

Activity 1

Facilitator Instructions:

Say: Let's do a quick activity to explore design principles.

| ACTIVITY BRIEF | | |
|--|---|---|
| <p>Activity Topic: Design principles</p> <p>Activity Objective: To understand the fundamental design principles.</p> <p>Total Duration: 10 mins</p> <p>Pre-requisites: Lecture Notes</p> <p>Authored by: Ekta Rohilla</p> | | |
| DURATION | FACILITATOR INSTRUCTIONS | PARTICIPANT INSTRUCTIONS |
| 10 mins | <p>Divide participants into small groups.</p> <p>Assign each group one design principle (e.g., Hierarchy, Balance, Emphasis, etc.).</p> <p>Instruct each group to discuss and come up with real-world examples that demonstrate their assigned design principle.</p> <p>Encourage groups to consider both digital and print examples.</p> | <p>Listen to the facilitator's recap of the design principles.</p> <p>Engage in group discussions to identify real-world examples related to the assigned design principle.</p> <p>Be ready to present your findings to the larger group.</p> |

Activity 2

Facilitator Instructions:

Say: Let's do a quick activity to explore color theory.

| ACTIVITY BRIEF | | |
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| <p>Activity Topic: Color Theory</p> <p>Activity Objective: To apply knowledge of color theory and understand the differences between RGB and CMYK color modes.</p> <p>Total Duration: 10 mins</p> <p>Pre-requisites: Lecture Notes</p> <p>Authored by: Ekta Rohilla</p> | | |
| DURATION | FACILITATOR INSTRUCTIONS | PARTICIPANT INSTRUCTIONS |
| 10 mins | <p>Provide a brief overview of the importance of color in design.</p> <p>Distribute color swatches or color wheels to each participant.</p> <p>Instruct participants to create a small design using either RGB or CMYK color schemes, considering the emotional and visual impact of their color choices.</p> <p>Allocate time for design creation to share their design choices.</p> | <p>Pay attention to the facilitator's color theory overview.</p> <p>Use the provided color swatches or wheels to create a small design.</p> <p>Consider the emotional and visual impact of your color choices.</p> <p>Be prepared to share your design and explain your color scheme to the group.</p> |