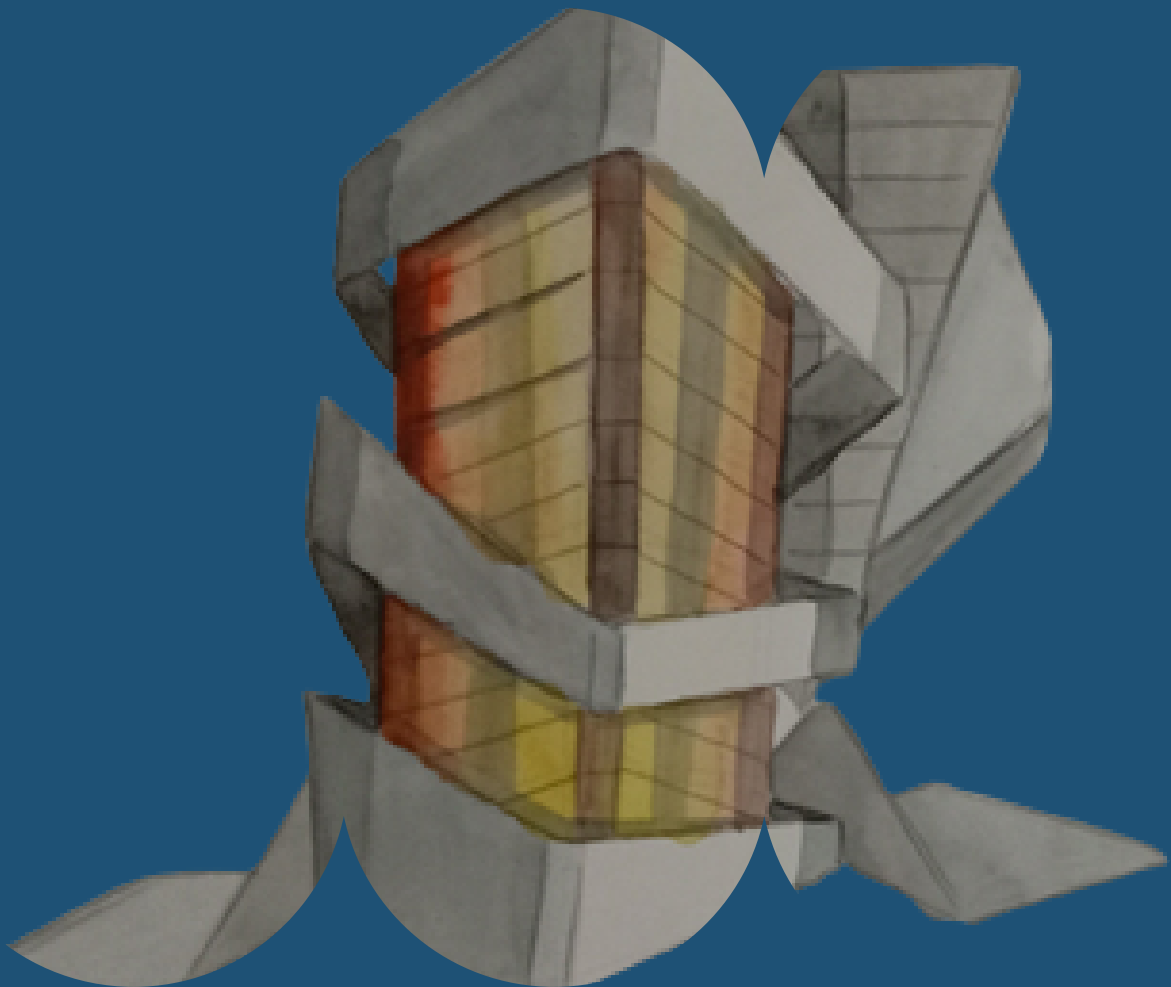


VISUAL DESIGN

Introduces the basic elements and principles of art and design



Salina Abdul Manan
Punithavili A/P Mariappan
Izyan Mahmood
Azri Syazwan Atan

VISUAL DESIGN

Visual Design introduces the basic elements and principles of art and design.

By:

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This cover book illustration is by Soo Ying Shun, a Digital Art student from class DCS1A, Politeknik Tuanku Syed Sirajuddin, Perlis. The subject matter is modern building.

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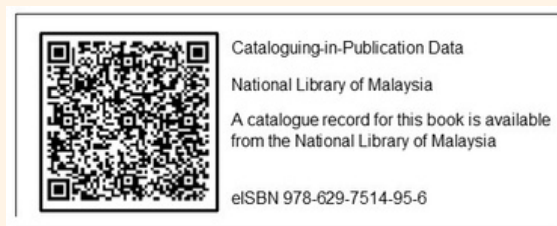
This e-Book contains information provided by the writers, based upon their knowledge, experience, and competence in Visual Design. This book includes content sourced from other parties, with original sources cited through referneces. This book exclusively addresses fundamental concepts and a overview of Visual Design. Readers are encouradge to refer to additional relevant sources for a comprehensive understanding.

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02600 Arau, Perlis.



Preface

This e-book is developed as a basic guide for the Visual Design course. It combines theory and practical activities. The main focus of this e-book is to help learners who as no basic knowledge in art.

The layout adopts a clean and structured approach, allowing readers to navigate ideas effortlessly. Consistent use of typography, spacing, and visual hierarchy helps guide the reader's focus, emphasizing key concepts while maintaining a smooth reading flow. Font choices balance professionalism and accessibility, ensuring comfort for extended reading across digital devices.

Color selection plays a crucial role in reinforcing the tone and identity of the e-book. A restrained and purposeful color palette is used to evoke clarity, calmness, and focus, while also highlighting important sections without overwhelming the reader. Visual elements such as icons, diagrams, and illustrations are incorporated strategically to enhance understanding and to translate complex ideas into more intuitive forms.

Overall, the visual design of this e-book reflects a philosophy of simplicity with intention. Every design decision—whether in layout, color, or imagery—serves a clear purpose: to support the content, enhance comprehension, and provide readers with a visually pleasant and engaging learning journey.

This e-book is also developed as part of a continuous quality improvement (CQI) initiative to enhance the structure, accessibility, and consistency of teaching and learning resources for the Visual Design course.

