

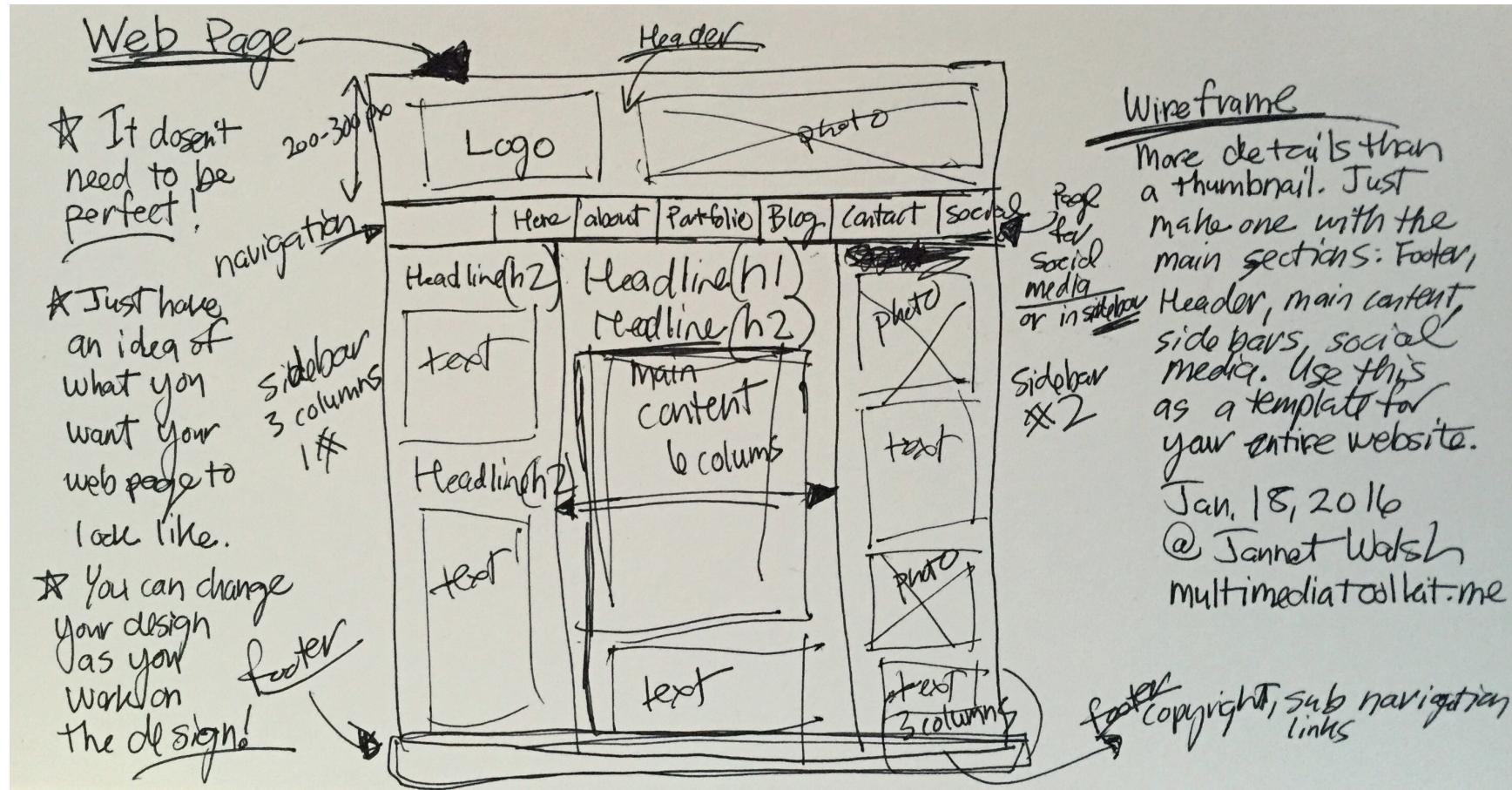


# **Fundamental notions of concept and color**

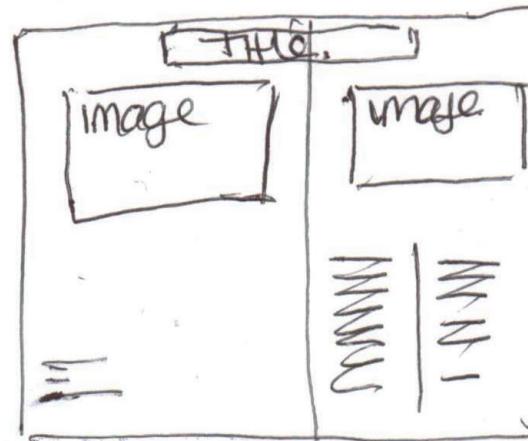
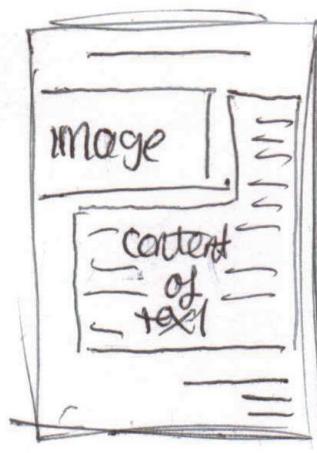
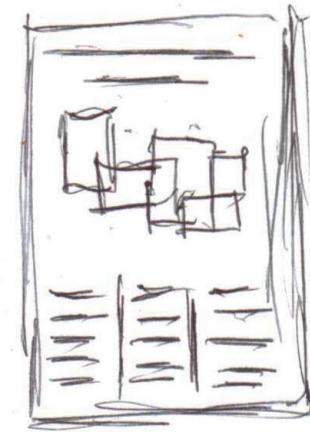
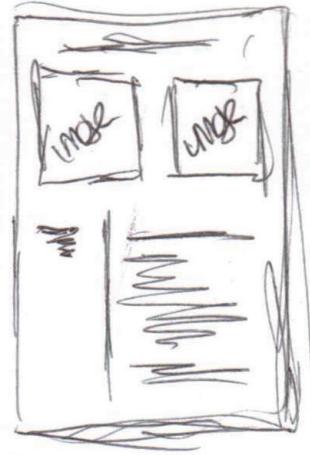
**(420-NCC-ID)**

