

Shape

SHAPE is a defined area that can be measured by a height and a width. Basic shapes are triangles, squares, circles and rectangles. Unusual shapes can be used to attract attention.

Shape

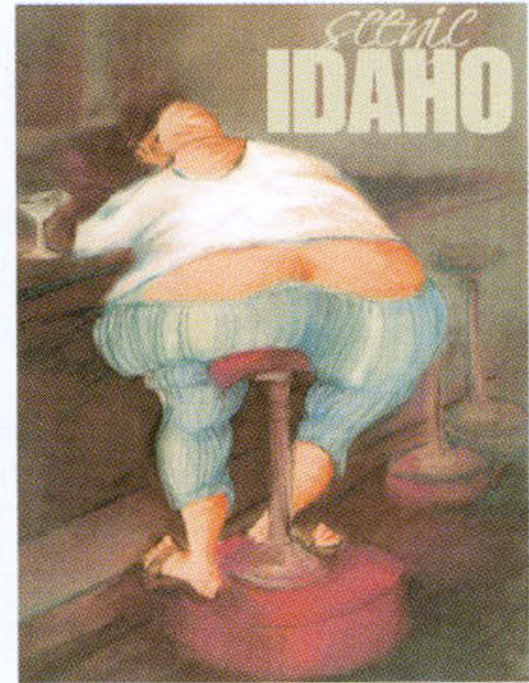
- A shape can be considered an element that occupies space by having two dimensions – width and height
- Shape communicates the identity of objects
- Shapes can be categorized as organic (realistic), distorted, stylized, abstracted or geometric
- Shapes can be combined to create new shapes and form
- Shape can be used to organize the design space by grouping or dividing other elements

Shape



Realism with organic and geometric shapes easily communicate the nature of the objects in the composition.

Shape



Distortion is when realistic shapes are manipulated and changed, but are still recognizable. Distortion is used to create emphasis and help with communication of an idea or concept.

Shape



Stylized shapes are more simplified versions of organic shaped. Simplified shapes can make interpretation of the shape more effortless and help create a style within a design.

