

## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Visual Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Visual Hierarchy

# Principles of Design Photo Assignment Template

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template to organize and display your photos from the Principles of Design Photo Assignment. You will need to fill out the learning summary pages for each category of principles. Answer all questions by selecting and replacing the text with your response. Make your response make sense without the need for the question.

Label each photo and include a brief description of how the principle is evident in the image.

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# CATEGORY 1: UNITY AND VARIETY



**GROUPING:** The area of the washing machines and the dryers shows the unity, because it sets in a group and the color is uniform-white. The area also shows its variety side; the washing machines and the dryers are two different types, even though it goes into the same category. Overall, these laundry machines are a group.



**CONTAINMENT:** This photograph or painting is within a border. It is surrounded. Closed by containment.



**REPETITION:** These stairs are uniform and has the same size of each block and the same length throughout. It gives the essence of continual; thus, it is a repetition.



**PROXIMITY:** I am not sure the history of this statue nor the caption of it, but to me, these two structural body-statues seems to belong together. They are back to back with another, the closeness seems to be revealing their relation.



**ALIGNMENT:** My ceiling is like unto a graph-paper I use for Math class. Same length, size, and area of the square (or rectangle) shape. It's like if I were to look at and/or use any alignment tools.



**LOST & FOUND:** Not a very good picture that I have taken few days prior to my attendance at BYU (it was during the Welcoming Activity with my I-Group). I wanted to take a picture of the whole view of the signs that says "Be part of the Legacy." As anyone can tell, a bit of the sign is covered by the group's banner or the number 7. We all can tell that the sign spells "Legacy." Therefore, this is considered as the Lost and Found category.

# UNITY & VARIETY

Unity & Variety: Example 01



NOTES: This flowers showcase is an example of unity (group of flowers) and variety (such colors combination). It is also within Containment (the vase which holds the design of flowers-combination); thus, it is Grouping.

Unity & Variety: Example 02



NOTES: Taylor Swift in her Love Story music video shows the unity of color. Her beautiful princess gown collaborate or uniformed with the background/surroundings; which, I can consider as Proximity. It seems that her gown belongs with the building structure and design (styles included).

### Unity & Variety: Example 03



NOTES: These dolphins in the ocean describes the Grouping category of unity and variety. They are in a pack, a group. The color of the ocean itself shows unity (clear blue of ocean color), and in a way shows variety (variety of life).

## CATEGORY 1: UNITY AND VARIETY

### LEARNING SUMMARY:

Unity creates the feeling of wholeness or completeness.

1. Grouping: How many different ways can you group things? *There are infinite or numerous ways to group.* When and why do some groups feel more unified than others? *There are also variation grouping and not only organized and uniformed grouping.*
2. Containment: To contain something implies creating boundaries between that thing and other things. Can you find examples of physical containment? *Our inner layers (body parts) are covered by our outer layers.* What about implied containment? What is the least amount of information needed to create a sense of containment, (or to make something feel contained)? *Bordered, gated, etc.*
3. Repetition: How can repetition create a sense of unity? *The organize and the unison of pattern.* Can you find examples of the principle of repetition that exhibits variety? *Organic patterns, patterns using various colors but yet it repeats, etc.*
4. Proximity: What does the proximity of objects accomplish within a composition or photo in relation to the concepts of unity and variety? *Our eyes precieve or our perception, assuming objects go together when they are near to each other or side by side.*
5. Alignment: How many different ways can you align something in a composition? *Vertically, horizontally, and diagonally.* If you were to relate the principle of alignment to the way you align text in microsoft word, what examples of alignment can you see in your area? *Mostly, horizontally; if it's through the aerial perspective, than it can be horizontally, vertically, and diagonally.*
6. Lost & Found: When lines in a drawing define only some edges of an object while others lines are left out so that the imagination might complete them creating the connection or defining the object, how can this contribute to an overall composition? *It creates the completeness yet without needing to complete it.* Another way to describe this is to say that parts of the object are physically defined, while other parts of the object are merely implied... the object therefore is found and then lost... What other examples like this can you find in nature or in your town/city? *Beyond the forest, etc.* Are images with this principle more or less interesting? *It'll be more interesting Why? It gives the viewer a sence of imagining and visualizing.*



