Graphic Design Two

Project One - Principles of Design Poster

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.
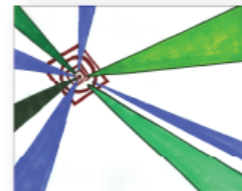
Balance

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.
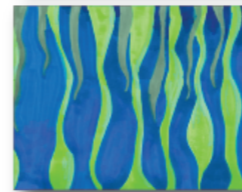
Movement

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.

Principles of Design

BALANCE
A

eMphasis

CONtrast

PATTERN

Repetition
Repetition
Repetition

Movement

RHYTHM

HARMONY

Proportion

VARIETY

UNITY

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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 on 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.

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.

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

Step Four – Deliver

- Present your idea

- Be part of the Critique

- Learn from this project so future projects will go better

Due Date: Friday, Sept 13th