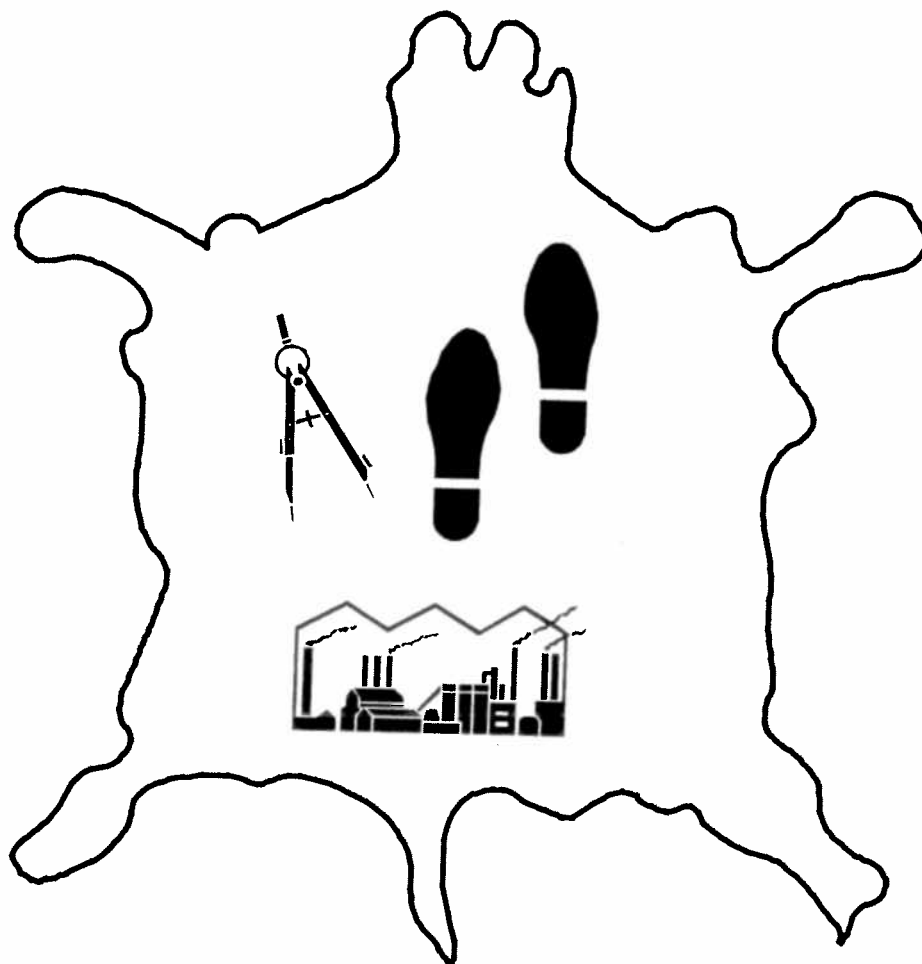


# SHOE INDUSTRY CERTIFICATE COURSE



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## BASIC DESIGN\*



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\* This document has been produced without formal editing





This learning element was developed by the UNIDO Leather Unit's staff, its experts and the consultants of the Clothing and Footwear Institute (UK) for the project US/PHI/85/109 and is a part of a complete Footwear Industry Certificate course. The material is made available to other UNIDO projects and may be used by UNIDO experts as training aid and given, fully or partly, as hand-out for students and trainees.

The complete Certificate Course includes the following learning elements:

Certificate course

- Feet and last
- Basic design
- Pattern cutting
- Upper clicking
- Closing
- Making
- Textiles and synthetic materials
- Elastomers and plastomers
- Purchasing and storing
- Quality determination and control
- Elements of physics
- General management
- Production management
- Industrial Law
- Industrial accountancy
- Electricity and applied mechanics
- Economics
- SI metric system of measurement
- Marketing
- Mathematics
- Elements of chemistry



# BASIC DESIGN

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FLIC/DIS Unit  
September 1987

BASIC DESIGN

DEFINITION

Design, as a word, can be interpreted as both a noun and a verb. As noun, it means organization, arrangement, creation or preparatory sketches. As a verb, it means planning, composing, organizing creativity in art and art activities.