**Class 05**

# Design principles: importance of sketching



# Design principles : importance of sketching



# Design principles : mood-board

**IMPACT**  
*Georgia*



MOODBOARDS

## Design principles : focal point

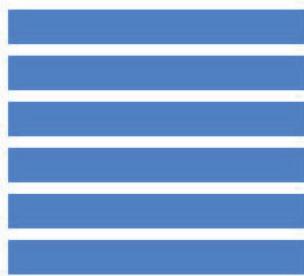


## Design principles : focal point

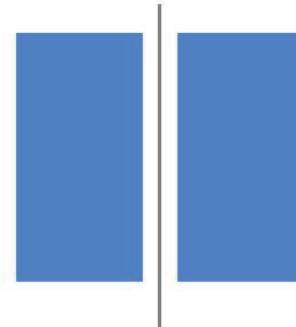


## Principles of design

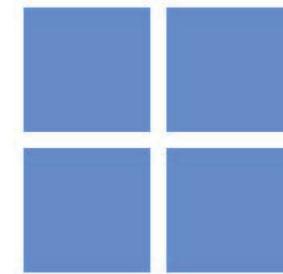
rhythm



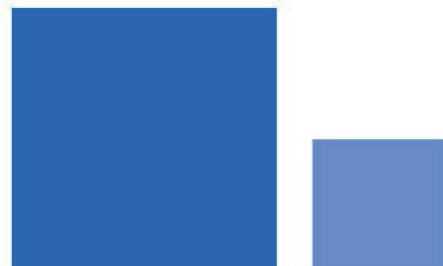
balance



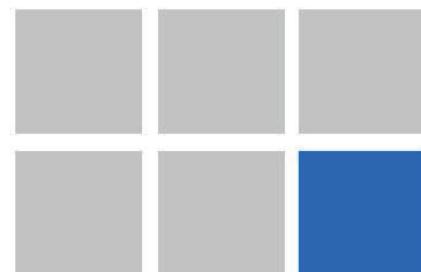
unity



# THE PRINCIPLES OF DESIGN



proportion

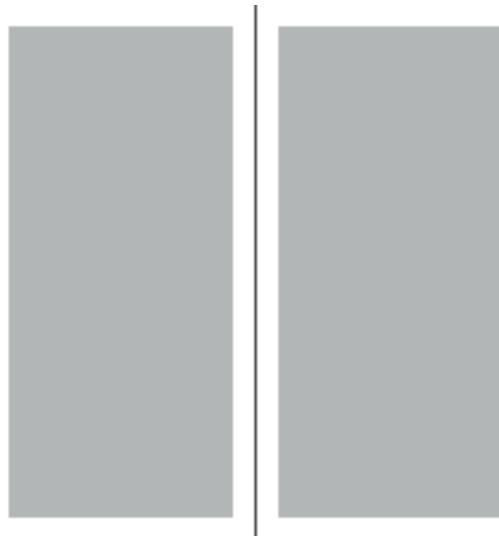


