Intro to
Graphic Design

Design Elements
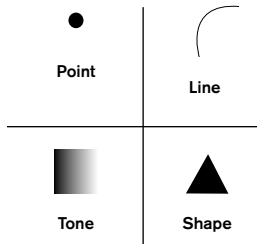
Point	Line
Tone	Shape

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 ¼" 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

Week 3 – Line (Drawing)
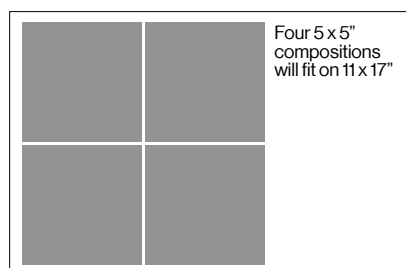**Variety, Rhythm, Weight, Closure**

Week 4 – Tone (Computer)
Contrast, Emphasis, Space, Proportion

Week 5 – Shape (Computer)
Tension, Hierarchy, Repetition, Unity

This assignment is due Week 8
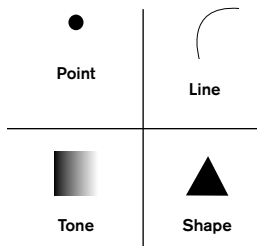(Wednesday, October 13th or Thursday, October 14th)

Four 5 x 5"
compositions
will fit on 11 x 17"

cut + mount
individually for
marking

include your
marking sheet
with your name

Fall 2021

Intro to
Graphic Design

AAD Lehigh University
Graphic Design

Robin Cameron
roc621@lehigh.edu

DES 53 – Section 60
Mon + Wed
8:25am – 11:05

DES 53 – Section 61
Tues + Thurs
11:15am – 1:55pm

Design Elements

Point

Line

Tone

Shape

Design Principles

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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 ½—¼" 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 3 — 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 4 — 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 5 — 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

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Intro to
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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

_____

Week	Design Element	Design Principles		Completed	Comprehension
2	**Point** Draw your points as approximately ¼" circles with no less than 3 circles and no more than 9 circles. All points must be colored in black, no stroke.	**1.** **2.** **3.** **4.**	**Pattern** **Movement** **Balance** **White Space**	○ ○ ○ ○	○ ○ ○ ○
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.** **6.** **7.** **8.**	**Variety** **Weight** **Rhythm** **Closure**	○ ○ ○ ○	○ ○ ○ ○
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.** **10.** **11.** **12.**	**Contrast** **Emphasis** **Space** **Proportion**	○ ○ ○ ○	○ ○ ○ ○
5	**Shape** Use only squares, circles or equilateral triangles. All shapes must be 100% black, no stroke.	**13.** **14.** **15.** **16.**	**Tension** **Hierarchy** **Repetition** **Unity**	○ ○ ○ ○	○ ○ ○ ○