Some people define design as composing or arranging lines, masses, colors and other elements into a harmonious whole.

Design, without any qualifying adjective is the result of idea-ensembles, of the organization of elements into a unified plan, and of their adjustment to secure the best use of it. The aim is to achieve dramatic power as well as utility and to give aesthetic pleasure through the senses of sight and touch.

The Three Fundamental Ideas in the Life of Man

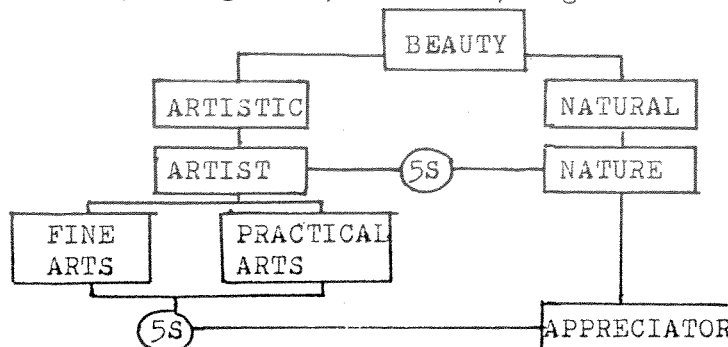
There are three things that give delactation to the spirit of man : the beauty, the good and the true.

For the first, man has always appreciates anything that is beautiful. He feels delighted and happy for the things around him that pleases his eyes, touch or his five senses, so to say. He looks at the meadow, the forest, the sky, the sea or anything that is moving, each on different colors and contours. Man is the Appreciator, Observer/Looker. Man is the Artist.

For the other two, these relate to his ability to reason, presence of wisdom and nature of his moral value and faith.

From these three fundamental ideas man as the Appreciator of the beautiful is manifested by his capability as Designer.

Man as an Artist and as Appreciator always go hand in hand through the help hf his five senses (hearing like listening to music, seeing, e.g. at a flower, feeling, e.g. smooth surface, smelling, e.g. fragrance, and taste, e.g. delicious food.



5S = five senses

Nature is the best designer and needs no copyrights. Beauty is God-made. His Creation is a Natural Beauty. When it is man-made, it is Artistic Beauty. Anything that man produces is the product of Arts.

Art is the expression of the beautiful in man's work. It is anything made or done by man that affects us so that we see or feel beauty in it.

### ART - Definition and Identification

Art as stated above is the expression of the beautiful in man's work.

There are many classifications of Arts and they are listed comparatively.

#### Classification according to the sphere of the art activity:

The BBB:

1. Body - fashion design, jewelry, textile
2. Book - drawing, painting, printing (graphics, engraving)
3. Building - architecture, sculpture, interior design

#### The Fine Art and Practical Art Classification

1. Fine arts are those arts which primary function is for satisfying our sense of beauty (for aesthetic delactation of the spirit)

Examples: painting  
music  
dance  
literature

2. Practical arts are those which give beauty to objects that are use for human comfort and convenience

Examples: architecture  
journalism  
industrial arts  
civic arts  
fashion design  
sartorial art

Others

- Visual arts - painting, sculpture, prints
- Audio - music
- Audio/Visual - opera
- Performing arts - drama, dance, music
- Graphic - to draw, to print
- Photographic

The 20th Century Classification

- 1. Architecture - interior design  
landscaping architecture
- 2. Sculpture
- 3. Graphic Arts - drawing ,engraving
- 4. Music
- 5. Literature - poetry, prose, fiction
- 6. Theater - stage drama, film,dance, opera

SPACE

There are two kinds of space in the work of an artist:

- 1. Negative space - that which is containing; background
- 2. Positive space - that which is contained; figure

FUNDAMENTAL ELEMENTS OF DESIGN:

- 1. Line
- 2. Form
- 3. Value
- 4. Color
- 5. Texture

Line - is the prolongation of dot

Kinds of Line

- 1. Straight
- 2. Curved

Straight lines

- 1. vertical |
- 2. horizontal —
- 3. scattered \ /
- 4. broken —
- 5. jagged /
- 6. diagonal /

Curved Lines

- 1. restrained
- 2. full curved
- 3. compound curve
- 4. infinite curve



Functions of Lines

- 1. to enclose areas or spaces
- 2. to convey emotional or psychological significance or meaning
- 3. to carry eye movement



Straight Line's Suggestions:

1. firmness
2. masculinity
3. severity
4. directness
5. simplicity

Vertical Line Suggests:

1. solemnity
2. dignity
3. majesty
4. exaltation
5. emotional uplift
6. aspiration
7. life
8. business like

Scattered Line Suggests:

1. conflict
2. struggle

Observation\_:

1. Horizontal line appears shorter than vertical lines of the same length

Curved Line's Suggestions:

1. softness
2. grace
3. deliberation
4. femininity
5. variety
6. subtlety

Horizontal Line Suggests:

1. calmness
2. stability
3. restfulness

Diagonal Line Suggests:

1. action
2. motion

Broken Line Suggests:

1. stacatto movement

Jagged Line Suggests:

1. violent action

FORMS

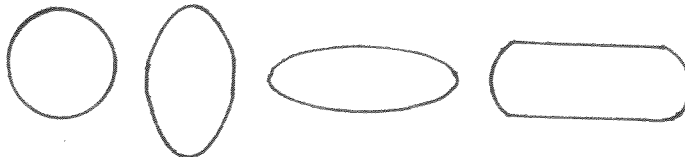
1. Through Straight Lines

Square  
Triangle  
Rectangle



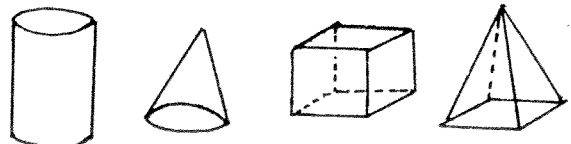
2. Through Curved Lines

Circle  
Oval  
Ellipse  
Oblong



3. Combinations of Straight and Curved Lines

Cylinder  
Cone  
Cube/Prism/Rectangular



VALUE

Value means tone, lightness or darkness

The Gray Scale:

White
Highlight
Light
Lowlight
Middle
High dark
Dark
Low Dark
Black

High light
Light
Low light
Middle
High Dark
Dark
Low Dark

Scale of Color

Scale For Black and White

Functions of Value

1. suggests solidity
  2. suggests distance or depth
  3. suggests mood
- suggests emotional or psychological significance

Light value suggests lightness and informality

Dark value suggests gravity, serenity, seriousness, gloom

Related values suggest quietness

Strong Contrasting value suggests clarity and decision

Value is the dimension or quality of a color which describes its lightness or darkness, ranging from white to black

Tint - this is produced when white is added to a hue or color, in the case of water color, it is produced when water is added . It is lighter or higher in value. Example, pink is a tint of red, orchid is a tint of purple

Shade - this is produced when black, gray, or its complement is added to any of the hues of the color wheel. It is darker or lower in value than a hue. Rust or brown is a shade of orange.

Chroma or Intensity - quality of the color governing its strength or brightness in its distance from neutral gray, and it is secured by adding black or white to it as in the case of gray-red sunset. It is the quality that distinguishes a strong color from a weak one, such as a strong or vivid red from a weak or dull red.

Shades and Shadows - shades and shadows are employed to express form but not color and texture. The use of shades and shadows give to the craft articles illustrated a truthful and realistic representation.