contrast



dominance

# Principles of design : balance



Symmetrical balance



Asymmetrical balance

# Principles of design : elements of balance



2013 MARTIN BIRKS

Tone

Color

Size

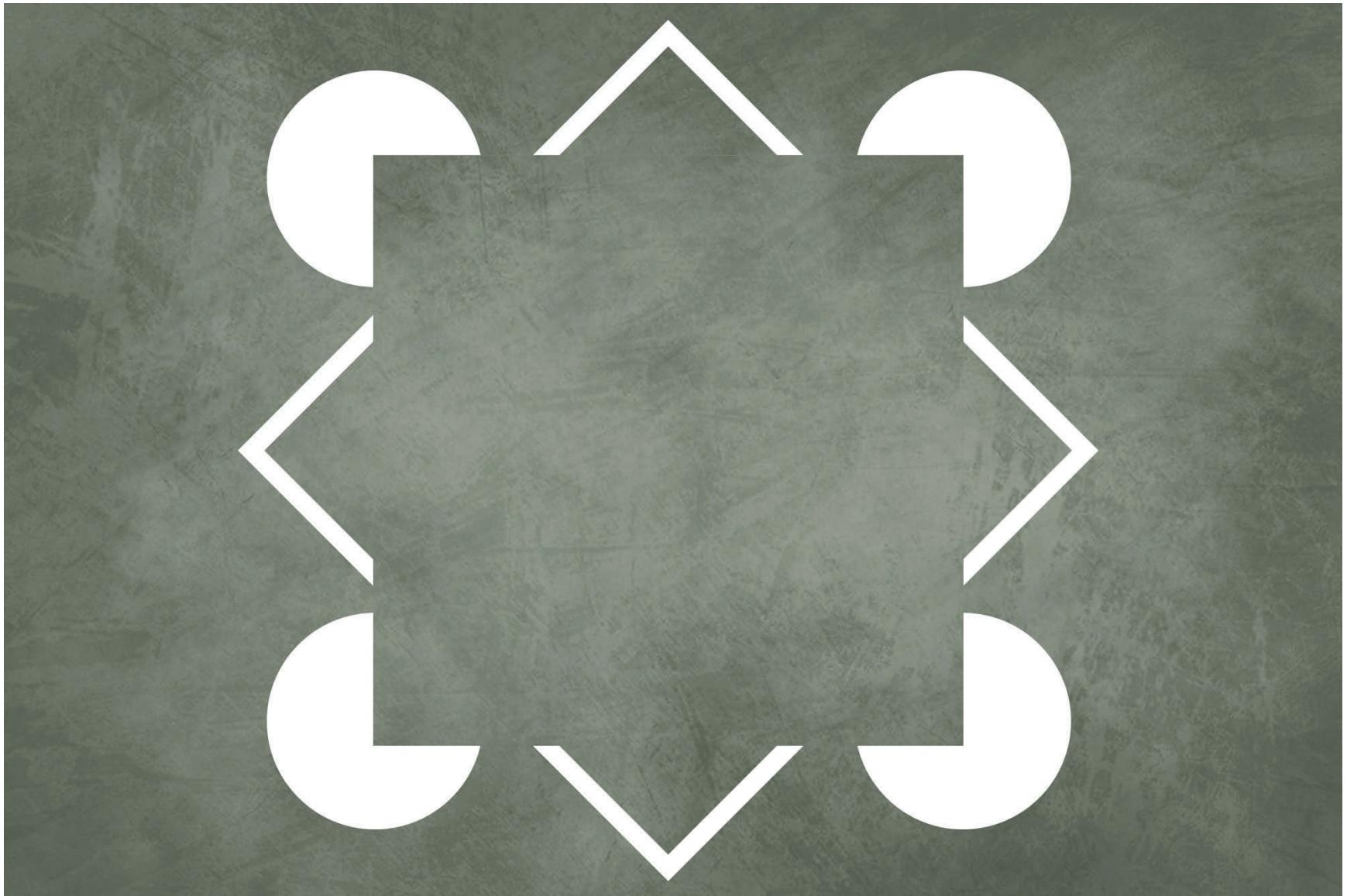
Texture

Abstract

# Principles of design : balance



## Balance : formal symmetry



## Balance: approximate symmetry



## Balance : radial symmetry



## Balance : asymmetry



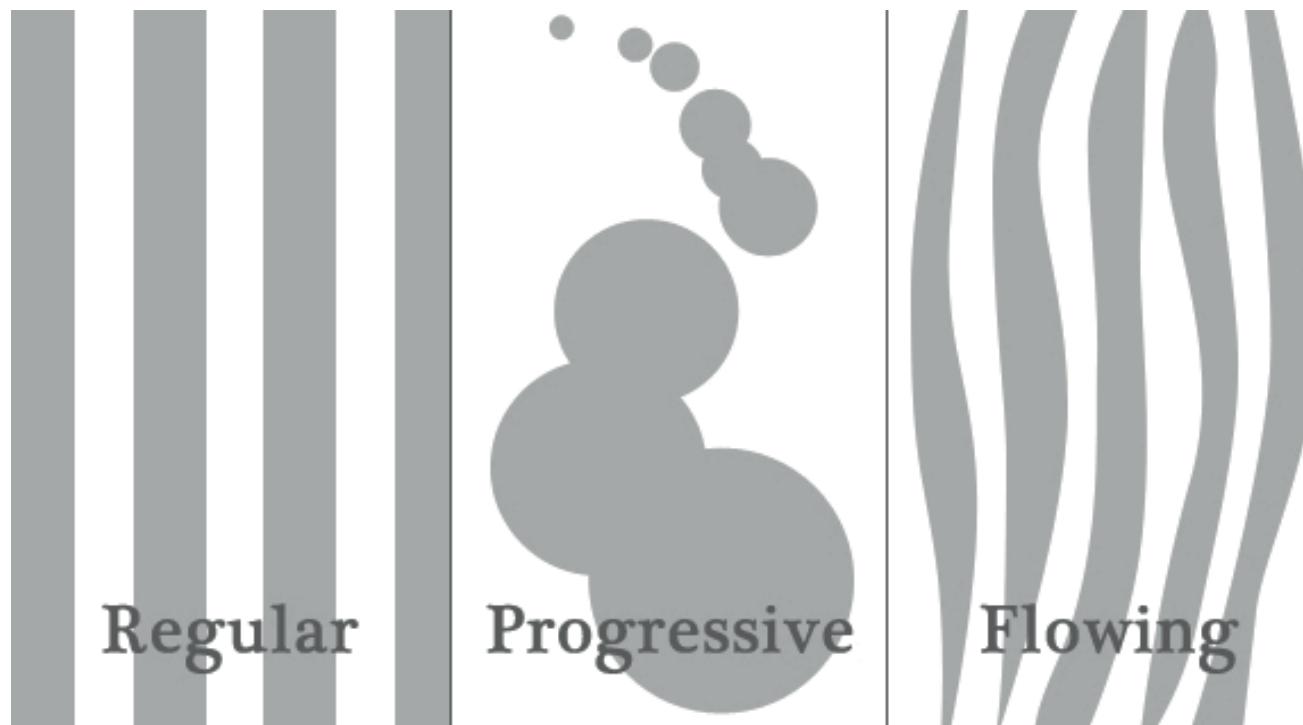
# Principles of design : rhythm and flow



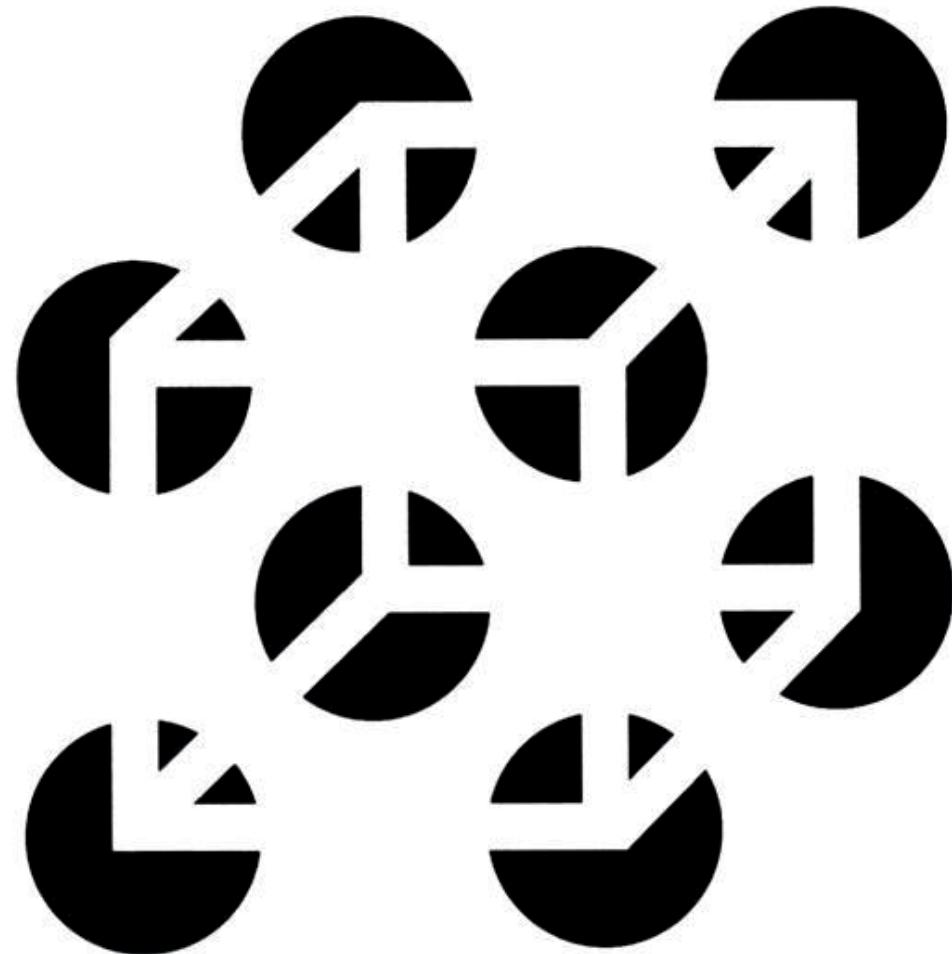
# Principles of design : rhythm and flow



