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|  | PLTW_M_L_4CP |

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| **Activity 1.2.2 Design Elements**  |

Introduction

What entices you to purchase a shirt? Is it the color or the logo or the design? *Aesthetic* is a word used to describe a pleasing appearance. Some things may be pleasing to you, but not to your parents or friends. Designers must consider aesthetics in the work that they do. Six design elements serve both aesthetic and functional purposes when a product is invented or innovated. Line, shape and form, color, light and shadow, space, and texture are the design elements that make an object pleasing to our eyes.

Equipment

* GTT notebook

Procedure

In this activity you will follow along as your teacher shows the Design Elements presentation. You will complete a concept map. A concept map is used to help you visualize how different concepts are related. Often linking phrases are used to show the relationship between the different concepts.

1. Complete the Design Elements concept map as your teacher explains the six elements using the Design Elements presentation.
2. Complete the conclusion questions and turn in the activity to your instructor for grading.

Conclusion

1. Identify objects in your classroom/lab that demonstrate each of the design elements.
2. Line:
3. Shape and form:
4. Color:
5. Light and shadow:
6. Space:
7. Texture:
8. Describe how design elements influenced your decision to purchase a particular object.

Design Elements Concept Map

