line (manmade)



5B Coconut Leave Diagonal Line



5C Natural Environment

(Source: [http://www.google.co.in/search?hl=en&biw=1341&bih=604&noj=1&q=line%20in%20photography%20composition&um=1&ie=UTF-8&ibm=isch&source=og&sa=N&tab=wi&ei=EWs4UbulYLLrQeZlIGICg#imgrc=xYZ8yDTToBOqITM%3A%3BGb4sB16l\\_mv2M%3Bhttp%253A%252F%252Fwww.examiner.com%252Fimages%252Fblog%252Fwysiwyg%252Fimage%252FRichLegg.jpg%3Bhttp%253A%252F%252Fwww.examiner.com%252Farticle%252Fphotography-101-rules-for-composition-leading-lines%3B320%3B400](http://www.google.co.in/search?hl=en&biw=1341&bih=604&noj=1&q=line%20in%20photography%20composition&um=1&ie=UTF-8&ibm=isch&source=og&sa=N&tab=wi&ei=EWs4UbulYLLrQeZlIGICg#imgrc=xYZ8yDTToBOqITM%3A%3BGb4sB16l_mv2M%3Bhttp%253A%252F%252Fwww.examiner.com%252Fimages%252Fblog%252Fwysiwyg%252Fimage%252FRichLegg.jpg%3Bhttp%253A%252F%252Fwww.examiner.com%252Farticle%252Fphotography-101-rules-for-composition-leading-lines%3B320%3B400)

March 7, 2013)

Manmade constructions (plate 5A) often apply diagonal lines/ planes to indicate depth of field. Similarly in nature we experience the diagonal structure for specific purpose (plate 5B). Man plan for building of road (plate 5C) using diagonal directions to negotiate through difficult terrain.

## Line

Line in visual language plays extremely important role. Space, form, line, shape, size, position, texture and color constitute the body in visual appeal. Dots, points and lines help to create the above elements. The combination of the above elements in proportion constitutes backbone of aesthetic quality.

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Plate 7A Doted Line



7B Line Pattern



7C Dynamic Lines



7D Shows Direction

(Source Plate 7D: [http://www.google.co.in/search?hl=en&q=Footprints+in+rhythm&bav=on.2,or.r\\_qf.&biw=1341&bih=604&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jnA5UaqiLselrQeVtoCQDw#imgrc=Jd1dJl7czjPpFM%3A%3Buw9BlwiQEL7jtM%3Bhttp%253A%252F%252Fwww.adambarley.com%252Ffiles%252Fpodcastpics%252Ffootprints.jpg%3Bhttp%253A%252F%252Fwww.adambarley.com%252Fresources%252Fpodcasts.php%3B300%3B300](http://www.google.co.in/search?hl=en&q=Footprints+in+rhythm&bav=on.2,or.r_qf.&biw=1341&bih=604&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jnA5UaqiLselrQeVtoCQDw#imgrc=Jd1dJl7czjPpFM%3A%3Buw9BlwiQEL7jtM%3Bhttp%253A%252F%252Fwww.adambarley.com%252Ffiles%252Fpodcastpics%252Ffootprints.jpg%3Bhttp%253A%252F%252Fwww.adambarley.com%252Fresources%252Fpodcasts.php%3B300%3B300) ; March 8, 2013)

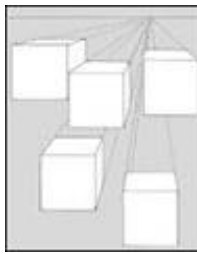
A line is the extension of points which are close together that they lose their individual identity and form a new entity. Dot does not have dimension. Lines can show direction (plate 7D), form pattern (plate 7B), it can provide dynamism (plate 7C).



Plate 8A Two-point Perspective



8B Two-point Perspective



8C One-point Perspective



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## Module 9 : 'Functional &amp; Non-functional Elements' in design

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(Source: [http://www.google.co.in/search?hl=en&sugexp=les%3B&gs\\_rn=5&gs\\_ri=psyab&pq=footprints+in+rhythm&cp=16&gs\\_id=1xs&xhr=t&q=line+perspective&bav=on.2,or\\_r\\_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=PHE5UZ2xH4TOqebIIcQAQ#imgsrc=tnJYgmIYC4qGYM%3A%3B\\_k\\_83Peg8pcGpM%3Bhttp%253A%252F%252Fcutlerart73.com%252Fimages%252Fperspective%252Fperspective.jpg%3Bhttp%253A%252F%252Fpiaart.wordpress.com%252Ftwo-point-perspective%252F%3B1141%3B674](http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=5&gs_ri=psyab&pq=footprints+in+rhythm&cp=16&gs_id=1xs&xhr=t&q=line+perspective&bav=on.2,or_r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=PHE5UZ2xH4TOqebIIcQAQ#imgsrc=tnJYgmIYC4qGYM%3A%3B_k_83Peg8pcGpM%3Bhttp%253A%252F%252Fcutlerart73.com%252Fimages%252Fperspective%252Fperspective.jpg%3Bhttp%253A%252F%252Fpiaart.wordpress.com%252Ftwo-point-perspective%252F%3B1141%3B674) ; March 8, 2013)

In a two dimensional composition diagonal lines are also used to indicate depth, an illusion of 3D perspective (plate 8A-8B) that pulls the viewer into the picture-creating an illusion of a space that one could move about within. Line is one of the most critical aspects, which help to express and perceive various elements of design. Line creates a path to signify the property of an object by joining two points (plate 5E). Thus, if a feeling of movement or speed is desired, or a feeling of activity, diagonal lines can be used. These elements constitute the **functional elements** of design. Line can virtually illustrate dimension of larger foreground and receding background perspective (plate 8C).

Functional elements, thus explores various formal elements and principles that are related to **functional elements** are part of design's formal structure. Formal structures are governed by the standard metrics that would eventually provide a standardized form. However, one important issue remains untouched- human emotion.

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## Conclusion

All living beings have mechanism of emotion which guides them all the time. Such mechanism tries to create favorable situations for survival. On the other hand under unfavorable conditions mechanism for survival helps to warn or create conditions to confront the negative situation. Design process needs especially to consider the importance of human organs- visual, tactile, olfactory, and auditory senses and how they relate to products and environments. These features directly or indirectly related to human work 'efficiency and safety'. In the process of understanding the emotion and its relationship with product design cognition plays significant role. It is necessary to examine various factors that are related to cognition from the design experience point of view. Therefore, Design Education is not completed without understanding the merits and possible applications in Industrial Design. The philosophy and history of design may therefore have to explore beyond the traditional learning process through Functional Elements.

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