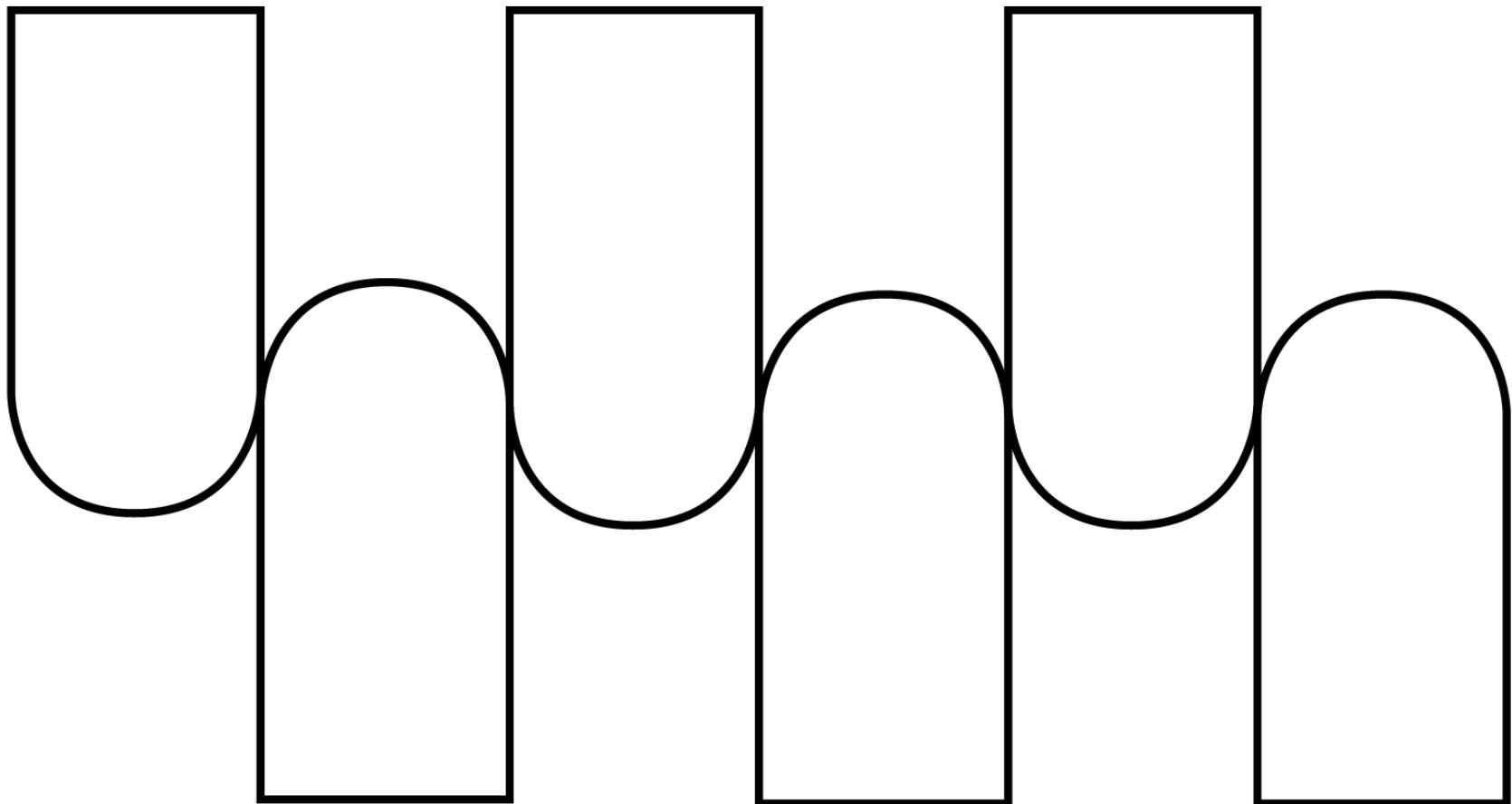
# Principles of design : rhythm and flow