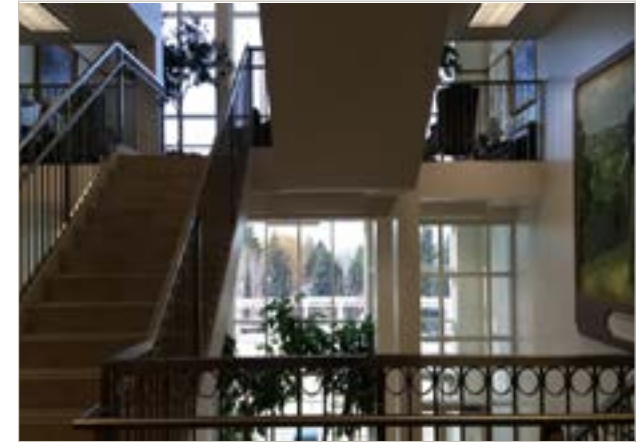
# CATEGORY 2: DEPTH



**LINEAR PERSPECTIVE:** The way I intended to take this picture is to expose the lines within the structure of the building. With everything added on, yet the area of the building displays the linear, and where I was standing I can visualize where the lines are coming/going through (the vanishing point). Like the linear perspective art that starts off with a point in the middle and from there on, the point with the straight lines, gives off the image of zooming out or zooming in .



**ATMOSPHERIC PERSPECTIVE:** With the sun so bright, anyone can tell that this picture was taken during the day. A clear day, perhaps. It seems as it was a warmer day than the usual.



**OVERLAPPING:** The structure of the style of the Hyrum building (one of the BYU-I buildings) is overlying. When anyone comes to a certain point or standing position, they will not see passed certain area or foundation of the building.



**SIZE VARIATION:** This picture gives off the illusion of same size students, even though the 2 people (the guy in the front and the lady in the back of him) are in different standing positions or spots. That is due to where I was standing or the position I was at when taking this picture.



**DEFINITION:** This picture than most of the other pictures I have taken while I was walking gives a more definition or more clear result than the other scenes I have captured.



**LOCATION:** The angle of the picture isn't making it easy to tell whether or not these 2 snowmen are in the same or linear spot, but it is. The snowmen do lined up, the only difference is the fact that one is larger than the other one.

# DEPTH

Depth: Example 01



NOTES: This modern and detailed structure depicts the Linear Perspective, due to the visualization of the vanishing point; and also the Location, due to the 2 people (about the same height) walking side by side away from the vanishing point.

Depth: Example 02



NOTES: This image or photograph reveals its Atmospheric Perspective. It is a clear afternoon picture, we clearly can still call it day. It is also a Linear Perspective, we can see the horizon and the vanishing point. The image's definition is pretty clear.

### Depth: Example 03



NOTES: The Golden Gate Bridge of San Francisco display the Linear Perspective, the cars are travelling from and towards the vanishing point. This photograph shows how it isn't too clear of a day nor sunny, rather it is a little bit foggy; so it shows its Atmospheric Perspective and its Definition and/or quality. I can tell the Size Variation of the cars and the people walking by the sidewalk, their Location vary, as well.



## CATEGORY 2: DEPTH

### LEARNING SUMMARY:

Depth brings about the intensity.