When a body is subjected to rays of light, the portion of it which is turned away from the source of light and therefore does not receive any of the rays is said to be in shade.

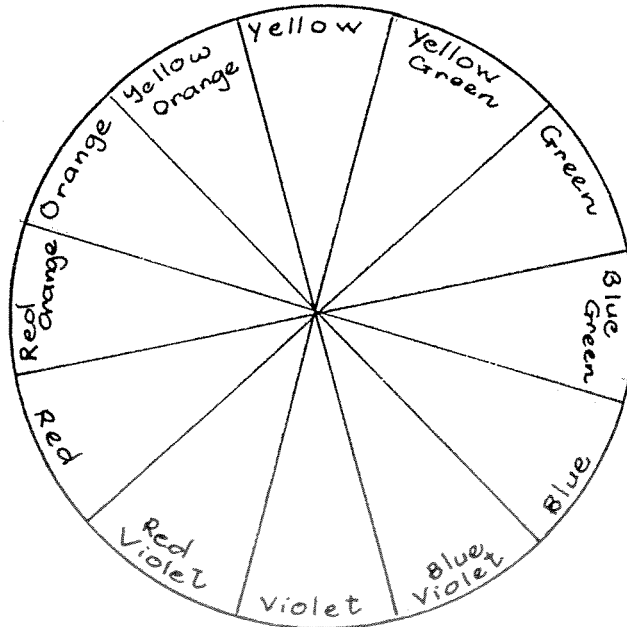
When a surface is in light and the object is placed between it and the source of light, thereby intercepting some of the rays, the portion of the surface from which light is excluded is said to be in shadow.

## COLOR

Color is the sensation we perceive or feel when optic nerves are stimulated by rays of light from an infinitely thin medium known as white ray.

### Qualities and Dimensions of Color:

1. Hue - is the basic color identity of an object such as red or green or any of the 12 colors of the Prang Color Wheel
2. Value - lightness or darkness
3. Chroma or Intensity - brightness or dullness



THE COLOR WHEEL

### Phenomena of Colors:

1. Big objects seem to reduce in size on cool colors
2. Object of warm color like red seems larger or bigger than its nature size

### Classification of Colors:

1. Primary Colors - red, yellow, blue
2. Secondary Colors - mixture of two primary colors  
- orange, green, violet
3. Tertiary Colors - mixture of two secondary colors  
- russet, citrine, olive
4. Intermediate - mixture of primary and secondary colors



2. Yellow signifies life, sunshine, cheerfulness, warm, magnificence, splendor, hospitality  
- it is a color of life, gay, brilliant, inspiring, stimulating
3. Blue - color of sky and the deep, vastness and infinity, tranquility, calmness, peace, royalty, true blue blooded  
- it has the shortest wavelength
4. Orange - warm color, has the power of both yellow and red, striking and stimulating like red, symbolizes warm and deliciousness
5. Green - product of cool and warm colors, color of vegetation and still waters, cool and refreshing, symbol of growth, freshness and youth
6. Voilet - warm and cool colors, has short wavelength, suggests shadows and mourning, pump and royalty, associated with mystery
7. White - presence of all colors, not considered as color when taken independently, lightest of all colors, symbolizes simplicity, cleanliness, purity, suggests coolness and peace
8. Black - absence of colors, considered color only when combined with other colors, suggests despair, impossibility, goom and death
9. Gray - product of black and white, mixture of primary colors, suggests weight and solidity

#### TEXTURE

Texture is the surface quality of an object. It is the surface treatment of a work of art.