## Principles of design : Unity (closure)



## Principles of design : Unity (continuity)



# Principles of design : Unity (simplicity)

Before

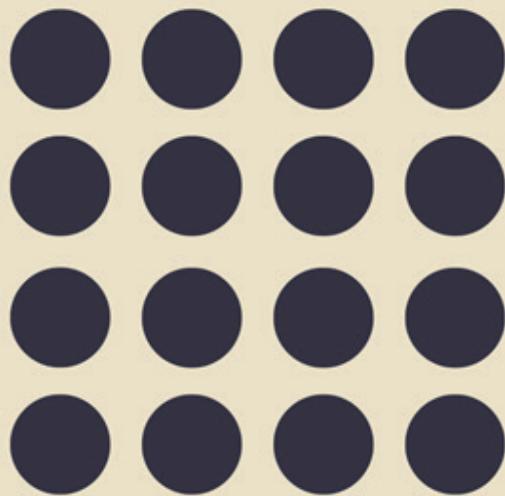


After

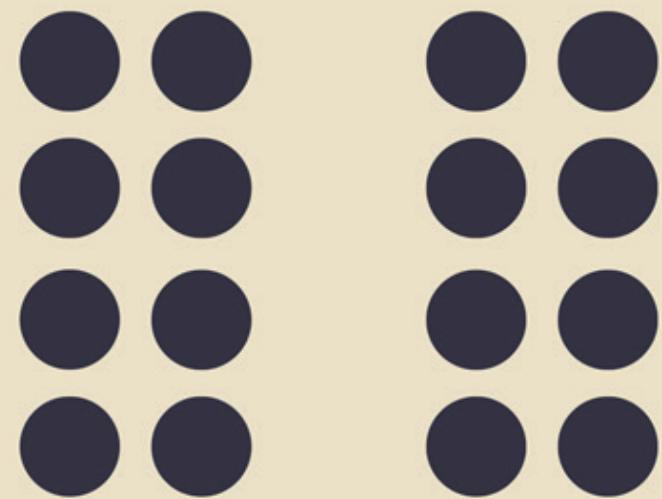


# Principles of design : Unity (proximity)

Before



After

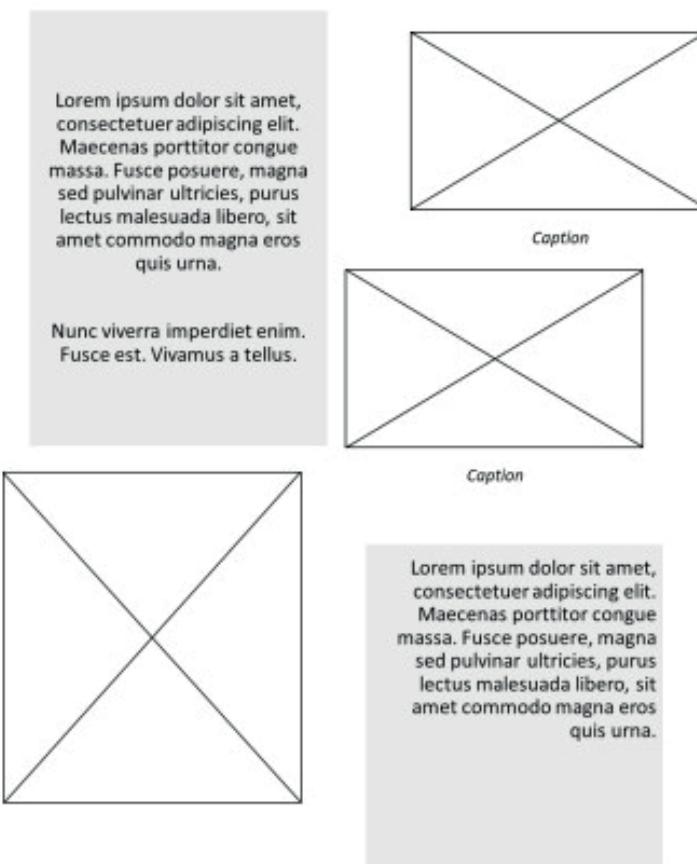


# Principles of design : Unity (alignment)

## NO ALIGNMENT

Text block 1:  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Text block 2:  
Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.



Caption

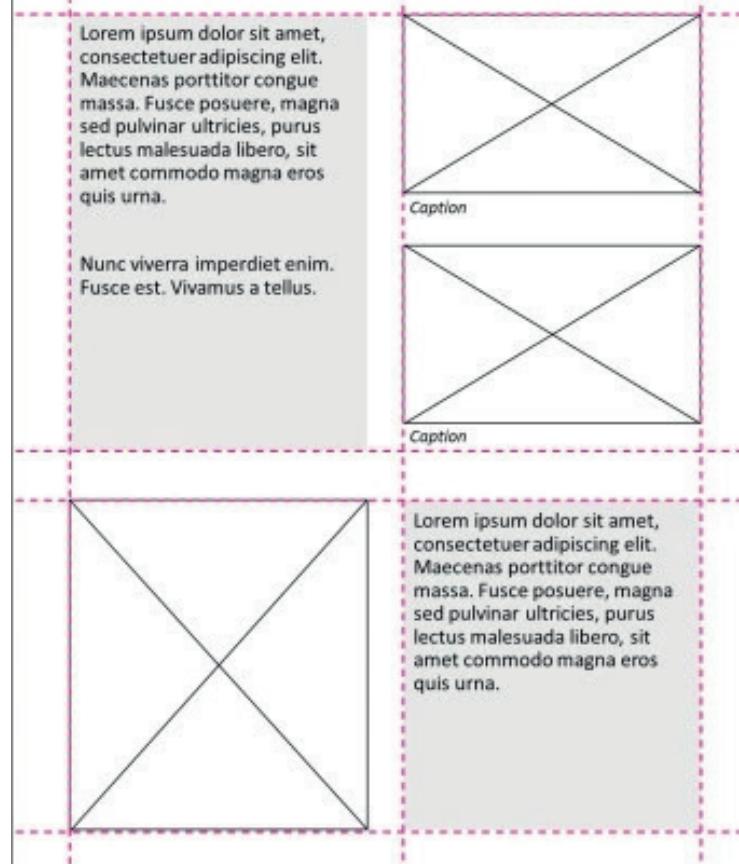
Caption

Caption

## ALIGNMENT

Text block 1:  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Text block 2:  
Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.



