

Visual effects (Line & Space)

Dr. Su-jeong Hwang Shin, Associate Professor

Office: #3 2010 (Inside Department of Design Office)
 Email: su.jeong@yonsei.ac.kr
 Website: www.yonsei.ac.kr/~hwangshin
 Tel: +82-2-2650-3000 (ext. 200)

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

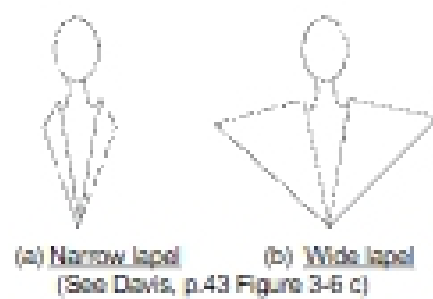
- Space is presented first.
- It is the "blank" that the designer uses line, shape (silhouette), color, texture, and pattern to subdivide, fill, and break (Davis, 1996).
- Dimension, enclosure, empty/filled, position



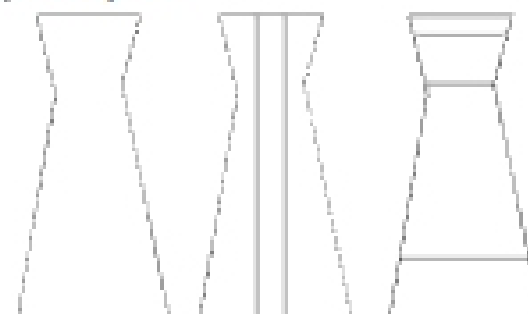
Design elements: Space

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

Example: Space



Example: Space



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 Chanel suits.

Example: Line (Neckline)

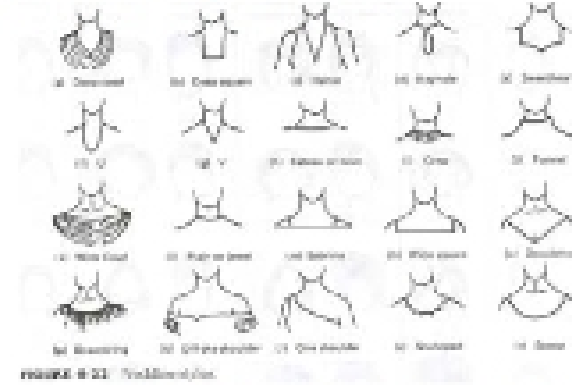


FIGURE 4-21 Necklines

Davis, M. (1996). *Visual design in dress*. NJ: Prentice Hall.

Examples: Line (Darts)



FIGURE 4-22 Darts

Davis, M. (1996). *Visual design in dress*. NJ: Prentice Hall.

Examples: Line & Space (Collars)

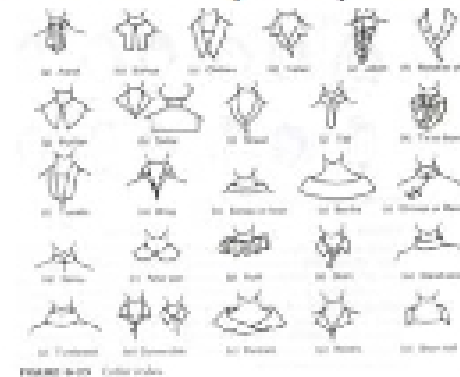


FIGURE 4-23 Collars

Davis, M. (1996). *Visual design in dress*. NJ: Prentice Hall.