Readers of This Book

1. Diploma/ Degree students studying Art and Design
2. Learners with little or no digital design background
3. Students preparing portfolio reels or semester one students
4. Anyone exploring elements and principles for art and design

Acknowledgement

This e-book was developed as part of the Visual Design course materials for Creative Multimedia/Digital Art students.

Special appreciation goes to the Department of Design & Visual Communication (JRKV), Politeknik Tuanku Syed Sirajuddin, for its continuous support, and to all students whose creativity and enthusiasm inspired the content and examples throughout this e-book.

Deep gratitude is extended to all students in this course who contributed their artwork. Their work serves as a valuable reference for readers.

Finally, sincere thanks to the e-book team who contributed, directly or indirectly, to its preparation. May this e-book continue to guide and inspire learners to think critically, design creatively, and move boldly in the world of Visual Design.

Visual Design Team
Department of Design & Visual Communication (JRKV)
Politeknik Tuanku Syed Sirajuddin
Arau, Perlis.

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Definition of Art Design



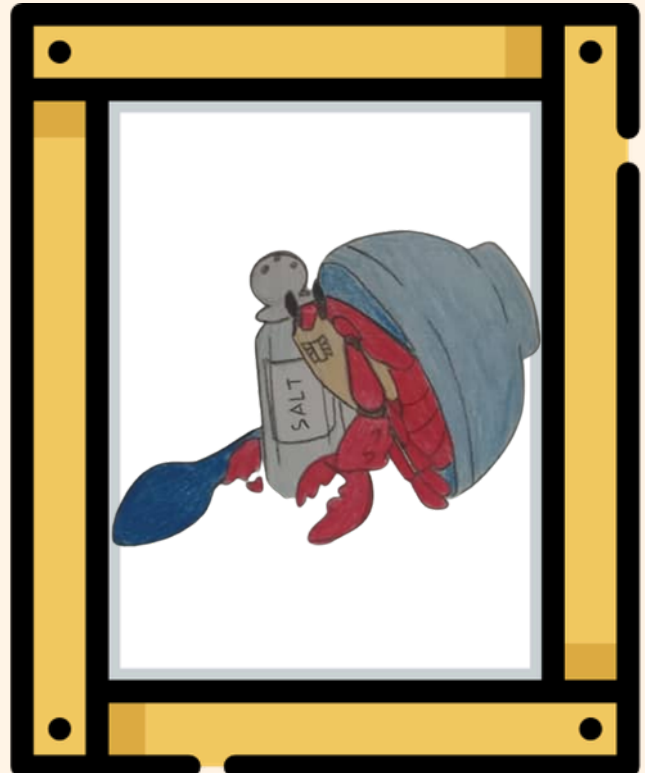
Sculpture artwork by
Rachel Christabel A/P Lawrance Marcellus Leon, DCS1A

Definition of Art & Design



Art

Art is a form of creative expression that communicates ideas, emotions, or worldviews through visual, auditory, or performance-based media.



Design

Design is the process of planning and creating visual solutions to communication problems using typography, imagery, color and layout.

Purpose and Function



Sculpture artwork by
Siti Umairah Rozaidy, DCS1A

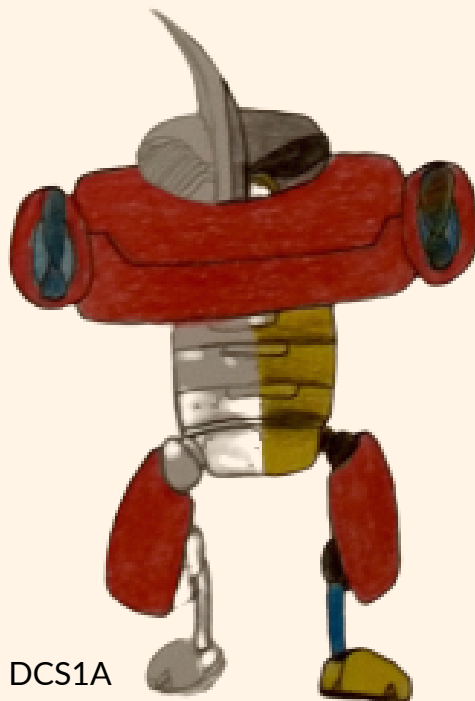
Purpose & Function

Purpose

- Personal expression
- Aesthetic expression
- Social commentary
- Spiritual or ritualistic purpose

Functional & Communicative

- Used in advertising, branding, digital media, product, packaging, and user interface.



Sketches by:
Muhamad Dani Mazlan, DCS1A

Elements of Art



Sculpture artwork by
Yasmeen Zahirah Zainal, DCS1A

Elements of Art

Line

- A mark with greater length than width.

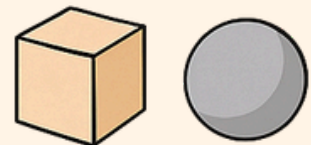
Shape

- A closed line; geometric or organic.



Form

- 3D shapes expressing depth (cube, sphere).



Color

- Hue, saturation, value



Value

- Surface quality (smooth, rough)



Texture

- Surface quality (smooth, rough)

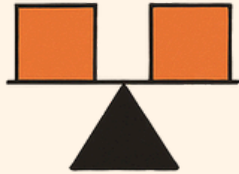


Principle of Design



Sculpture artwork by
Nur Afrina Nazifa Mohamad Zuhaidi, DCS1A

Principle of Design

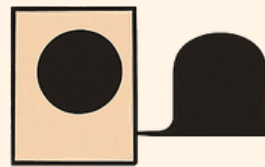


Balance

Visual stability
(symmetrical/asymmetrical)

Contrast

Difference between
elements (light vs. dark).

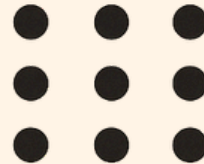


Emphasis

Focal point of the
artwork.