1. Linear Perspective: (look this up online) How many different types of linear perspective can you find? [Texture Gradient](#), [Shadow](#), [Aerial Perspective](#), [Impossible Figure](#), [Figure -Ground Perception](#), and [Spatial Summation](#). What does Linear perspective accomplish within a composition? [Related to relative size and texture gradient](#).
2. Atmospheric Perspective: (also referred to as aerial perspective, look this up online) The name implies that depth is achieved in some way related to the atmosphere itself. How does this work? What happens to colors as they get farther away from you? What happens to the value (lightness or darkness) of objects as they get farther away? [The scattered wavelengths of light; and since some lights do not travel straight, the further or distant scenery are not too focused or a lower definition or value](#). Tip: look at landscapes or very large expanses. If you live in a city like New York City and are shooting photos on Broadway, you may not be able to see this principle in action. Look for mountains in the distance to really get a sense of this principle...
3. Overlapping: How does overlapping objects within a composition effect it? [The clarity of the given or certain objects](#). What benefit is there to overlapping shapes. [To give the shadows perspective and to intensify the visual](#). Can you find anywhere in your town that didn't exhibit overlapping? [Not really](#).
4. Size Variation: What does size variation have to do with the concept of Depth? [To give the illusion \(our eyes may perceive\)](#). Does the size of something within the frame effect its perceived location? [Yes, it may](#).
5. Definition: Did you notice anything interesting about the edges of objects that were closer to you or farther away? What happens to the edges of objects as they move closer or farther... etc? do objects always appear crisp and in focus, hold your finger up in front of you. Focus on your finger, without taking your focus off your finger, notice the quality of the edges of the objects behind your finger... etc... [The closer the object/s, a better definition or it's more clear than the distant object/s](#).
6. Location: How does the position of an object within the frame effect its perceived distance from the viewer? In other words, when you see objects lower in the frame do they tend to feel closer or further away? What about objects that are higher in the frame? Etc... Stand outside and try this out. Point your finger up at the sky, as you drop your hand are the objects you point to getting closer to you generally or farther away? how can we use this principle in our

own work? [The smaller object/s would seem/s further away due to the natural preception.](#)

## CATEGORY 3: VISUAL PACE



**PATTERN:** The bike parking steels display an organized pattern. The shapes differ a bit, some are curved and the other half of the account are squares, but it is organized.



**MOVEMENT:** The movement of this picture is the way or where the students and staff are going towards. I can tell they are trying to exist the building. I have taken this picture after the Devotional (Tuesday) is over with for the day.



**VISUAL PACE/RHYTHM:** The stairs is neat and organized. It has to be all the same length, width, and heights in order for it to function as a stairs, it is design to make a path or way for anyone to get to different levels of the building.



**PATTERN:** The January 2015 Calendar for the Cafeteria is organized. It is bordered and the area of the squares (for the notes and the dates) matched. The squares repeat throughout.



**MOVEMENT:** The circle carpet right in front of my boot, has an arrow and a caption that says, "You are Here." The way my boot is going and the fact that there is an arrow symbol, appears to have shown some action; thus the movement.



**VISUAL PACE/RHYTHM:** The rhythm of this picture is that it is a group of steel-like products with the collaboration of similar black color aside from the texture of green in the backgroup. It is all are kitchen tools or kitchen related.

## VISUAL PACE

Visual Pace: Example 01



NOTES: It is a pattern of different kinds of flowers, even though it isn't so much of a repetition style. This painting is more into the organic pattern.

Visual Pace: Example 02



NOTES: It is the same lady dancing, a contemporary dance and/or even a ballet dance. The photographer is capturing couple movements at once, how beautifully she dances. This shows that the photographer is the director who wants to capture the action, and the ballerina is like unto the actress who was told to act or to do the action.



### Visual Pace: Example 03



NOTES: It clearly shows pattern of some kind of floral shapes with the triangles on top of it, a repetition pattern. This art form is an organized pattern.



## CATEGORY 3: VISUAL PACE

### LEARNING SUMMARY:

The visual pace is to mesmerise the movements; it's for the attraction and attention, as well as to show the action.

1. Pattern: What types of patterns can you find? There are organic and organized patterns. What are the differences between these patterns? Organic patterns are more abstract than the organized patterns, which are more coordinate persay. If you compared these visual patterns to music, what types of music would they represent? Organic patterns are like modern music, as of the organized patterns are olden days classical music. Can you use the music metaphor to locate other patterns? The rhythmic sounds of the music for the visual pace/ rhythm category.

2. Movement: Looking at your photos, which have the strongest sense of movement? People walking. Why? Because it shows the action, which it takes my attention towards where they are going. Which pieces tend to make your eyes move around the frame more than others? The group of students walking out of a building. Why? Because I see their movement, as in walking out and since it's a bunch of them, where they are going attract my attention. What ways can you increase the visual movement within a piece. With some kind of signs or moving implications. How can this principle help when we are creating designed pieces? Attraction is put out.

