

## Graphic Design Two

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# Project One - Principles of Design Poster

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Poster can be designed in either AI, PS or ID.

Poster Size: 8.5" x 11"

7 principles and the definitions must be shown.

Poster Title: Principles of Design

Target Audience: Graphic Design Two Students

## Principles of Design

These are the standards or rules to be observed by Artists in creating works of Art; they are how to create and organize Artwork. When elements are utilized with the principles in mind, outstanding Artwork is created.



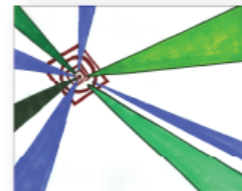
### Balance

A distribution of visual weight on either side of the vertical axis. Symmetrical balance uses the same characteristics. Asymmetrical uses different but equally weighted features.



### Contrast

The arrangement of opposite elements (light vs. dark, rough vs. smooth, small vs large, etc...) in a composition so as to create visual interest.



### Emphasis

Used to make certain parts of an Artwork stand out. It creates the center of interest or focal point. It is the place in which an Artist draws your eye to first.



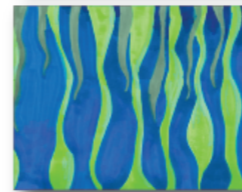
### Movement

How the eye moves through the composition; leading the attention of the viewer from one aspect of the work to another. Can create the illusion of action.



### Pattern

The repetition of specific visual elements such as a unit of shape or form. A method used to organize surfaces in a consistent regular manner.



### Rhythm

Regular repetition of, or alternation in elements to create cohesiveness and interest.



### Unity

Visually pleasing agreement among the elements in a design; It is the feeling that everything in the work of Art works together and looks like it fits.

<b>Principles of Design</b>	<b>BALANCE</b>
<b>EMPHASIS</b>	<b>RHYTHM</b>
<b>CONtrast</b>	<b>HARMONY</b>
<b>PATTERN</b>	<b>Proportion</b>
<b>Repetition Repetition Repetition</b>	<b>VARIEty</b>
<b>Movement</b>	<b>UNITY</b>

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**Unity & Variety contrast**  
Description: The use of contrasting white pillars against the orange color of the building creates variety in the overall design.  
Definition: Contrast is the use of opposite or unlike elements to emphasize differences and add interest.  
Sentence: Contrast can be used through color, texture, or differing elements.

**Balance radial**  
Description: The design is emphasized by the central circular opening and continues throughout the dome to create radial symmetry.  
Definition: Radial symmetry refers to elements arranged around a central point.  
Sentence: A radial design can be emphasized through symmetry and create a central focus of design.

**Rhythm structural**  
Description: The use of pillars throughout the hallway at equal spacing creates a visual beat to the overall design of the building.  
Definition: Structural elements can create a rhythm through repeating patterns or placement.  
Sentence: Rhythm is a dominant visual path through design creating a visual beat.

**Emphasis color**  
Description: The emphasis of the doors are created by the use of color against a neutral building.  
Definition: An emphasis of visual importance can be created through color by creating a focal point of differing tonalities of color.  
Sentence: A focal point can be created through the use of color.

**Emphasis size**  
Description: The entrance of the building is emphasized by the size comparison to the adjoining building.  
Definition: Size creates emphasis by varying levels of height or slope.  
Sentence: Larger figures are more emphasized in relation to smaller figures to create a focal point of design.

**Unity & Variety repetition**  
Description: The repetition of windows and horizontal lines creates unity on the building.  
Definition: Unity can be created through the repetition of figures or elements, creating a unifying look.  
Sentence: A space can have an underlying visual balance and feel.

**Balance axial**  
Description: The repetitive use of the color green and the placement of windows, plants, and fence structures in a similar fashion creates balance.  
Definition: Visual elements established in a space provide a perception of unity.  
Sentence: A space can have an underlying visual balance and feel.

**Rhythm repetition**  
Description: The repetitive use of the color green and the placement of windows, plants, and fence structures in a similar fashion creates balance.  
Definition: Visual elements established in a space provide a perception of unity.  
Sentence: A space can have an underlying visual balance and feel.

**Proportion**  
Description: The relationship between the window and the window creates proportion within the room.  
Definition: Proportion is the relationship between elements in a space.  
Sentence: A space can have an underlying visual balance and feel.

**Scale**  
Description: The size of the person sitting on the bench compared to the vast size of the church creates a visual scale to the eye.  
Definition: Scale is the size relationship between elements and the surrounding area.  
Sentence: Scale is referenced to human dimensions.

**Balance symmetrical**  
Description: The overall building is symmetrical, with bell towers on either side as well as the symmetrical design elements.  
Definition: Symmetrical balance refers to the equal parts on either side of an element or object.  
Sentence: Symmetry is established when elements are equidistant to a design or space.

**Emphasis color**  
Description: The entrance of the building is emphasized by the size comparison to the adjoining building.  
Definition: Size creates emphasis by varying levels of height or slope.  
Sentence: Larger figures are more emphasized in relation to smaller figures to create a focal point of design.

**Harmony**  
Description: The repetitive use of similar roofing textures, green window and door trimmings and white washed walls creates a harmonious look.  
Definition: A balance between pleasing and unifying quality.  
Sentence: Harmony is created with the combination of complementary materials, textures, or characteristics to create a visually pleasing and unifying look.

*Principles of design*

**Principles of Design**

Once you are familiar with the Elements of Art, you need to learn how the Principles of Design can make your artwork better. The Principles of Design are balance, contrast, emphasis, movement, pattern, rhythm, and unity. They help artists organize artwork so it feels more comfortable to viewers.

In this painting, the arches set up a **rhythm**. **Emphasis** is on the working woman. There is **movement** as both dark and light value paths to the focal area. **Unity** is created with warm color dominance. **Contrast** is seen in the size and value differences. The large arch in the foreground **balances** the small, busy shapes of the women.

**Movement, Emphasis, Balance, Unity**      **Rhythm, Balance, Movement, Unity, Contrast, Emphasis, Rhythm**

**Balance**  
Balance is the comfortable arrangement of things in art.

**Contrast**  
Contrast is the difference between elements in an artwork.

**Emphasis**  
Emphasis is the creation of a focal area in a work of art.

**Movement**  
Movement is how we get around in a work of art.

**Pattern**  
Pattern decorates surfaces with planned, repeated units.

**Rhythm**  
Rhythm is the repetition of shapes, lines, and forms.

**Unity**  
Unity means that all is in harmony. Variety adds interest.

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How Do I Start This?

# The Design Cycle



## **LEARN** *expand*

Gather tons of research, references, and resources on the topic or issue.



## **IDENTIFY** *focus*

Isolate the problem.  
Determine the key players.  
Find possible solutions.



## **GENERATE** *produce*

Make stuff—a lot of stuff.  
Test that stuff to see what works best.



## **IMPLEMENT** *launch*

Toss some well-made stuff out into the universe and see what happens.

# Step One - Learn & Identify

- ❖ Gather tons of research and references on the topic
- ❖ Identify solutions, isolate the problem



# Step Two - Generate Ideas

- ❖ Develop your ideas through several thumbnails
- ❖ See if one idea stands out
- ❖ Try to make that one idea fail



# Step Three - Test and Revise

- ❖ Show your ideas to others
- ❖ Get Peer feedback
- ❖ Make revisions to your design so it is stronger



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# Step Four - Deliver

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- ❖ Present your idea
- ❖ Be part of the Critique
- ❖ Learn from this project so future projects will go better





Due Date: Friday, Sept 13th