Pattern

Repetition of elements

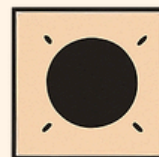


Rhythm

Repeating elements to
create visual tempo

Unity

Feeling of harmony
among all parts



Type of Art



Sculpture artwork by
Ummil Najhah Hasbullah, DCS1A

Type of Art



- **Fine Art**

- Painting, sculpture, drawing, printmaking

- **Applied Art**

- Graphic design, industrial design, fashion, interior design



- **Digital Art**

- Art using digital tools such as Photoshop, Illustrator

- **Performing Art**

- Music, dance drama



- **Craft**

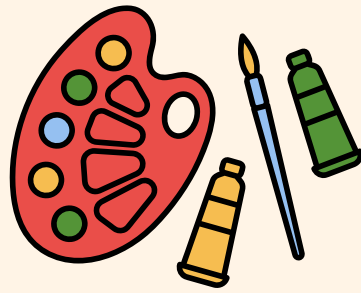
- Ceramics, weaving embroidery

Media and Materials



Sculpture artwork by
Muhammad Iqbal Mohd Hashim & Team, DCS1B

Media & Materials



Traditional

Pencil, charcoal, watercolor, acrylic, oil paint



Digital

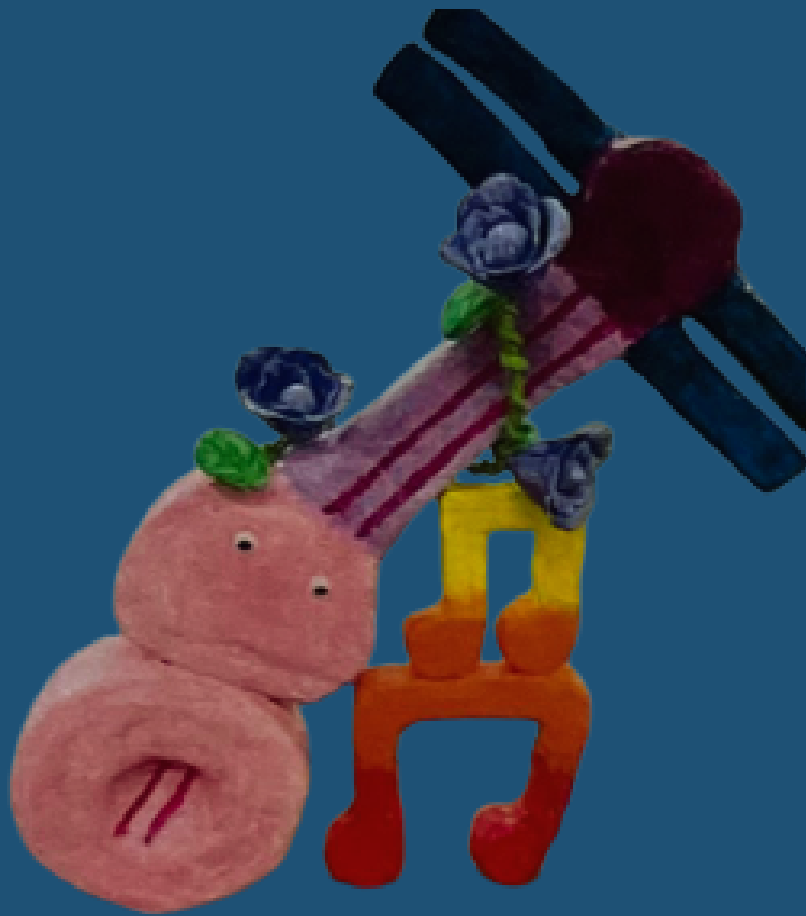
Graphic tablet digital software (Adobe Suite).



Mix Media

Combination of various materials in one piece.

