DIGITAL DESIGN SCRAPBOOK

RACHEL LIP

LINE

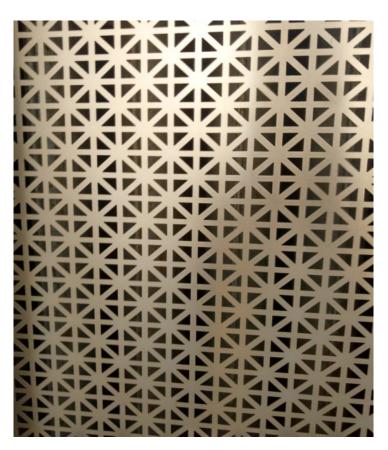
GEOMETRIC AND ORGANIC



These curve lines come from a ththermos bottles.

These stright lines come from the heat.





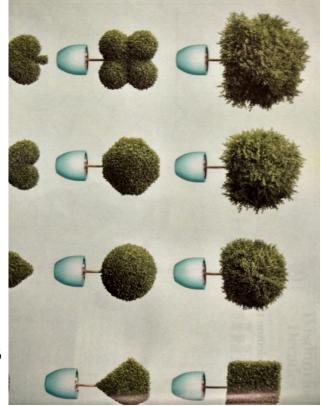
SHAPE

NEGATIVE/POSITIVE, GEOMETRIC AND ORGANIC

It shows a shape of hexagon with different colors and make it looks in 3D shape







It shows different shapes of a tree.

TEXTURE

This is the texture from the bubble wrap.





This is the texture from a rock.

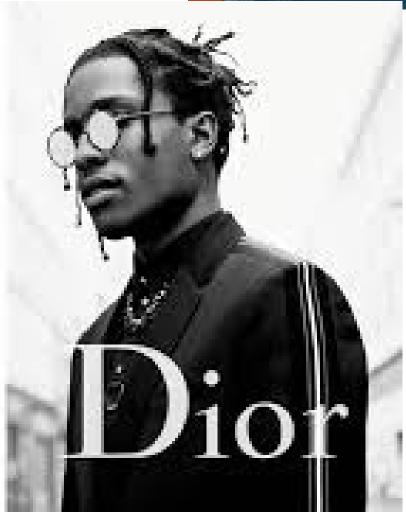




VALUE

CONTRAST BETWEEN LIGHT AND DARK IN ACHROMATIC AND CHROMATIC VERSIONS





Color



a photograph or picture developed or executed in black

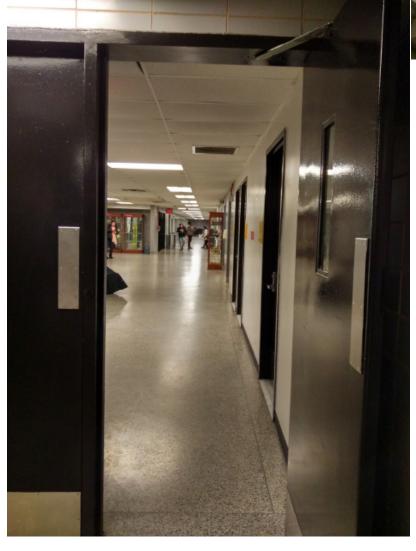
and white or in varying tones of only one color.

SPACE

OVERLAP, PERSPECTIVE, SCALE CHANGE TO CREATE SPACE

These are the light in our City Tech's lab, the light overlapping each other and scale created space





Form

3 DIMENSIONAL OBJECTS

These is the christmas decoration in Macy's, and it is a sphere.





These are the art design on the street and they are both in 3D shape.

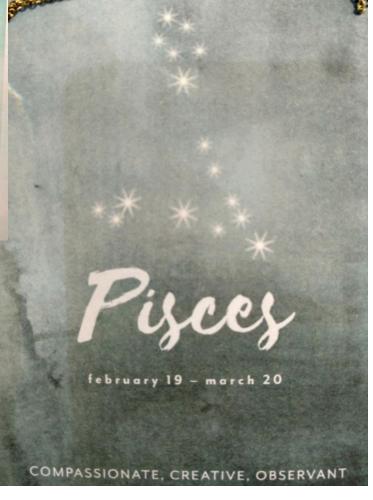


GRADATION

a visual technique of gradually transitioning from one colour hue to another, or from one shade to another, or one texture to another.



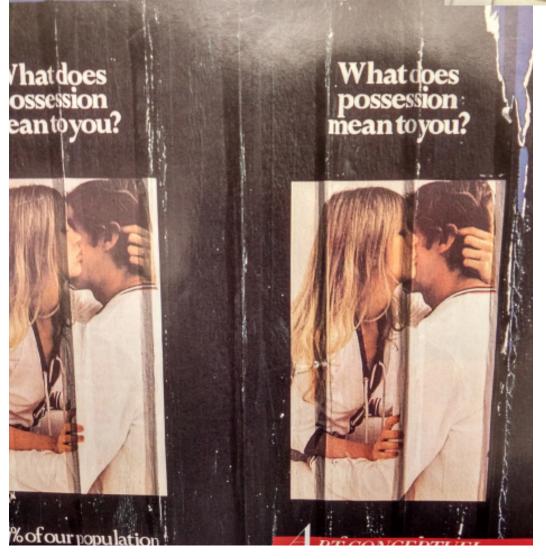




REPETITION

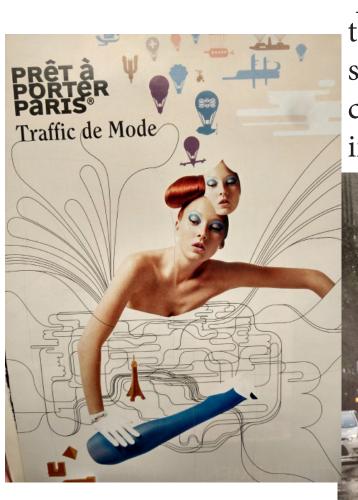
the act or an instance of repeating or being repeated.







Breads are repeated as the backboard on this magazine.



REPETITION the quality of being easily

seen through.

coming closer to meaning invisible or undetectable.



Color X Form

They are both useing the same color and 3 dimensional objects



