Lesson 3 - Practical Applications

Some ways that you might use lines in your design are to:

- Organize, connect, separate
- Create movement
- Provide texture
- Convey a mood or emotion
- Define shapes
- Provide emphasis
- Provide a framework

The examples below demonstrate a few of the ways lines might be used in page layout or illustration. You can probably find examples all around you as well.
A few simple lines added to a piece of clip art gives a sense of movement to the airplane.

Short, choppy, vertical lines create a grooved texture along the edge of the timepiece sketch.

Dashed lines suggest a coupon, whether there is one or not. It causes many of us to take a second look at this ad because the familiar dashed line makes us think "I can save money!"
**Lines Practical Applications Exercise**

**Lines Can....**

Organize. A catalog uses lots of lines "to divide the items and descriptions on the pages."

Connect. In a brochure "Thin diagonal lines and arrows are used to connect call-outs to illustrations below. Thin vertical lines are also used to show connection between various horizontal layers in the mapping program's many layers of mapping data."

Texture. In a magazine, the "lines are hand-drawn and appear 'nubbly' as they might appear if they were printed on parchment."

Movement. On an image of a dancer "layered on top of the photograph are several very fine lines... that swirl around the dancer."

1. Find an example of an ad that uses lines. In your notebook, write a phrase that describes the use and feeling line and how it affects the overall design and message of the ad.
   - Line pattern
   - Line in design
   - Line logo