Design Process



Sculpture artwork by
Lee Hui Shan, DCS1A

Design Process

1



Research & Idea Generation

2



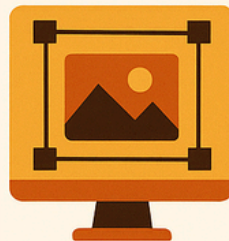
Sketching/
Conceptualization

3



Composition & Layout

4



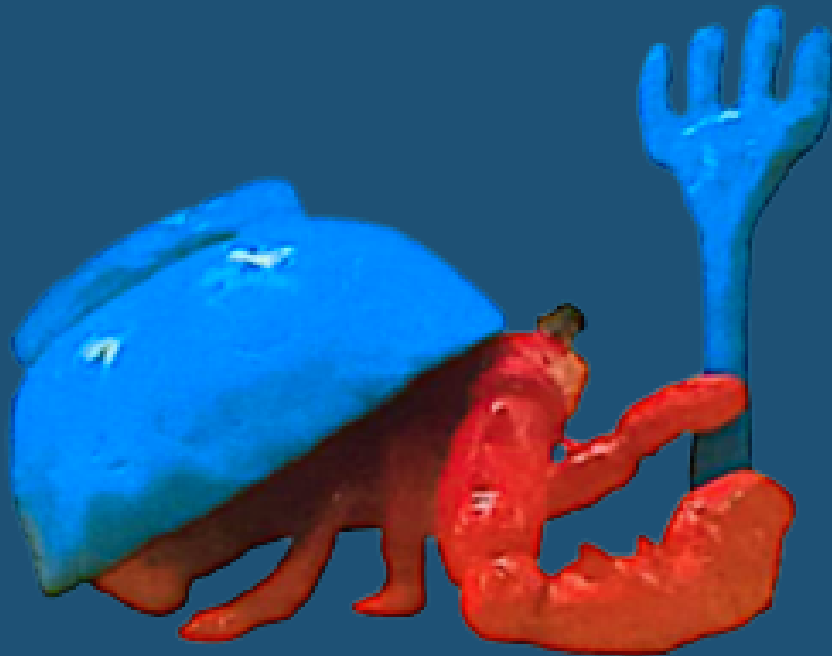
Refinement

5



Final Presentation

Importance of Art and Design



Sculpture artwork by
Haikal Hafizi Zul-Ikram, DCS1A

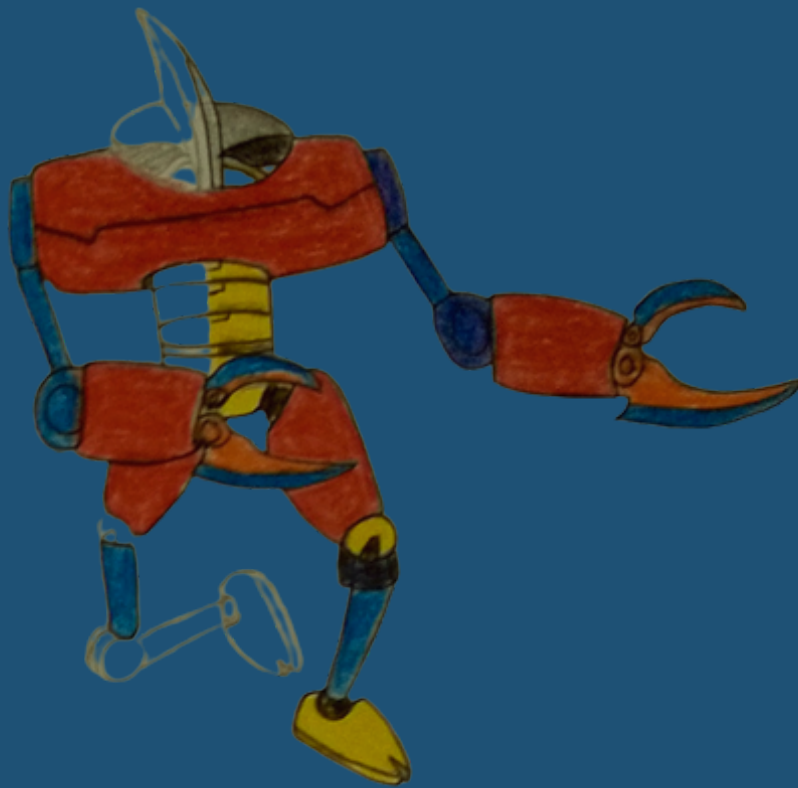
Importance of Art & Design

1. Enhances creativity and innovation
2. Develops visual literacy
3. Encourages critical thinking and problem solving
4. Influences culture, communication, and perception
5. Ceramics, weaving, embroidery