3. Visual Pace / Rhythm: What do the above mentioned principles have in common (Visual Pace and Rhythm)? Organized and creates some kind of pattern/s. What creates rythmn in the images you captured? The patterns especially. What elements seem to help create a stronger sense of rythmn than others? The visual pace or rhythm. If you were to describe every image you took in musical terms, what kind of music would the images represent and how does pattern and movement contribute to the sense of rhythm? Any fluent or easy flowing or harmonizing musical (instruments). The pattern and movements creates the attraction, the flow, and the organization. Think of fence posts along a highway vs. the horizontal blinds in a window, what about rocks along a nature trail or other elements that create a sense of rhythm.

# CATEGORY 4: BALANCE



**VISUAL WEIGHT:** On the left is an SUV vehicle and on the right is a van. Since the van is bigger, it looks heavier. I don't know for sure if I am right about the weight difference, the two vehicles might even be about the same scale of weight.



**VISUAL GRAVITY:** Funny part is that this is within my dorm. This does not look like a regular living room. My roommates put up the couches together for a relaxation purpose or for hanging out, and not so much for the guests. The way the couches are is not how it supposed to be.



**SYMMETRICAL BALANCE:** The Taylor building of BYU-I (front side) display a symmetrical balance. The right side is the same size as of the left side of the building.



**ASSYMMETRICAL BALANCE:** Another picture of the Taylor building. Although the building is symmetrical, I took this off the side of the building. It is not looking the same.



**ASSYMMETRICAL BALANCE:** If I was standing at the front of the arena or the middle of it all, the podium, I might have a symmetrical result of picture; but, I was standing from the side of this outdoor arena-like structure. The position where I'm standing matters in depicting certain balance/s.

OR

**PRINCIPLE NAME:** categorized as the Symmetrical Balance of the Balance Principle



**ASSYMMETRICAL BALANCE:** This is an image of the Taylor, it is also not taken in the front of the building. Rather, it is taken slightly off from the right side.

OR

**PRINCIPLE NAME:** categorized as the Symmetrical Balance of the Balance Principle

# BALANCE

Balance: Example 01



NOTES: The food on the right side seems heavier than of the less because of how full it looks, but I'm sure the meat (on the left side), one of the cut of meats, is a more heavy organic than of a single pea. Thus, it is a Visual Weight category of Balance.

Balance: Example 02



NOTES: This room and its decoration and color theme seems to match very well, thus, the Visual Gravity is balanced.

### Balance: Example 03



NOTES: The reflection of the ship out in the ocean is a Symmetrical Balance with the original ship and the surroundings. The reflection of course mirrored its object, as if it were being copied.



## CATEGORY 4: BALANCE

### LEARNING SUMMARY:

Balance is to keep a consistent visual space and pattern.

1. Visual Weight: What effects the visual weight of something in the frame?

The size of one object automatically makes it seem heavier, even though the mass isn't too different with the compared object. Which elements feel heavier or lighter than others? The bigger and fuller size seems more heavier. Why? Because that is just how most of our eyes perceive it as. Are darker objects heavier or lighter? Personally, I feel as if darker objects are heavier than those with lighter or brighter colors, but it really depends on the actual mass of the individual objects. What about larger or smaller objects? Larger seems heavier, that is just how my eyes perceive it as, because my eyes do not automatically calculate the mass.

2. Visual Gravity: How does the principle of gravity effect things in the frame?

It can perfect the balance as in it gets the negative spaces right between the objects.

How does this relate to visual weight and why should we pay attention to the principle of gravity when we are composing a piece? The composition or the design work (trying to perfect the visual) of both the visual weight and visual gravity is relating. You will need to look at your images after you have taken them for this to work.

3. Symmetrical Balance: Are there different extremes of symmetry? Symmetry is close to the exact similarities to the other visual objects; and there is also the opposite of symmetrical, which is the asymmetrical.

What does symmetry do for us? To notice the balance and/or pattern.

4. Asymmetrical Balance: How do you achieve balance asymmetrical? Balance does not mean it has to be symmetrical. If you were to go to a playground and play with a teeter totter, how would an adult and a child be able to use the teeter totter properly? The teeter totter has to be set balanced, have it placed in the middle of the platform steel that holds it up. Where would the adult have to sit in order to allow the child's feet to touch the ground? The adults have to move up a bit, if s/he move back then the child would rise higher. How might this help you understand the principle of Asymmetrical balance better? Balance does not always have to be symmetrical, sometimes it needs to be asymmetrical to help with the balance of the visual or design.

