

Dot

by Sophia



WHAT'S COVERED

This lesson will discuss the dot element, and why it is important in the visual design process. Specifically, you will learn:

1. Defining Dot

The **dot** is a complex made of size and shape that anchors itself to any space.



Above is an image of a single dot. A dot is a point of emphasis, and while it is a circle in this image, it can really be any shape, provided that it doesn't visually communicate a line.



A square placed in the white space of a page is still considered a dot because it's still the focal point and attracts visual attention, which is a defining characteristic of a dot.

An individual dot is neutral in how it sits in space. It doesn't appear to move vertically, nor does it appear to move horizontally. The dot doesn't suggest direction; it's just anchored in space.



Again, the dot doesn't have to be a circle; it has a size, unified shape, and position in space.



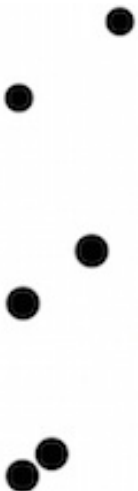
TERM TO KNOW

Dot

A complex made of size and shape that anchors itself to any space.

2. Cluster

A **cluster** is a number of dots or elements that are in close proximity. You may notice that even adding a secondary dot creates **tension**, or a strained relationship between elements.



The dots above are still areas of interest on their own, but the closer you move these dots, the more tension there is. All that tension is held in the tiny bit of space left between those two dots.

➞ **EXAMPLE** Imagine that you put two strangers in an empty room, each one of them represented as a focal point or a dot. As one moves uncomfortably close to the other, the area of focus shifts to the proximity between the two.



TERMS TO KNOW

Cluster

A number of dots or elements that are close in proximity.

Tension

A strained relationship between elements.



SUMMARY

In this lesson, you learned how to **define the dot element**. Dots do not necessarily need to be circles; they can be any set shape that is anchored in space. You also learned that a **cluster** is a number of dots or elements that are in close proximity to one another.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



TERMS TO KNOW

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