Sketches by:
Nur Afrina Nazifa Mohamad Zuhaidi, DCS1A

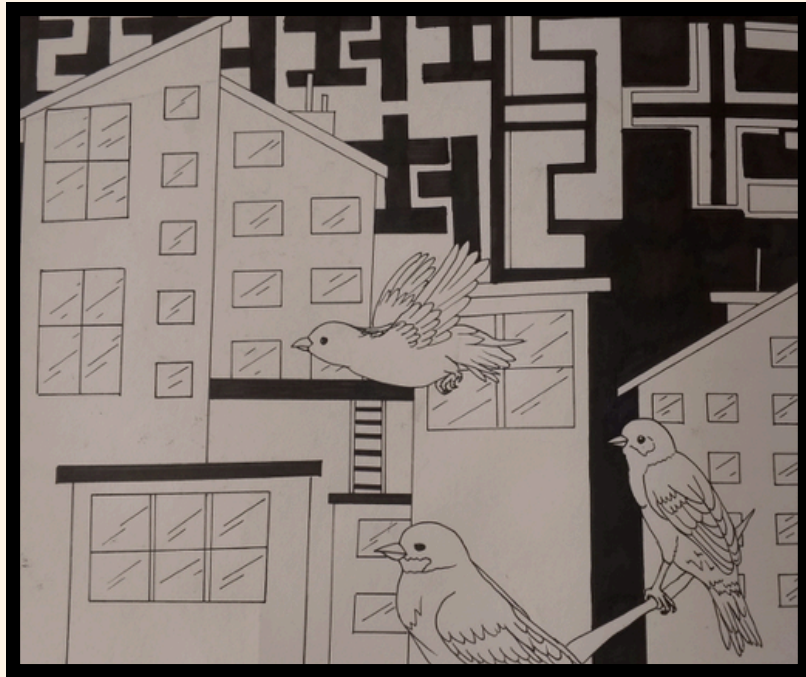
Sample of Artwork



Sculpture artwork by
Muhamad Dani Mazlan, DCS1A

Artwork By Student

Mix Artwork Line and Shape



Artwork by Amal Said Al-Khudri Ramli,
DCS1A



By Muhamad Dani Mazlan,
DCS1A

Artwork By Student

Digital Artwork



Artwork by Rachel Christabel A/P
Lawrance Marcellus Leon, DCS1A



Artwork by Leshmipria A/P Selvam,
DCS1A



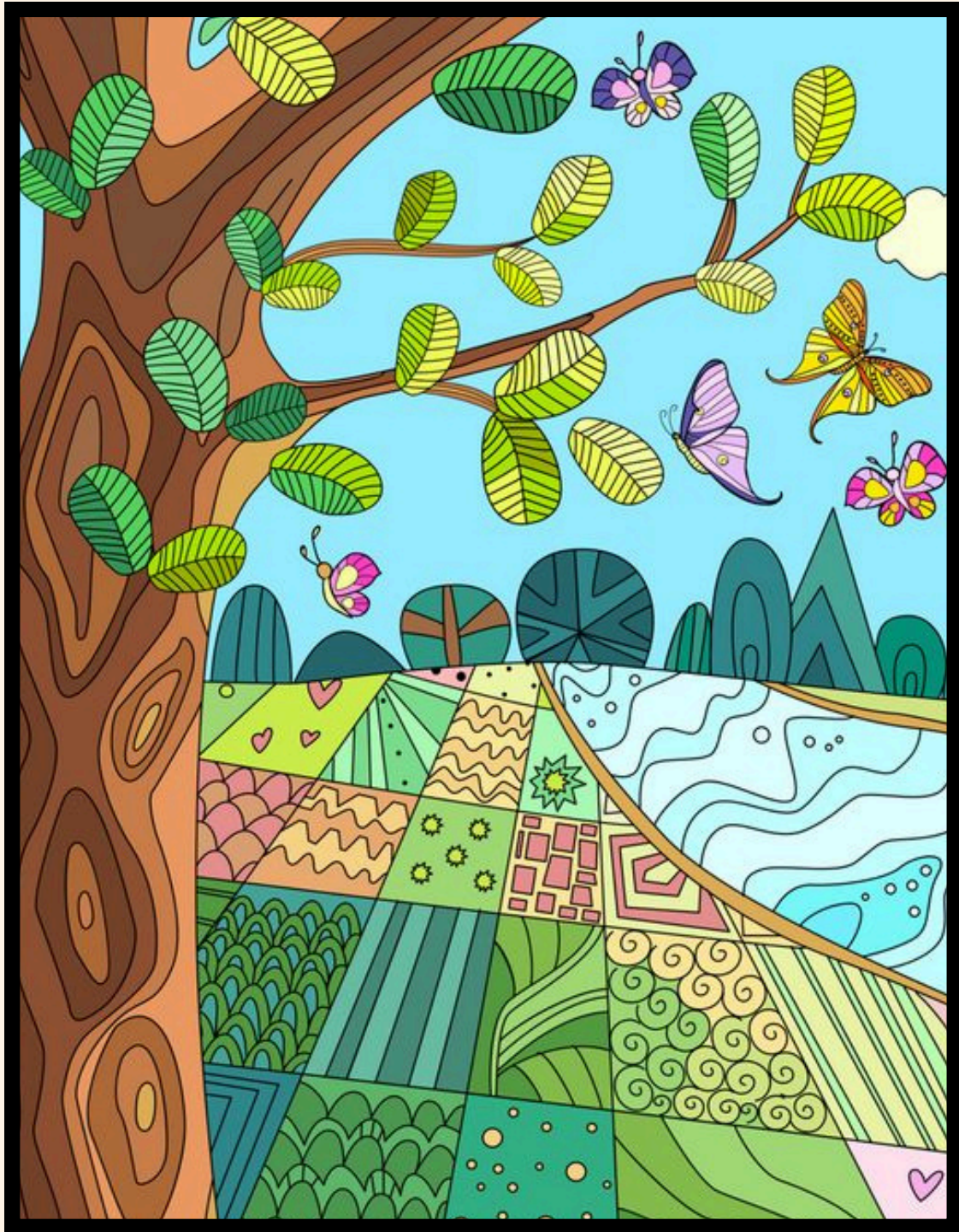
Artwork by Soo Ying Shun, DCS1A



Artwork by Yasmeen Zahirah Zainal,
DCS1A

Sample of Line Artwork

by Media Platform

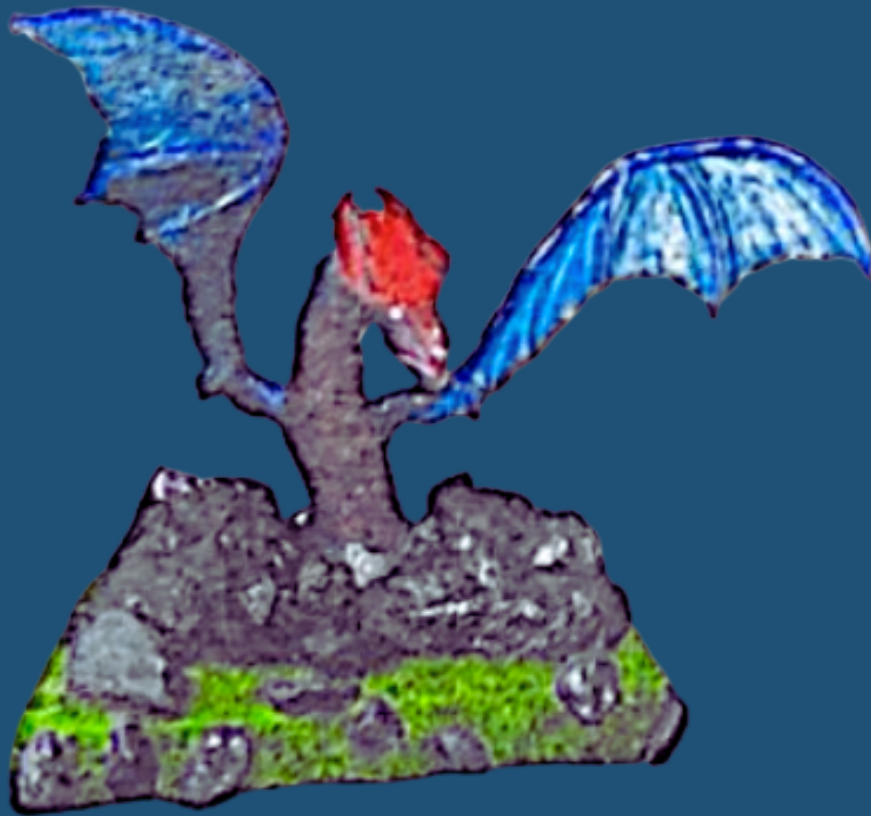


Sample of Line Artwork

by Media Platform



Activities



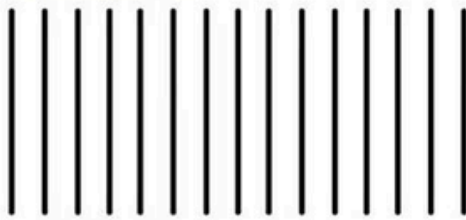
Sculpture artwork by
Leshmipria A/P Selvam, DCS1A

LINE IN ART

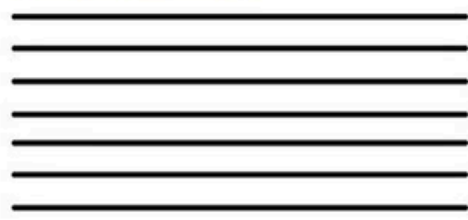
“In art, a line is a fundamental mark or stroke that define the shape, contour, or outline of a form and a convey motion, direction, or emotion”