#### Tactile texture:

silk - smooth

dull - rough

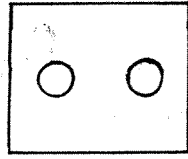
glossy - smooth, glass

#### PRINCIPLES OF DESIGN:

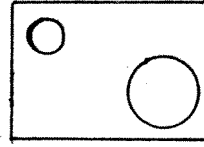
1. Balance
2. Proportion
3. Repetition
4. Rhythm
5. Emphasis

Balance

Two Kinds:



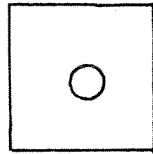
Formal



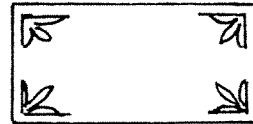
Informal

Proportion - harmonious relation of parts to one another

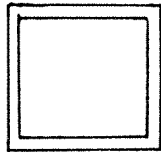
Methods Of Application:



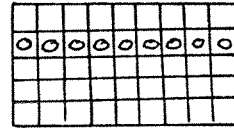
Central  
Motiff



Corner  
Motiff



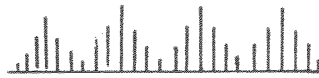
Border  
Motiff



All-Over  
Pattern

Rhythm - regular recurrence of units in a composition

Ways of Establishing Rhythm:



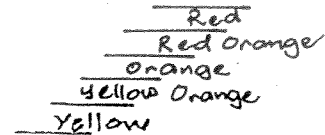
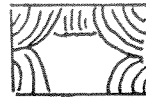
Sequence



Parallelism



Radiation



Transition

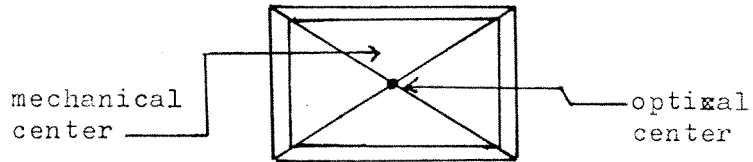


Opposition

Repetition - re-occurrence of units in various sizes and repetitions



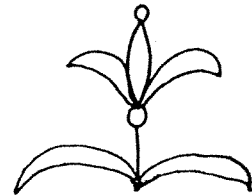
Emphasis - visual weight critical revision



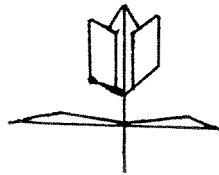
KINDS OF DESIGN



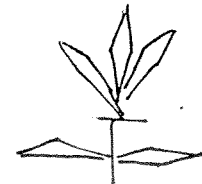
Naturalistic



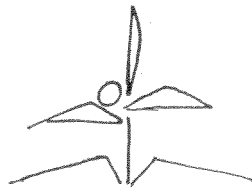
Conventional



Geometric



Abstract

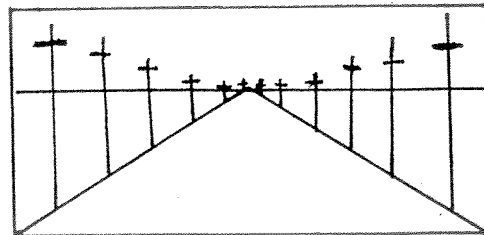


Non-objective

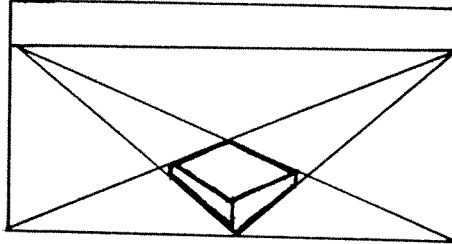
PERSPECTIVES

1. One Point Perspective

Ex.

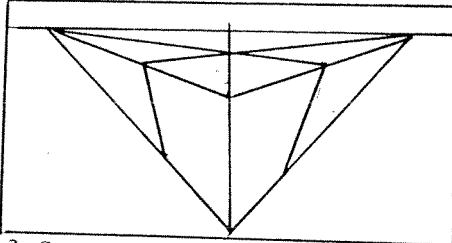


2. Two Point Perspective



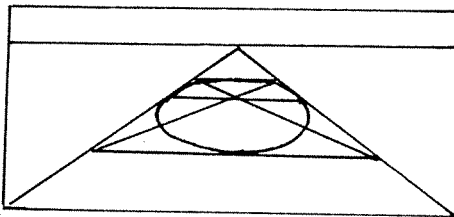
Ex.