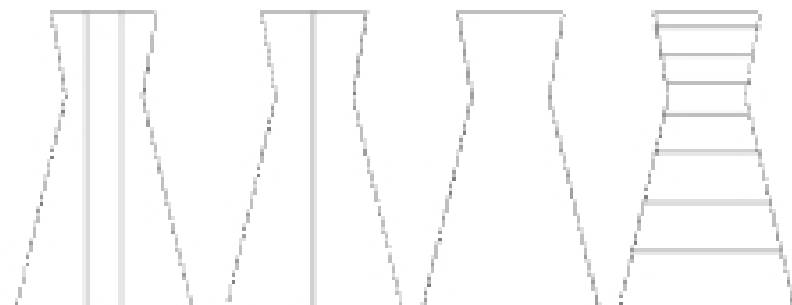
Examples: Line & Space



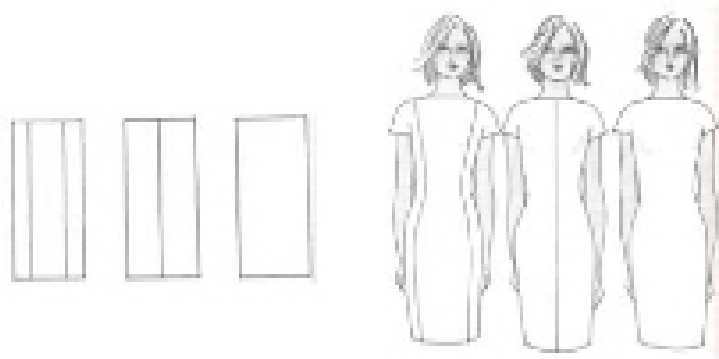
Davis, M. (1996). *Visual design in dress*. NJ: Prentice Hall.

Which dress looks slender ?

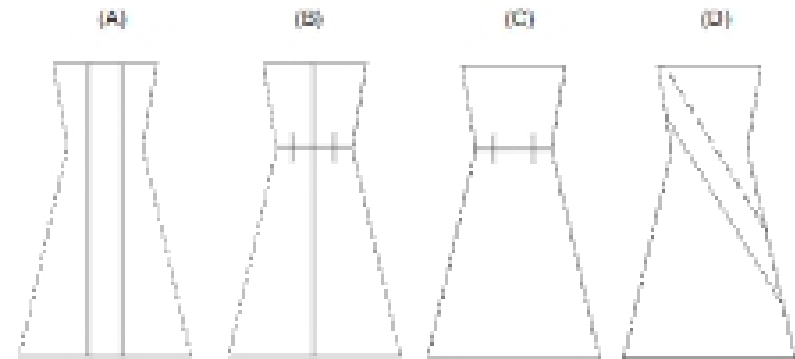
(A) (B) (C) (D)



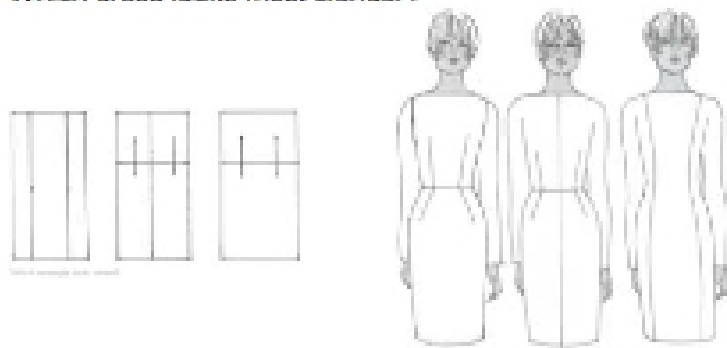
Which dress looks slender ?



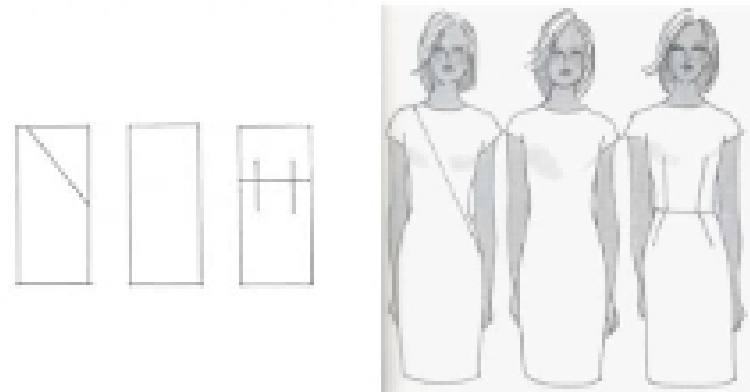
Which dress looks widest?
Which dress looks most slender?



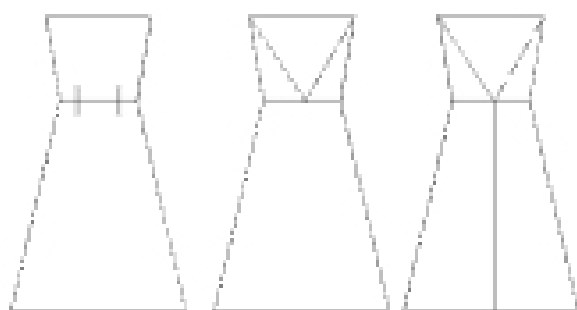
Which dress looks widest?
Which dress looks most slender?



Which dress looks most slender?



Which dress looks tallest?
Which dress looks most slender?



Which dress looks most slender?
Which dress looks tallest?