Types of line

Vertical Line



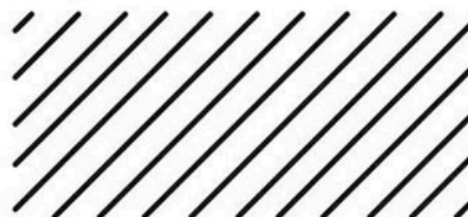
Horizontal Line



Ziczac Line



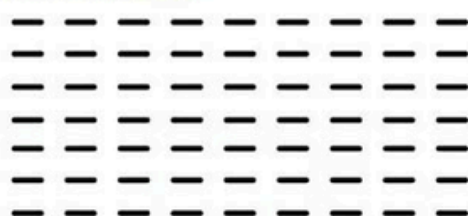
Diagonal Line



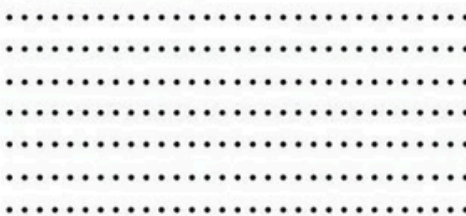
Wavy Line



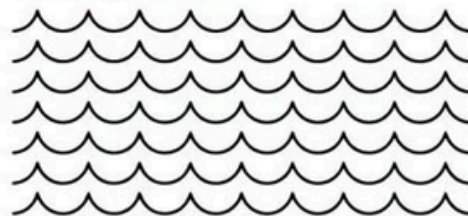
Dashed Line



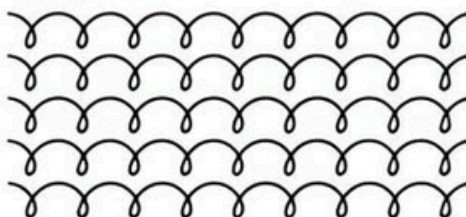
Dotted Line



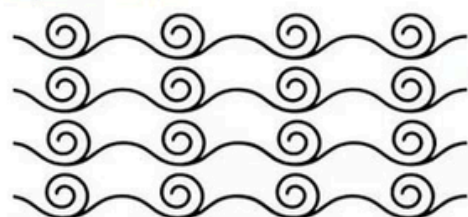
Scalloped Line



Curly Line



Spiral Line

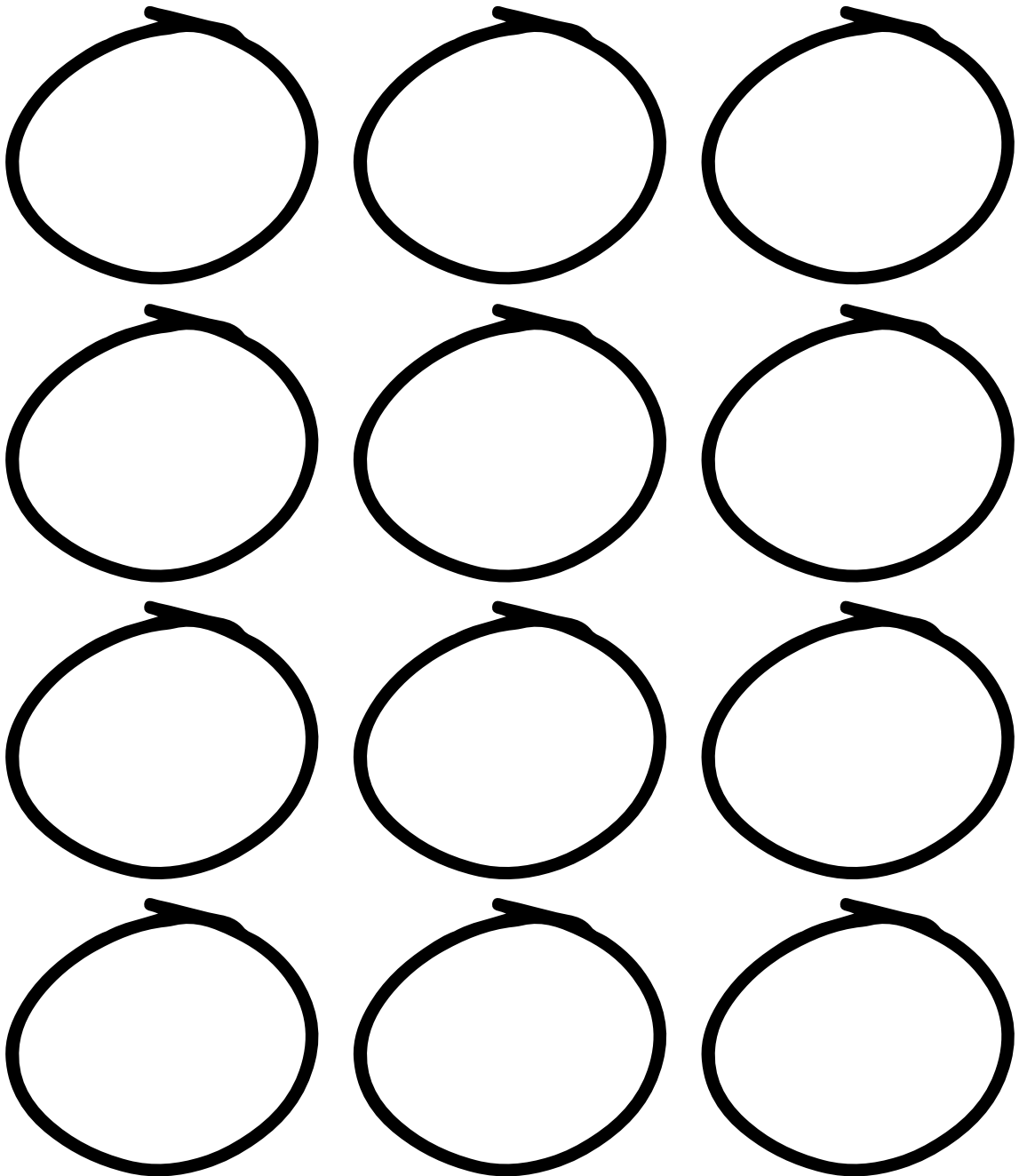


LINE IN ART

Activities

1

Please draw the design inside the box using types of line above. Make in a variety of sizes.