Caption

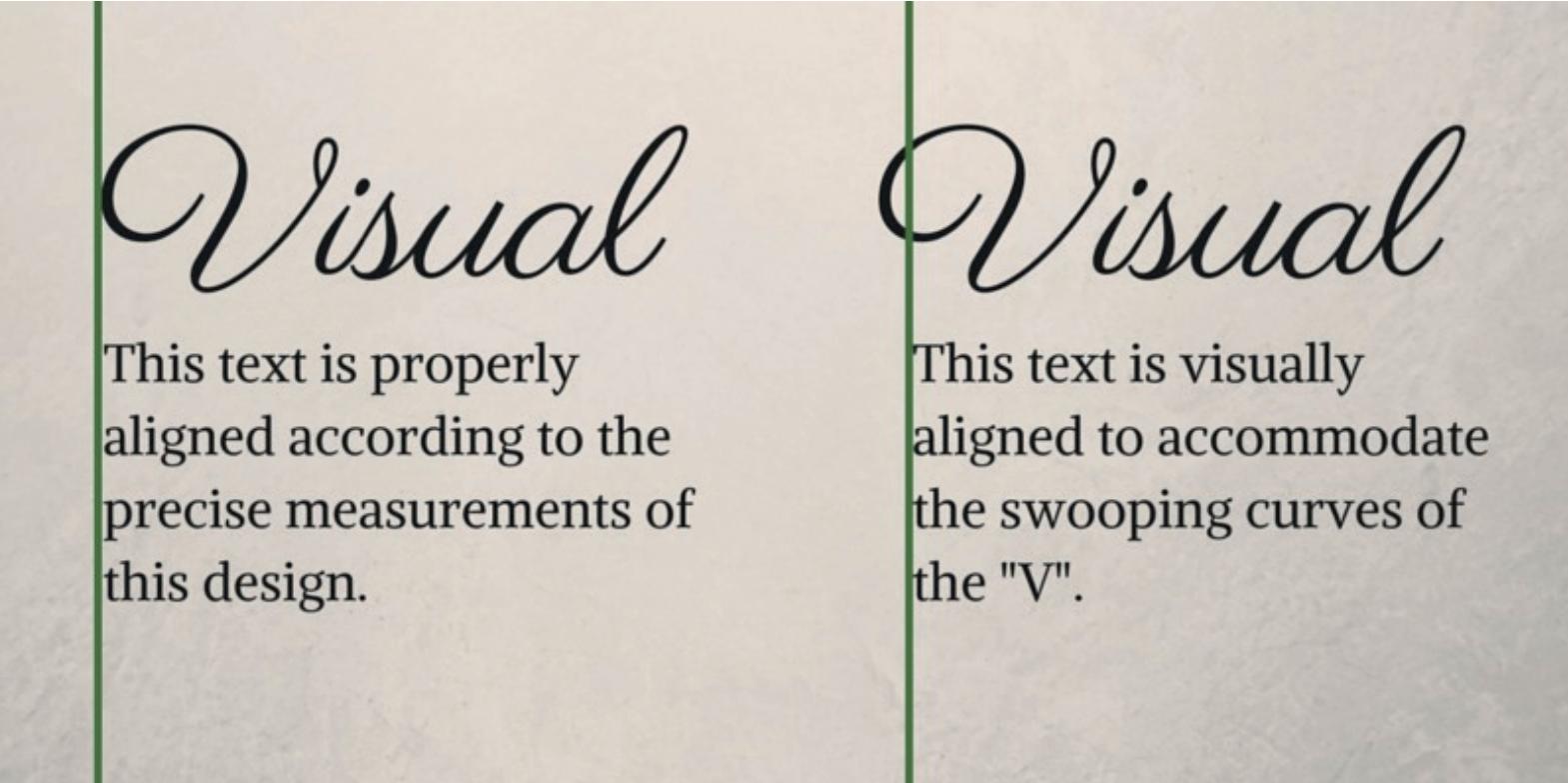
Caption

Caption

Caption

Text block 3:  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

## Principles of design: optical alignment



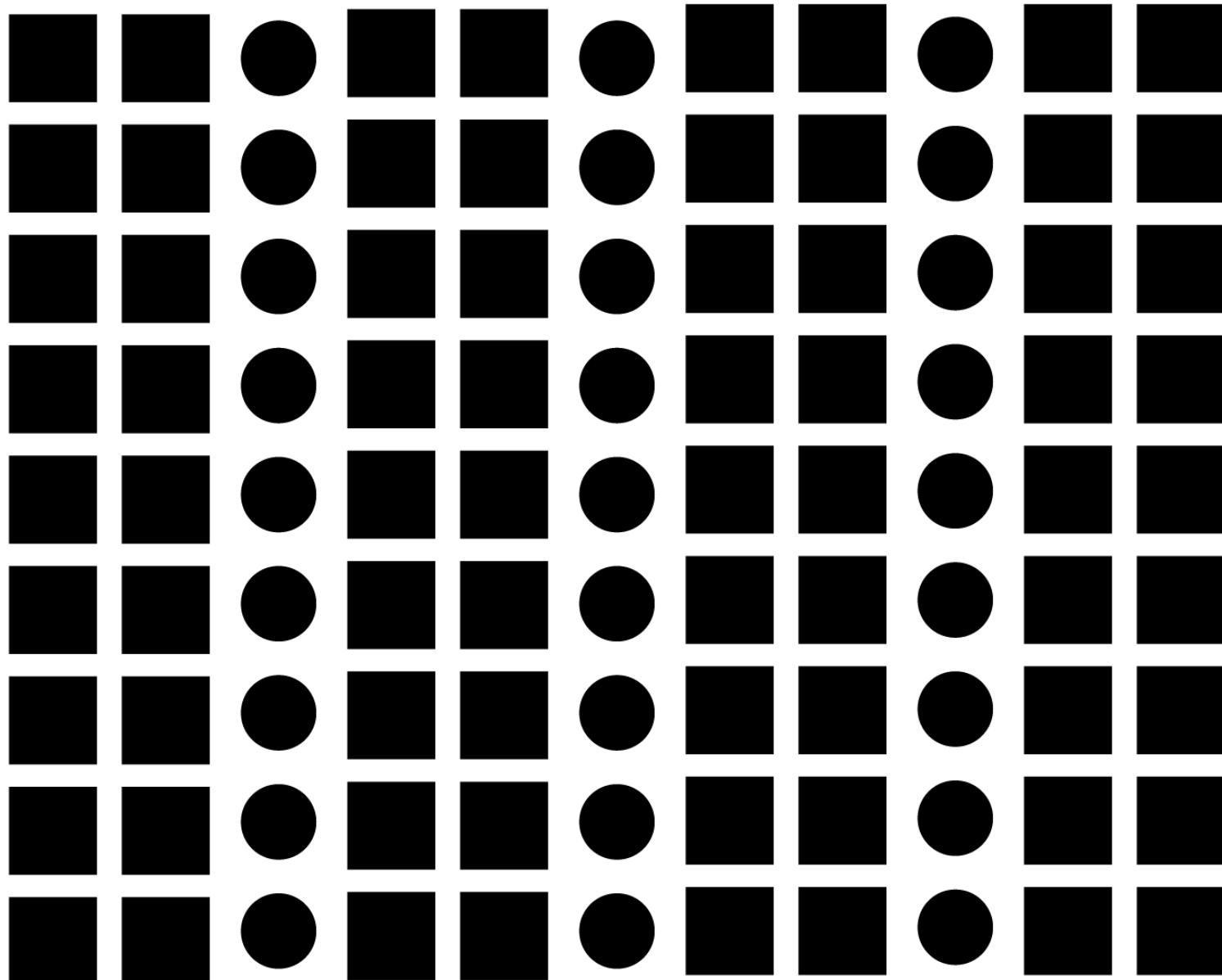
*Visual*

This text is properly aligned according to the precise measurements of this design.