Why would we want to compose a piece of design asymmetrical? It does not have to be the exact same balance between objects for it to be a piece, a design.

# CATEGORY 5: SCALE & PROPORTION



SCALE: I took a picture of my dorm's bathroom to show the size of the bathroom that us ladies have to share, it isn't bad.



PROPORTION: Out the door of the dorm, I can see one large snowman and the other one is a mini version. I relate the two snowmen, and can really tell the difference.



SCALE: From afar, buildings can look mini and cute size; but from up close and from the bottom (ground level), it can look pretty massive.



PROPORTION: Some of the ladies at the Lounge are pretty tall, but each of them have different sizes of height, and it makes them unique.



SCALE: I bought a bigger size of toilet paper, just because I find it pretty convenient.



PROPORTION: The guys are bigger comparing to the ladies, but the lady wearing the red shirt that day is pretty tall when compared to me, especially.

# SCALE & PROPORTION

Scale & Proportion: Example 01



NOTES: The Proportion of the two: clearly the dog is bigger.

Scale & Proportion: Example 02



NOTES: Kittens in general are small and cute. Their Sizes may vary, but they are the cutest little thing.

### Scale & Proportion: Example 03



NOTES: No matter their sizes, pets are cute.



## CATEGORY 5: SCALE & PROPORTION

### LEARNING SUMMARY:

Scale and proportion indicates the visual relative sizes (and weight) of a graphical element.

1. What photos seem to exhibit a better sense of scale? The photograph that shows the proportion of two or more things; the snowman picture. How does this effect the overall visual interest of the image? The bigger size snowman is more noticeable than of the small one. Does Scale seem to relate to any other category of principles? The Emphasis, Balance, and Depth principles. Why do you think it has its own category then? It focuses more within the size and relating the sizes.

2. What is so important about the scale relationships of elements within a frame to the overall frame itself? Size is recognizable and noticeable to the eyes of the viewers, yet proportion can also reference the relatable and not only the difference. Why does this matter? The attention of the viewers and the difference that would be notified. What images within your set of photos are most visually interesting? The Spori Building; From afar, buildings can look mini and cute size; but from up close and from the bottom (ground level), it can look pretty massive. How would you describe the principle of scale exhibited by these images? Principle of Scale and Proportion can bring about the emphasis of the given objects and viewers can easily differentiate or compare. In Graphic Design, there is a rule known as the "Rule of Thirds"; what do you think the principle of proportion has to do with the "Rule of Thirds"? I believe the Rule of Thirds is like unto a grid or of 3 lines vertically and horizontally grids. Proportion is the comparison of the size of objects, and with the Rule of Thirds, enable the viewers to analyze.

## CATEGORY 6: EMPHASIS



**FOCAL POINT:** I was trying to just take a picture of the Temple. The central point of this is the LDS Rexburg, ID Temple.



**CONTRAST:** This free chocolate flavor circle doughnut is a different shape than the long and oval doughnut that I thought it was the Eclipse at first/the first glance.



**ISOLATION:** The guy over to the left seems like he's lonely, or rather he seems to have been wondering off from the group.