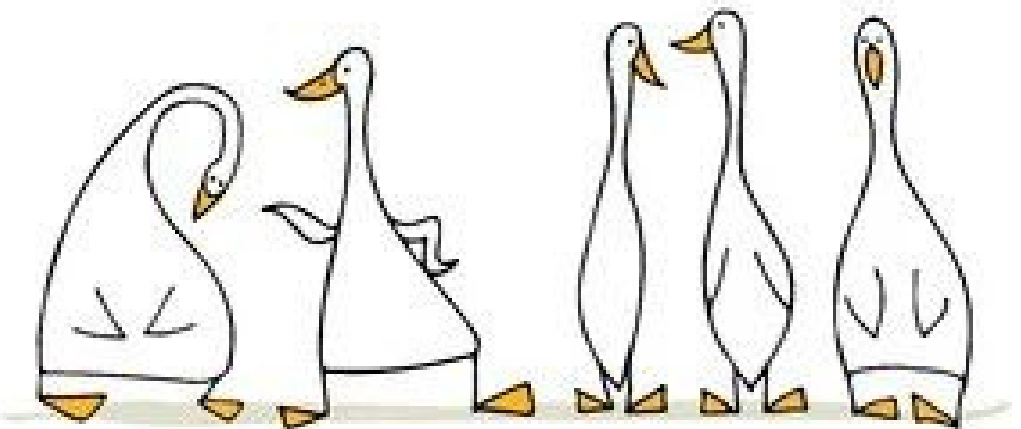
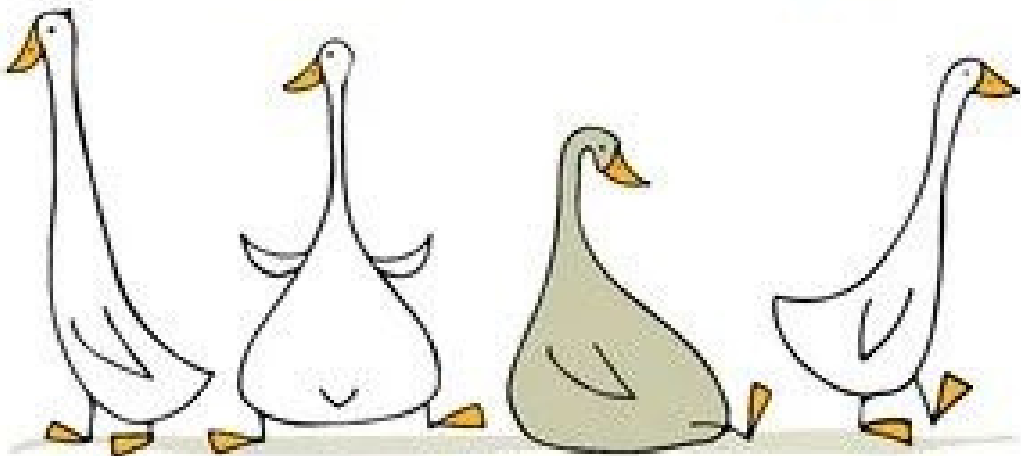
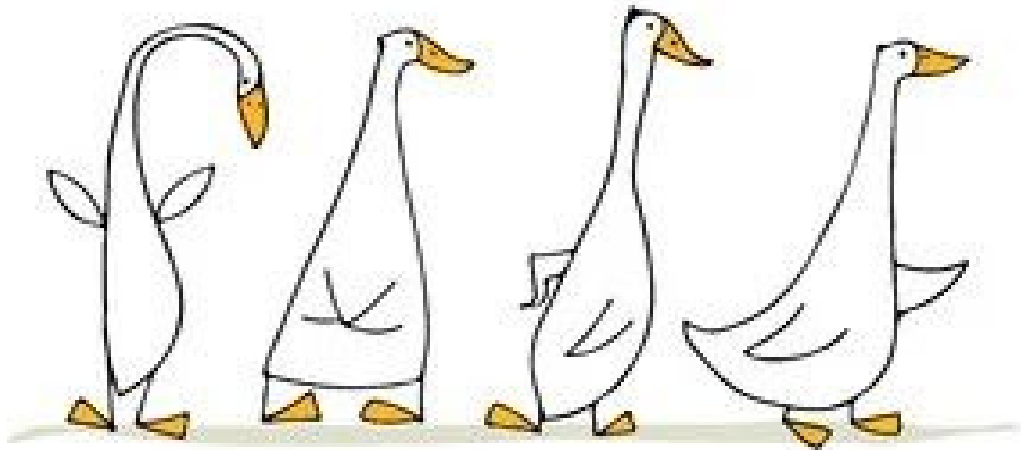


LINE IN ART

Activities

2

Please draw the line design inside the duck shape. Make in a variety of sizes.

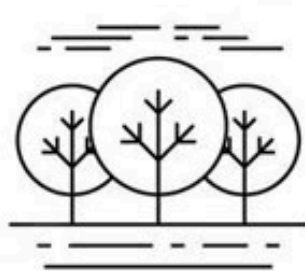
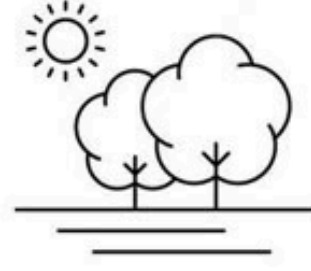
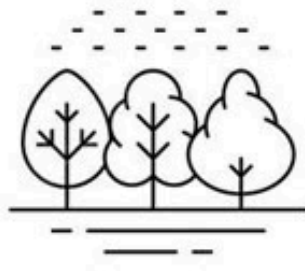
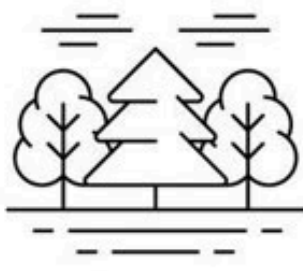
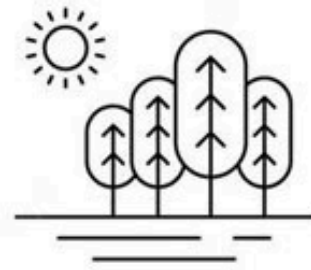
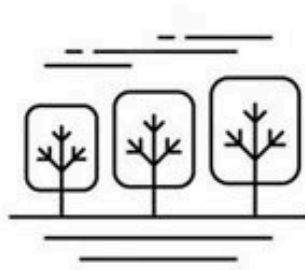
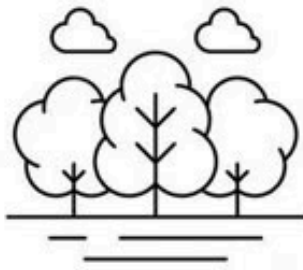
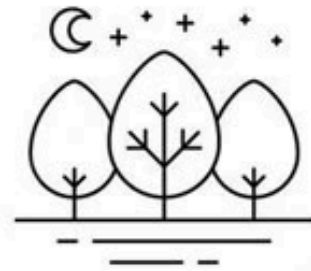
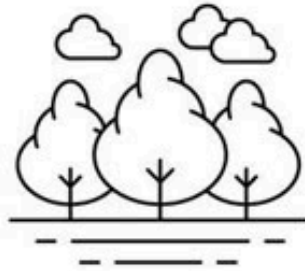
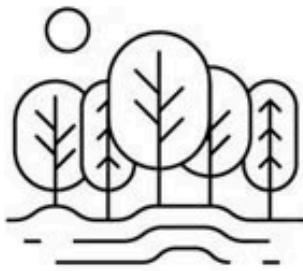


LINE IN ART

Activities

3

Please draw the line design inside the tree shape. Make in a variety of sizes.