*Visual*

This text is visually aligned to accommodate the swooping curves of the "V".

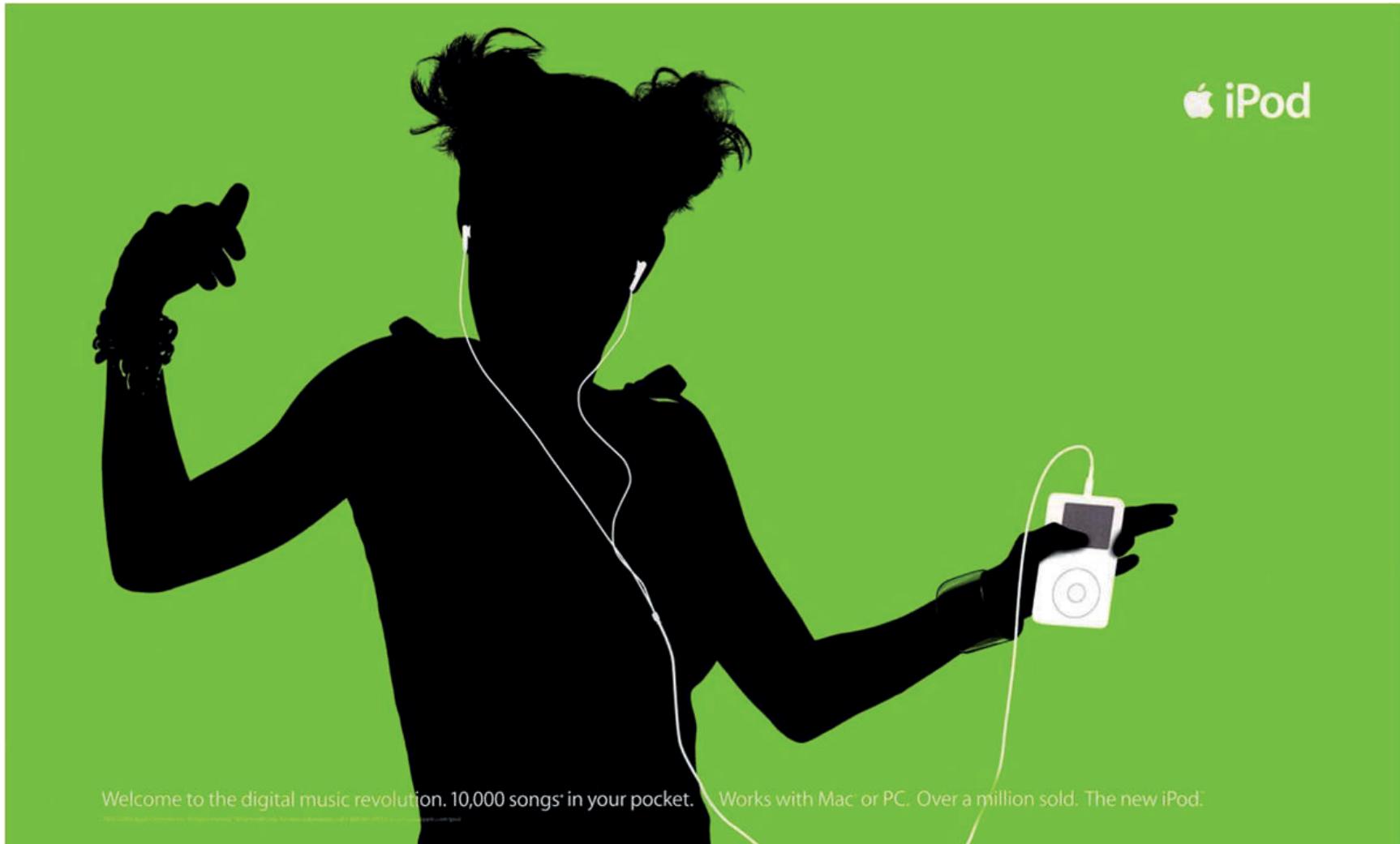
## Principles of design : Unity (similarity)



