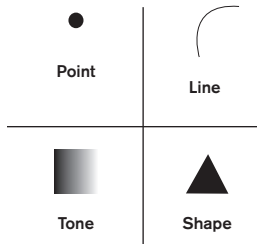


Intro to Graphic Design

Design Elements



Design Principles

1. Pattern
2. Movement
3. Balance
4. White Space
5. Variety
6. Weight
7. Rhythm
8. Closure
9. Contrast
10. Emphasis
11. Space
12. Proportion
13. Tension
14. Hierarchy
15. Repetition
16. Unity

Assignment 1 Design Principles

Overview

This assignment will introduce you to the basic design elements and principles. Understanding these concepts will help you to develop a vocabulary and allow you to create engaging works and also to utilize design vernacular to describe what you see.

You will create 16 compositions in total. Your compositions must be 5 inch squares. The final versions must be mounted on 1/4" white foam core. No two should be alike. Point and Line will be collages + drawings made on paper and Tone and Shape will be made on the computer and printed out. If your composition does not successfully illustrate the design principle in question, or your workmanship is less than excellent, you will be required to re-work your idea. Please nothing literal, engage by thinking abstractly + don't make pictures.

These compositions will be graded as pass/fail for this assignment only. We will check in each week with your progress in class and this assignment's completion will account for 20% of your grade.

Task

To create 16 compositions total that demonstrate your understanding of the design principles

- Point (4)
- Line (4)
- Tone (4)
- Shape (4)

Timeline

Week 2

- Point (Collage)

Pattern, Movement, Balance, White Space

- Line (Drawing)

Variety, Rhythm, Weight, Closure

Week 3

- Tone (Computer)

Contrast, Emphasis, Space, Proportion

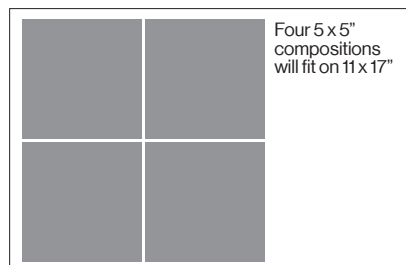
- Shape (Computer)

Tension, Hierarchy, Repetition, Unity

This assignment is due Week 5

Print and mount on 1/4" white foam core, your name on back

(Tuesday, February 22nd)



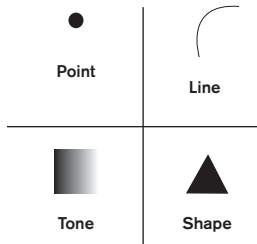
cut + mount
individually for
marking

include your
marking sheet
with your name



Intro to Graphic Design

Design Elements



Design Principles

1. Pattern
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Week 2 – Point (Collage)

A point is an element that has position, but no extension. It is a single mark in space with a precise, but limited, location. Alone it can provide a powerful relation between negative and positive space, but when grouped with other points the Gestalt grouping principal of closure tends to kick in and the brain compulsively connects the points together.

Using a compass, a coin, or circle stickers cut out your points as approximately 1/2–1/4" circles with no less than 3 circles and no more than 10 circles. All points must be colored in black.

- Pattern
- Movement
- Balance
- White Space

Week 2 – Line (Drawing)

Line or form is a natural result of multiple points in space. A line is an element that is characterized by length and direction. Lines create contours and form, and are often used to convey a specific kind of feeling or point to an important feature in a design. Lines are also used to create perspective, and dominant directional lines are often adopted to create a sense of continuance in a composition. **Draw your lines using a few different materials (marker, ink, pen) and try at minimum 1pt stroke weight and at maximum 3pt stroke weight. All lines must be 100% black, no pencil.**

- Variety
- Rhythm
- Weight
- Closure

Week 3 – Tone (Computer)

Tone is simply the lightness or darkness of an object. Sometimes referred to as value, tone is one of the most powerful design elements. In any painting, photograph or design, the area of highest contrast between light and dark will always demand maximum attention. The eye is naturally drawn to the area of highest tonal contrast. **Use only squares or rectangles, and do not distort (skew) them. You may use black and white gradients and greyscale, but no stroke.**

- Contrast
- Emphasis
- Space
- Proportion

Week 3 – Shape (Computer)

The simplest definition of shape is a closed contour, an element defined by its perimeter. The three basic shapes are: circle, rectangle (square) and triangle. Form is the shape and structure of a dimensional element within a given composition. The terms form and shape are often used synonymously which is why they are both included here. In reality, form is derived from the combination of point, line and shape. **Use only squares, circles or equilateral triangles. All shapes must be 100% black, no stroke.**

- Tension
- Hierarchy
- Repetition
- Unity

Adapted assignment from Philip Dibello's Intro to Design at SVA with adapted descriptions from Design in Theory and Practice by Joshua David McClurg-Genevise, which Philip adapted from This has been adapted from an assignments given by Jim Downer at Monroe Community College and Julien Bittner at Yale University.

Intro to Graphic Design

Assignment 1 Self Assessment

Student Name _____

Please print this sheet out & hand in
with your work each week in order to
track your assignment process


20%

Week	Design Element	Design Principles	Completed	Comprehension
2	Point Draw your points as approximately 1/4" circles with no less than 3 circles and no more than 9 circles. All points must be colored in black, no stroke.	1. Pattern 2. Movement 3. Balance 4. White Space	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
3	Line Draw your lines using a few different materials (marker, ink, pen) and try at minimum 1pt stroke weight and at maximum 3pt stroke weight. All lines must be 100% black, no pencil.	5. Variety 6. Weight 7. Rhythm 8. Closure	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
4	Tone Use only squares or rectangles, do not distort (skew) them. You may use black and white gradients and greyscale, but no stroke.	9. Contrast 10. Emphasis 11. Space 12. Proportion	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
5	Shape Use only squares, circles or equilateral triangles. All shapes must be 100% black, no stroke.	13. Tension 14. Hierarchy 15. Repetition 16. Unity	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

Reflection write out your response

What went well with this assignment?

What did not go well?

What would you do differently if you could do this assignment over again?

Where did your ideas come from? How did they evolve?