Shape



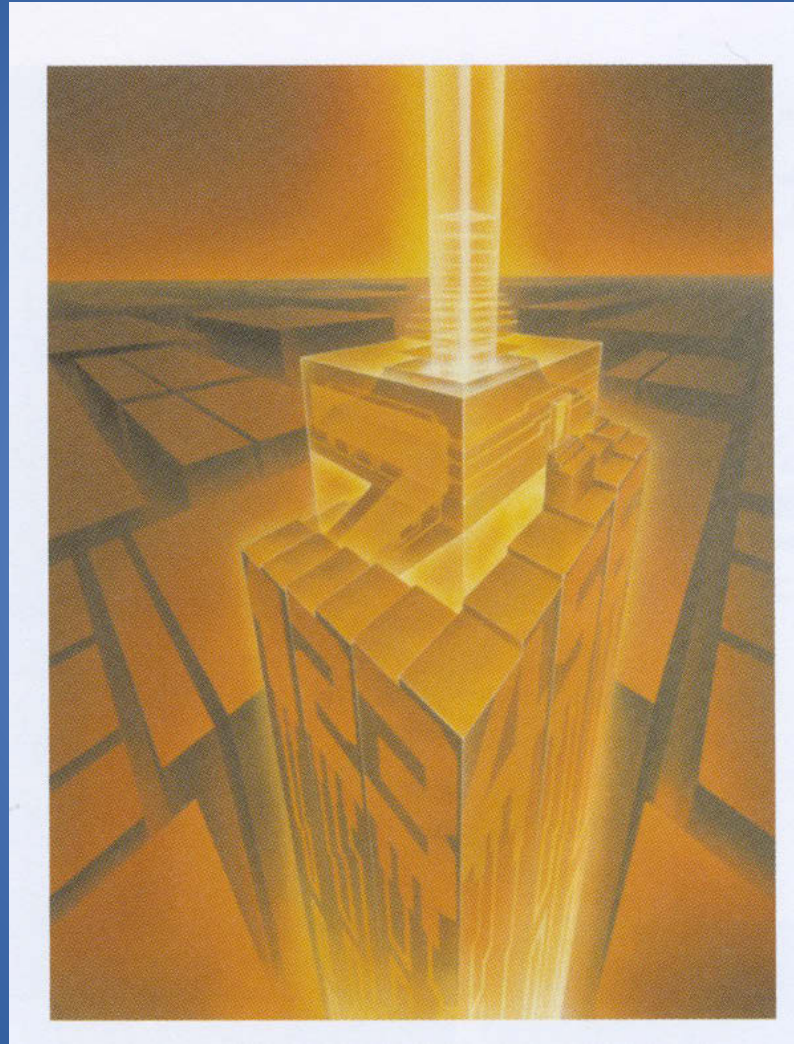
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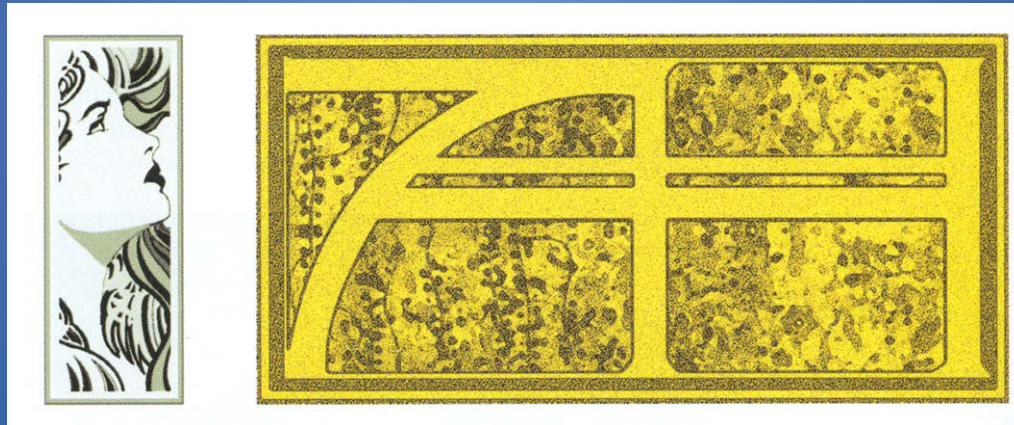
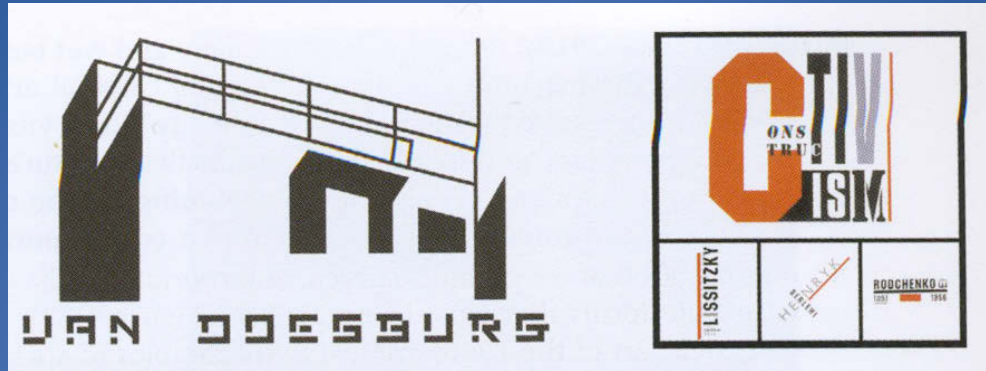
Abstracted shapes are much like stylized shapes. The degree of stylization is more extreme – simplifying objects to their basic nature. This is most commonly seen in logo design.

Shape



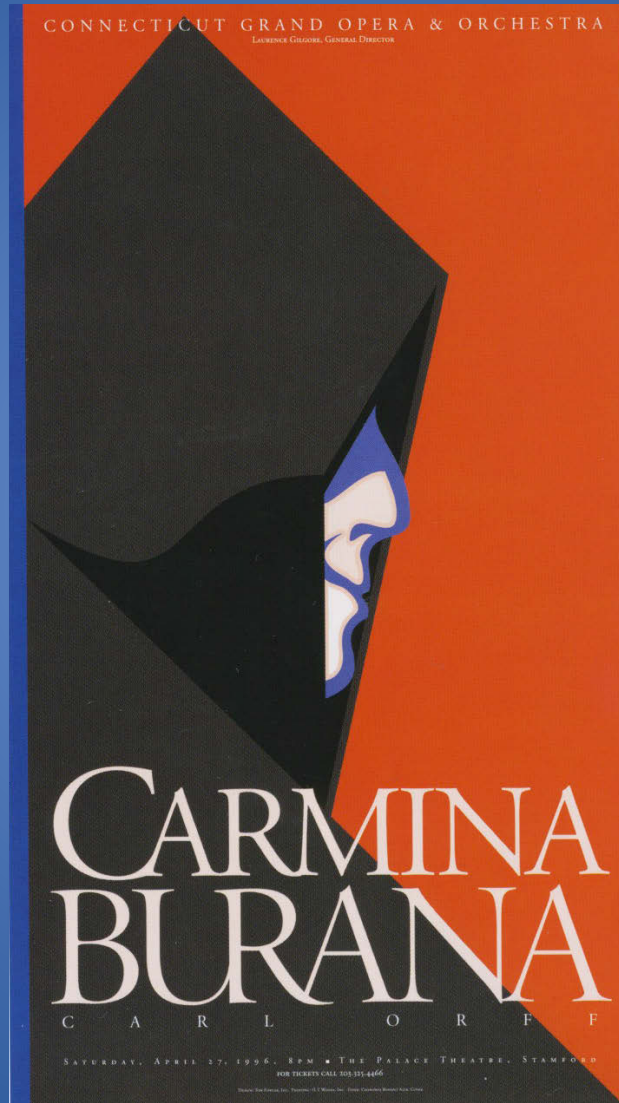
Geometric shapes are man-made and mechanical. They can give a design a feeling of organization and structure.