3. Three Point Perspective



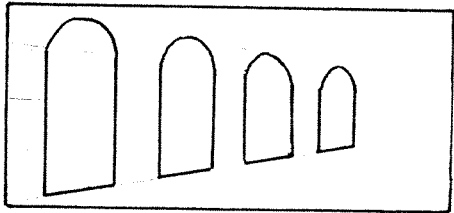
Ex.

4. Perspective of Squares and Circles

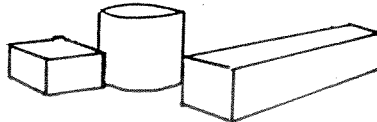


Ex.

5. Perspective of Arches



6. Perspective of Samples



LETTERINGS

In the field of arts and crafts as related or tied up to industry the graphic language of shape would be incomplete and of little worth without the lettered language of notes, titles and specifications. The lettered language supplies the information necessary to make drawing understandable and the execution into its purpose possible. The ability to good lettering is one of the most valuable assets an craftsman or designer can possess.

Lettering may be divided into 2 general classes:

- 1) Two - dimensional, or letters that are drawn on surfaces such as notes, titles, specifications, etc.
- 2) Three - dimensional, or letters that are carved or cut out in wood inscribed in stones, cast in metal, etc.



Origin of Letterings:

1. Babylonians - cumbersome cuneiform writing (wedge-shaped stroke)
2. Egyptian and Phoenicians - hieroglyphics (picture writing)
3. Gothic - composed of uniform width elements and sometimes referred to as the letters in the basic alphabet
4. Script - long hand style of writing - combination of the old English style
5. Text
6. Roman
7. Italics



the sun



*long hand*



Classification of Letters :

1. According to Width - condensed
  - normal
  - expanded
2. According to thickness - thin
  - medium
  - bold

STYLES OF SKETCHING/DRAWING

1. Figure Drawing
2. Still Life Landscape
3. Genre (pictures of daily life)
4. Myths
5. Historical
6. Abstraction
7. Non-objective

GENERAL PRINCIPLES TO FOLLOW WHEN DESIGNING:

1. Look for nature for topics on designing. Keep objects simple. Let function guide the shapes of such objects.
2. Use decoration moderately.
3. Let materials show natural decorations. Don't hide them with paint. Avoid using too many materials in one object.

Functional design - an advance glimpse of tomorrow's seller

Creation - using things imaginatively in a new way

Simplicity - clear in design and should be easy to clean.

Goods are to be used and not merely to be admired, they should meet the needs of any sensible buyer.

Style - one style for one object

Shape - simple, orderly, interesting

Function - one function for the product

#### QUALITIES OF A GOOD DESIGN:

1. It is fitted to the purpose for which it was planned. Otherwise it would be better if the design has not been made at all. Satisfaction in planning is directly proportional to the degree to which their quality is present.
2. It is suitable to the material of which it is made. A good design discreetly emphasizes the intrinsic or peculiar qualities of a material. Then, too, it recognizes a limiting range for each material. There should be no imitation if it is desired to attain this quality. New materials are welcomed by the designer when they help him solve new problems or to meet old problems with improved results.
3. It is fitted to the process by which it is produced. An article acquires character and distinction when it is designed to show frankly and without exaggeration the methods by which it is produced. Fakes in production that are intended to give a false idea of value are evidences of dishonesty, and as such, are unworthy of the able craftsman. The skilled designer uses his knowledge of tools and machines to permit or secure, correct and economic manufacture.

Those three qualities demand that the designer be a person of high integrity with a knowledge of human needs and of the function of human living. He must be acquainted not only with materials but with the techniques of production is well.