**VISUAL HIERARCHY:** That is Bishop Hall of the Rexburg 1st Stake YSA 38th Ward of BYU-I during Sacrament.



**FOCAL POINT:** The photograph emphasis the guy with the suit. The focus point is the guy.

OR

**PRINCIPLE NAME:** Emphasis is to control what the viewers looking at or what they are focusing into.



**CONTRAST:** The shapes vary; some are squares and some are rectangles.

OR

**PRINCIPLE NAME:** Emphasis is to control what the viewers looking at or what they are focusing into.

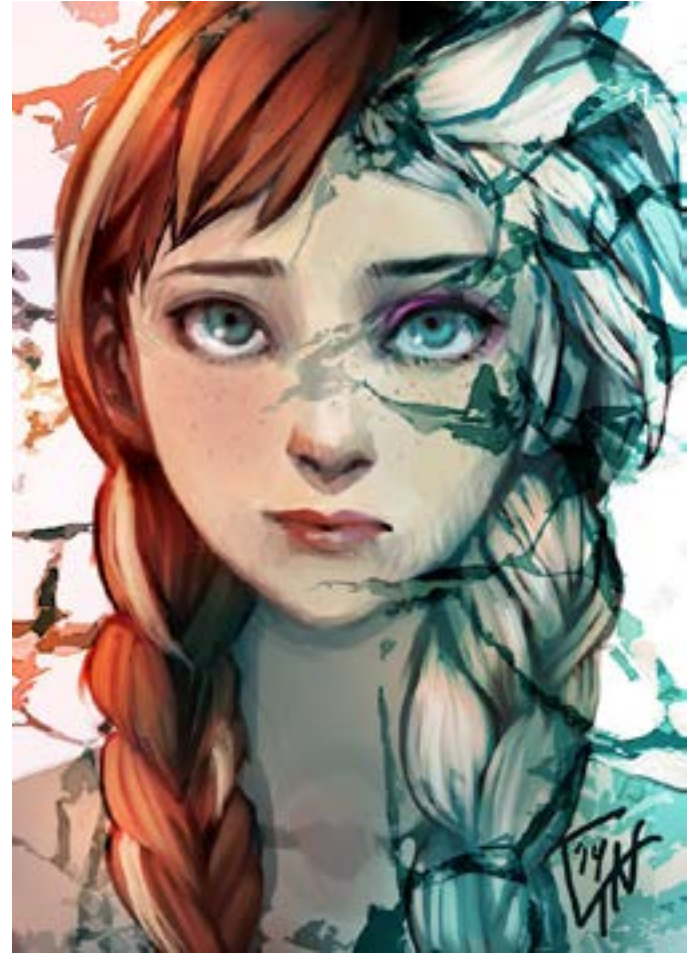
# EMPHASIS

Emphasis: Example 01



NOTES: The Focal Point is the balloons, not the young lady.

Emphasis: Example 02



NOTES: The collage painting of the 2 sisters-characters of Frozen display the physical Contrast of the two princesses.

### Emphasis: Example 03



NOTES: She is the only one up there within the picture frame. She isolated herself; thus, this is Isolation Emphasis.



## CATEGORY 6: EMPHASIS

### LEARNING SUMMARY:

Emphasis Principle is to control what the viewers looking at or what they put their focus upon; to give importance or attention towards the particular object.

1. Focal Point: What is a focal point? It is the central point. If you had to define “focal point” what would your definition be? The idea overall or the focus point. Does focal point relate to contrast? Focal point and contrast can be both within the visual, the conceptual, and/or the shapes of the object. Why is a focal point important in a composition? To bring forth the attention and the point of the visual example/s that is/are given to the viewers.

2. Contrast: How many different ways can you create contrast (hint: there are more than 6)? Variation of colors, the shading (light/dark), the shapes (organic/rigid or rough), the conceptual, the visual, and the sizes. Why do you think contrast is important in Graphic Design? To tell the difference. What happens when we don't have good contrast within a composition or one of your photos? The composition would be dull.

3. Isolation: Is there more than one way to isolate something? Being alone or separating one self from the group, the mood and colors of isolation, the background and/or surrounding-feel towards or of isolation, and etc. Think of ways you have felt isolated... can you apply this to visual elements of a visual composition? There are times when I realized that I am the only Asian one when I'm hanging out with few friends who are of a different race, but I didn't feel that way so much until I was notified or was being told so. I noticed that physical (shapes and colors) contrast is most noticeable and the fact that isolation can relate to contrast. Why would you want to “isolate” something? For contrast and to notify certain balance, sometimes, too.

4. Visual Hierarchy: What is Hierarchy? The order of importance. Why is it important? To have the order of things and/or organization. What are ways to create Hierarchy? Grouping, titling or captioning, put to order or organizing, scaling, isolating, differentiate in certain ways, and etc. Why do you think this principle is important to Graphic Design? To bring about some organization and to manage differences. How do you make some objects more important than others in an image? Can be by isolating the object, giving the object a different or bigger size, the manner ways of putting the object, give symbol for the object or take the rest of the symbols off the other ones to subject the higher level of class within that object, emphasized the object or bring about the focus point on the object, and etc.