Program Support Notes

Middle - Senior Secondary

25mins

Design
Applying the Elements

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Suitable for:

Design & Technology

For Teachers:

Brief Summary of Program

This program looks at design elements and principles in a range of applications.

It covers the built environment, including architecture, environmental design, interior design, structural design and landscaping, using a range of diverse examples to illustrate. Urban designer, Mark O'Dwyer, takes us through some examples in this section.

A diversity of products is also examined, and how design elements and principles are applied to these. This is a broad area, and includes anything from the presentation of food on a plate to industrial machinery; from furniture to items of clothing. In all cases, an analysis of the basic elements and principles of design can be made. We hear from several different professionals who work in product design areas in this part of the program.

Communication and information is another area where design elements and principles apply. The program covers a range of examples, including web pages, the Windsor Smith billboards, and the modelling of a radio station's computer network.

Program Timeline

00.00	Copyright warning, VEA splashscreen, introduction
00.29	Eight basic elements of design
00.39	Eight principles of design
03.21	Built environments
04.13	Various aspects of the built environment
04.39	Considerations for designing built environment
05.19	Mark O'Dwyer on use of line in architecture
06.26	Mark O'Dwyer on use of shape in architecture
07.36	First summary - built environments
08.20	Colour and texture in built environments
08.58	Mark O'Dwyer on colour in architecture
10.05	Examples of interior design
10.33	Examples of environmental design
11.33	Examples of structural design
12.00	Second summary - built environments
12.27	Products
12.47	Examples of product types
13.44	Considerations for designing products
14.22	Food - Richard Dobson on colour
15.26	Furniture
15.51	Julian Pratt on chair use and design
16.52	Chris Connell on aesthetic appeal of chairs
17.23	Fashion
18.17	Nicole Bride on ideas for fashion themes
18.56	Summary - product design
19.35	Information and communications
20.08	Considerations for information and communications design
20.47	Website design
20.57	Paul Andrews on visual appeal of websites
21.48	Logo design
21.57	Kieran Doolan on VEA logo design
23.13	The Windsor Smith billboard campaign
23.22	Lisa Trendell on branding Windsor Smith
24.20	Modelling the RRR computer network
25.06	Phil Wales explains the RRR network
25.57	Summary - information and communications

For Students:

Suggested Activities Before Viewing

1. Define or describe the following eight principles of design:

    - Balance

      _____

      _____

    - Contrast

      _____

      _____

    - Cropping

      _____

      _____

    - Hierarchy

      _____

      _____

    - Figure-ground

      _____

      _____

    - Scale

      _____

      _____

    - Proportion

      _____

      _____

    - Pattern

      _____

      _____

Design - Applying the Elements

Suggested Activities While Viewing

1. What are the eight basic elements of design?

    _____

    _____

2. What are the eight principles of design?

    _____

    _____

3. How is the character of built environments determined?

    _____

    _____

4. What factors have led to change in character of built environments over time?

    _____

    _____

    _____

5. Identify the various types of built environment design mentioned in the program.

    _____

    _____

    _____

6. In what different ways does Mark O'Dwyer suggest line can be used in architecture?

    _____

    _____

    _____

7. In what different ways can shape be used in architecture?

    _____

    _____

    _____

8. How are line, shape and form related?

    _____

    _____

    _____

Suggested Activities While Viewing

9. Describe a range of ways in which texture and colour can be in the built environment.

    _____

    _____

    _____

10. How has use of colour changed in architecture in recent years?

    _____

    _____

    _____

11. What was the significance of using the colour orange in the SES building in Melbourne?

    _____

    _____

12. Outline a range of products mentioned in the program.

    _____

    _____

    _____

13. What considerations other that aesthetics go into product design?

    _____

    _____

    _____

14. What does Richard Dobson say customers want to see when it comes to the presentation of food?

    _____

    _____

15. To what does he liken the use of plates by chefs?

    _____

    _____

16. What considerations does he suggest come into play when presenting food?

    _____

    _____

    _____

17. What does Julian Pratt say about the cultural importance of chairs?

    _____

    _____

18. What design elements and principles are important in chair design?

_____

_____

19. What are some of the purposes identified for various items of fashion?

_____

_____

_____

20. What does Nicole Bride say about how themes are developed in fashion design for Hunter Gatherer?

_____

_____

_____

21. How does the social and cultural context affect the design of information and communication systems?

_____

_____

_____

22. Why does Paul Andrews say visual appeal is so important in website design?

_____

_____

_____

23. What does he say about the content of websites?

_____

_____

24. What does Kieran Doolan say about the colours and shapes used in the VEA logo design?

_____

_____

25. What does Lisa Trendell say is the main purpose served by the Windsor Smith billboards?

_____

_____

26. Comment on how cropping, colour and letter form are used in one or more of the billboards shown.

_____

_____

_____

Design - Applying the Elements

27. Comment on how the following are used in the model of the RRR computer system:

   a. figure ground

   _____

   _____

   b. colour

   _____

   _____

   c. hierarchy

   _____

   _____

   d. form

   _____

   _____

   e. scale

   _____

   _____

Suggested Activities After Viewing

1. Using a building with which you are familiar – anything from your own home to a famous landmark – describe the way elements and principles of design have combined to give it its character. Comment on whether you find the building aesthetically pleasing or not. How do the elements and principles of design contribute to its aesthetic qualities, or lack of them?

2. Choose a product you use in every day life. Comment on its design – is it about function or aesthetics, or both? In your answer, refer to any elements and principles of design that relate to this product.

3. Choose four of the following and sketch a design for each. Comment on the use of design elements and principles in your design.

   a) your ideal indoor recreation space
   b) an outfit or item of clothing
   c) a mobile phone
   d) a car
   e) a building façade
   f) a communication system for your school – (eg. computer network; video/DVD system for each classroom; a school radio station)
   g) your own website home page
   h) a logo
   i) a billboard for placement next to a busy highway
   j) an entertainment unit for your home or bedroom
   k) a meal presented on a plate
   l) a bridge

Other Relevant Programs available from VEA

Elements & Principles of Design
Designing a Chair - Sitting Pretty
Website Design
Essentials of Design and Technology Skills: Drilling, Lathes and Soldering
CAD-CAM in Industry and Schools
Creating a Logo: A Process for Designers
Student Design Project: Two Case Studies
Talking Buildings
Supermodels Series
Art of Design Series

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