Shape



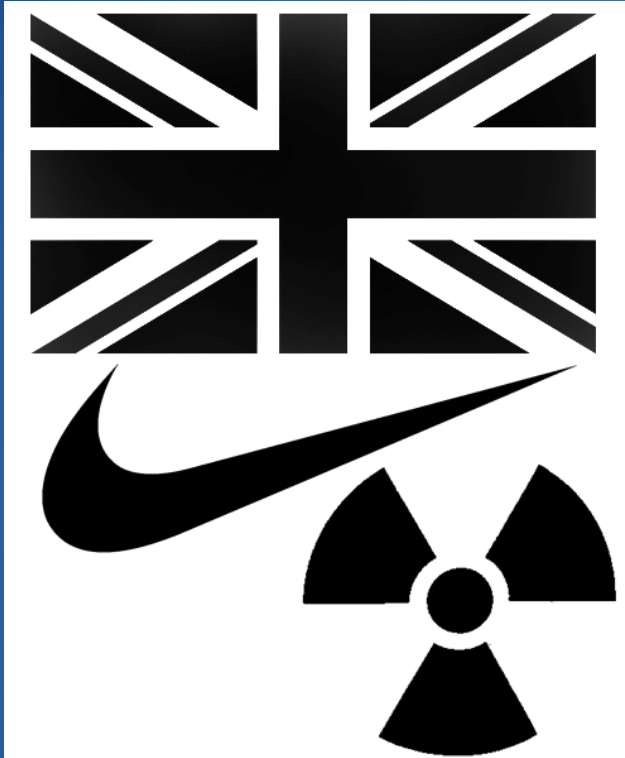
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Shape



Varying degrees of stylization of the human form can effect the communication and style of the design.

Shape



Shape used to identify products.

Shape

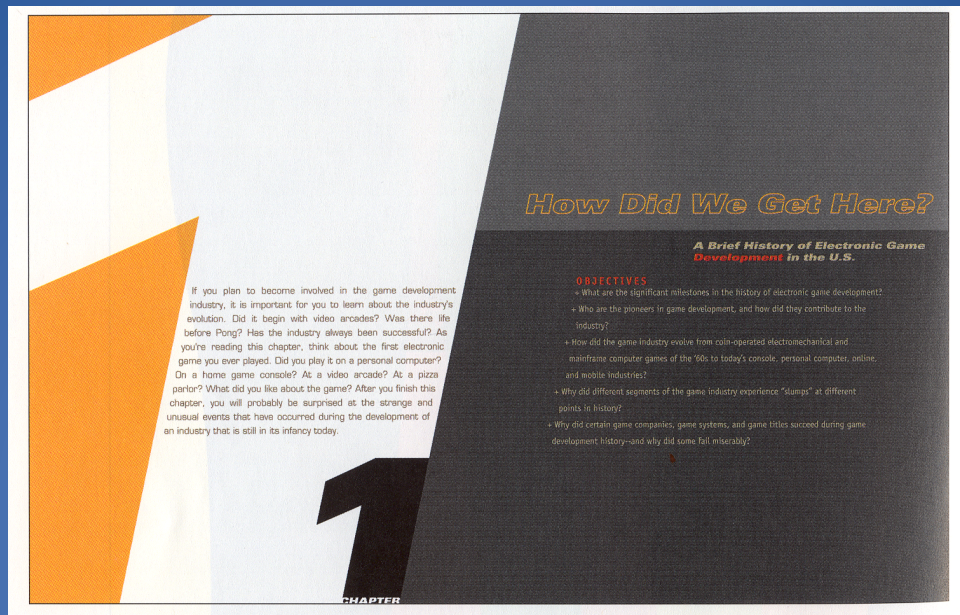


Shape used to lead the eye through the composition.



Shape used to
organize the
design space

Shape



Shape used to organize the design space and create emphasis.

Shape



Shape used to organize the design space and create emphasis.

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Abstracted shapes create a style and can add interest to the design.

Shape



Complex Shapes can add visual interest and add impact.