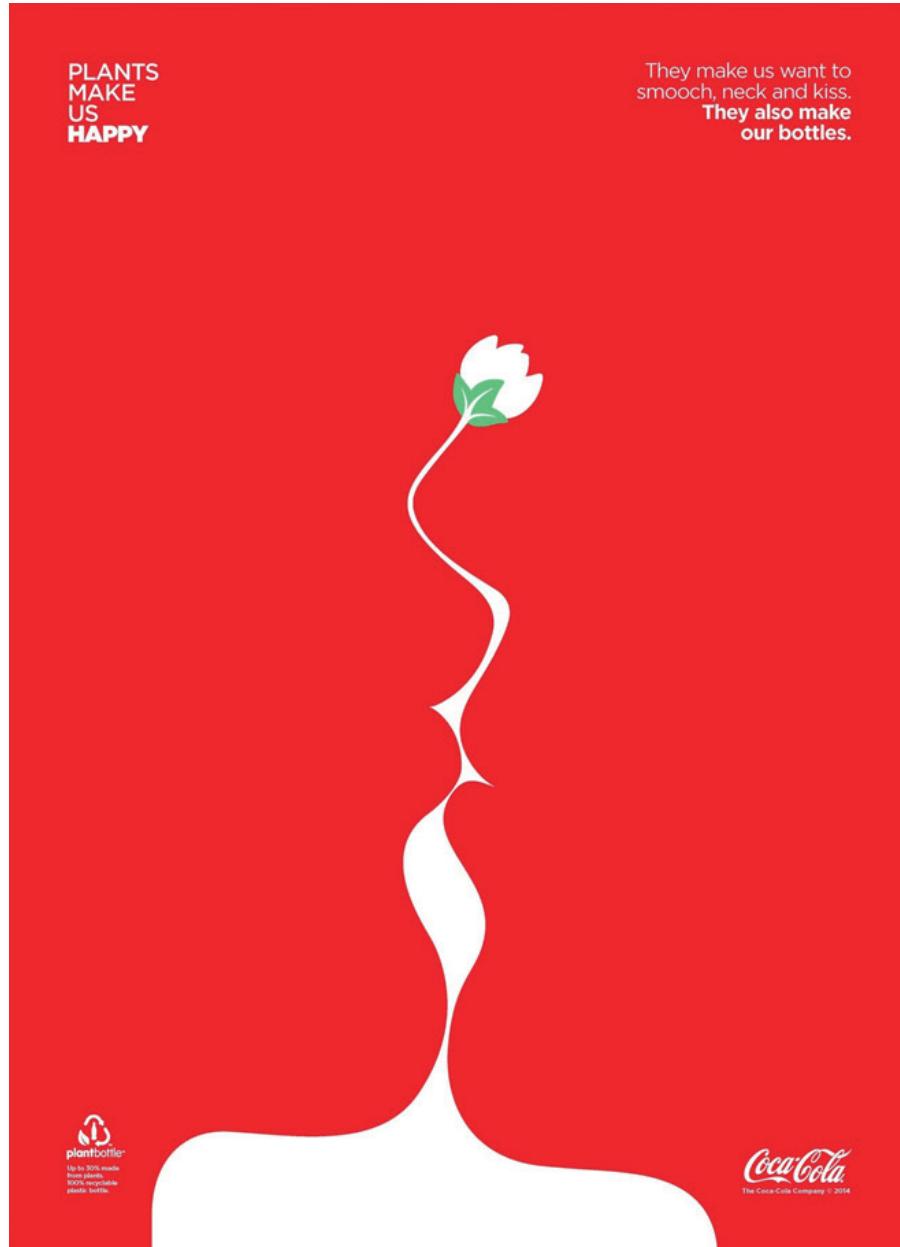
## Principles of design : Unity (superimpose)



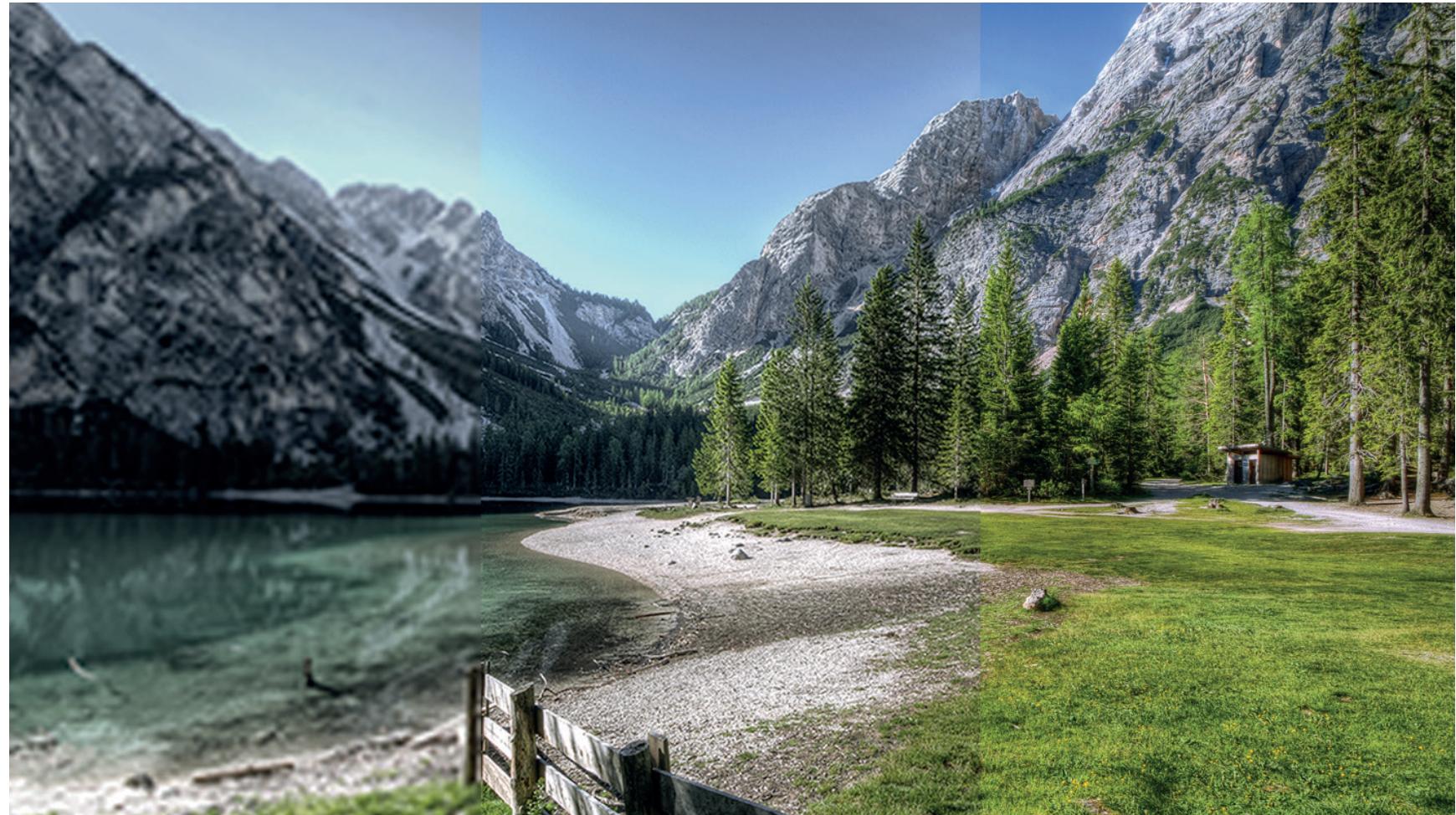
# Principles of design : Unity (contrast)



# Principles of design : figure/ground (negative & positive spaces)



# Principles of design : image depth



# Principles of design: atmospheric perspective



# Principles of design: perspective (vanishing point)



# Principles of design : foreground, middleground & background