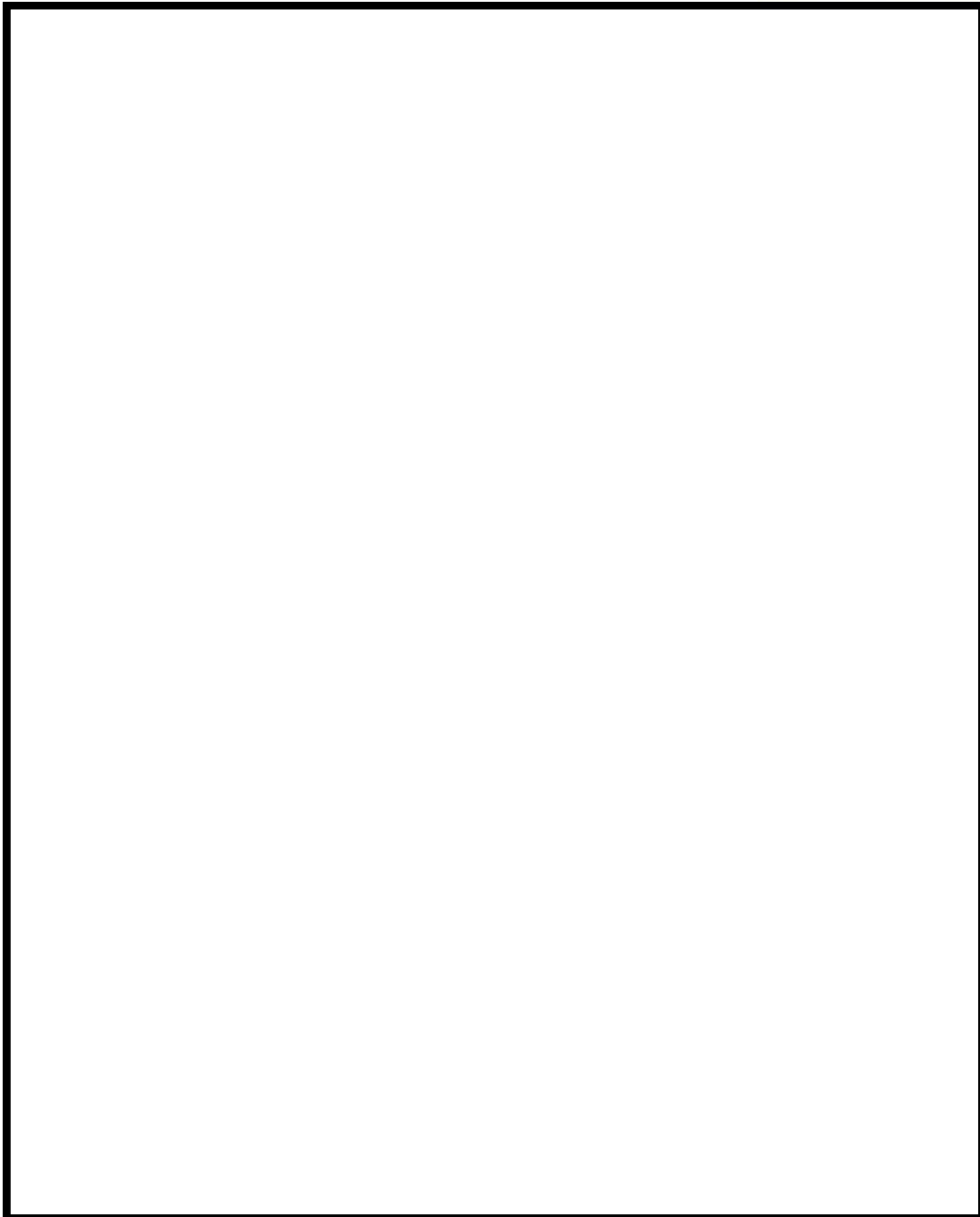


LINE IN ART

Activities

4

Please make your own line design. using this pictures.

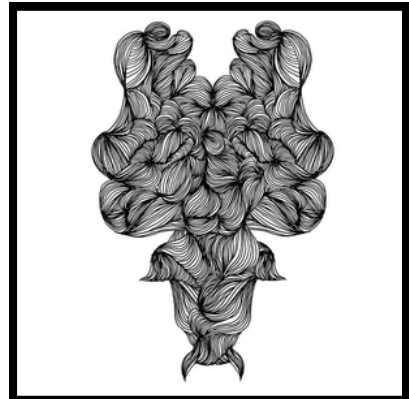


LINE IN ART

Activities

5

Please make your own line design. using this pictures.

A large empty rectangular box with a black border, intended for the student to create their own line design based on the example provided.

Conclusion

In conclusion, a clear understanding of the elements and principles of art is essential in producing effective and aesthetically pleasing visual designs. This e-book provides foundational knowledge to support students' learning and creative development. It is hoped that the content presented will enhance students' visual awareness and encourage thoughtful application of design principles in their future artistic work.

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About The Author



Ph.D in Art: Cultural (UKM)
Master's Degree in Cultural
Art (UKM)
Hons Degree in Textile
Design (Batik) UiTM

Dr. Salina is an experienced lecturer with 17 years of teaching experience in the fundamentals of art and design. She has been actively involved in teaching Visual Design and has guided students in understanding the elements and principles of design. Through this visual design e-book, she aims to help students who have no basic knowledge of art gain a better understanding of elements and principles in design.



Ph.D in Art Education
(UPSI)
Master's Degree in Art
Education (UPSI)

Dr. Punithavili is an experienced teacher with 15 years of teaching experience in the fundamentals of art and design at the school. Through this visual design e-book, she hopes to provide sample artworks and encourage students to explore the visual design course more engagingly.



Hons Degree in Graphic
Design (UiTM)

Izyan is an experienced lecturer with 16 years of teaching experience in the fundamentals of art and design. She has been actively involved in teaching Visual Design and has guided students in understanding the elements and principles of design. Through this visual design e-book, she hopes to foster creativity among students in the production of visual artworks.



Master Degree in
Education (USM)

Azri Syazwan is an experienced lecturer with 5 years of teaching experience in the fundamentals of art and design. He has been actively involved in teaching Visual Design and has guided students in understanding the elements and principles of design. Through this visual design, he aims to help students who have no basic knowledge of art gain a better understanding of elements and principles in design.



Digital Artwork By Haikal Hafizi Zul-Ikram, DCS1A

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POLITEKNIK TUANKU SYED
SIRAJUDDIN

Visual Design: Introduces The Basic
Elements and Principles of Art & Design

e ISBN 978-629-7514-95-6



**DESIGN
WITH
PURPOSE
CREATE
WITH
PASSION**

Sketches by Haikal Hafizi Zul-Ikram, DCS1A

