

Design & **Visual** Communication

Principals + Elements of Design

NAME: _____



Waiopahu College
2016

PRINCIPALS + ELEMENTS OF DESIGN

The two main design principles:

Aesthetics: The set of principles concerned with the qualities of appearance, visual appeal, good taste, and beauty; the rules that determine how beautiful or pleasing to the eye something is.

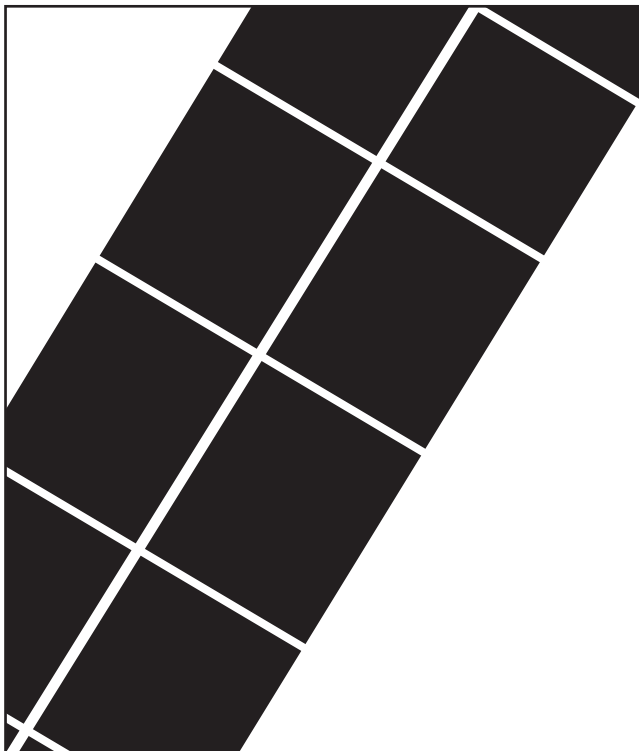
Elements within this principle include shape, form, colour, texture, finish, environment, point, line, plane, proportion, contrast, pattern, movement, balance, harmony, style, and rhythm.

Function: How a product, system, or environment works or performs for its intended user; how something carries out its purpose.

Key factors include strength, durability, efficiency, safety, stability, reliability, ergonomic fit, construction (and its cost), optimisation, user-friendliness, and fitness for purpose.

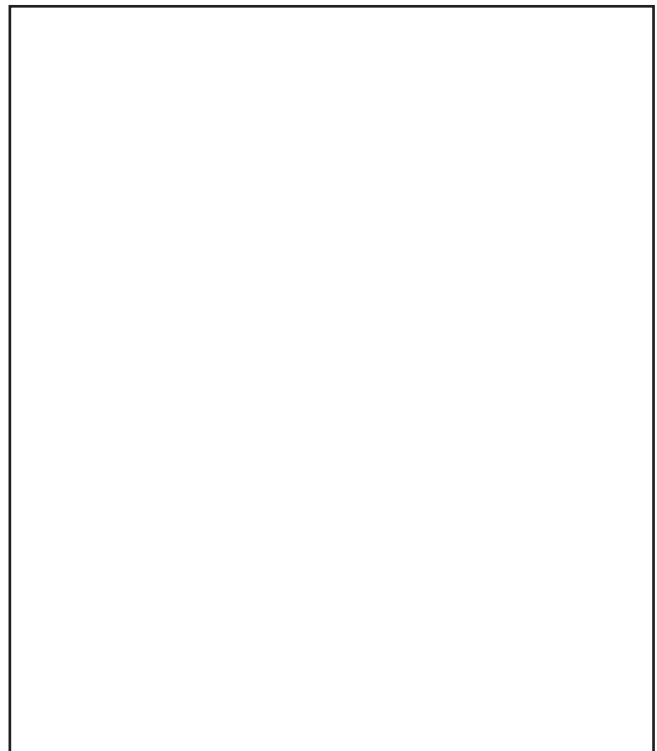
AESTHETICS ASSOCIATED PRINCIPLES:

Use clean lines and basic squares to create images that represent each of the design elements.



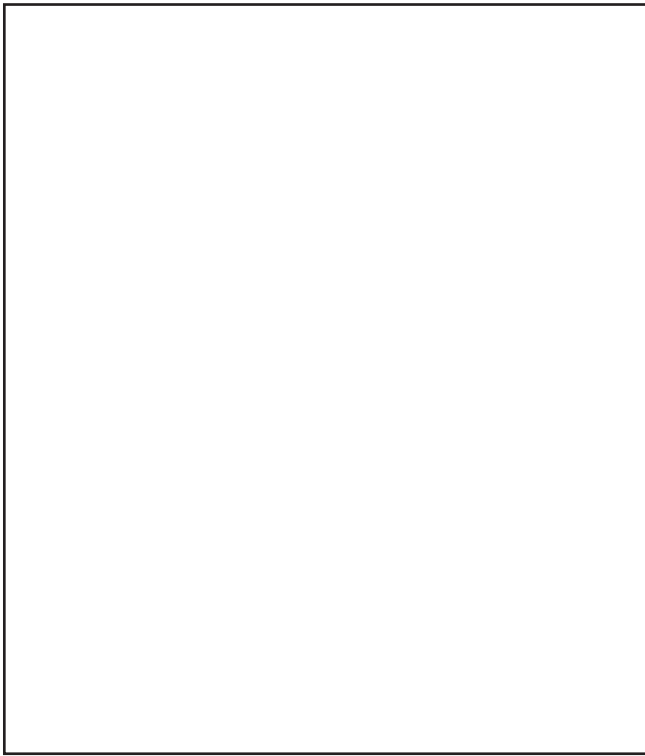
Movement - *This first one is done for you!*

An object with strong (visual movement) tends to be shaped in a way that draws the eye in a certain direction. Its shape or shapes may be asymmetrical, flowing, or dynamic. Objects with less visual movement tend to have more static and symmetrical shapes.

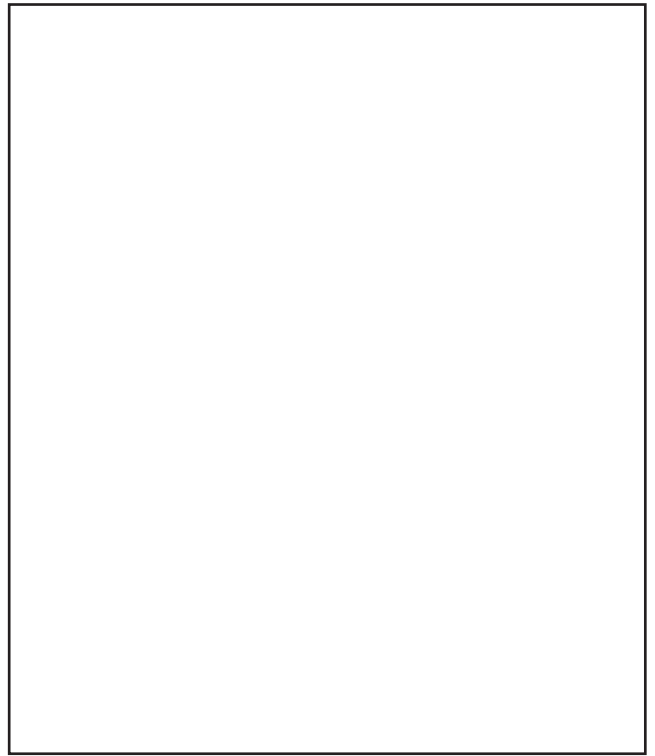


Shape

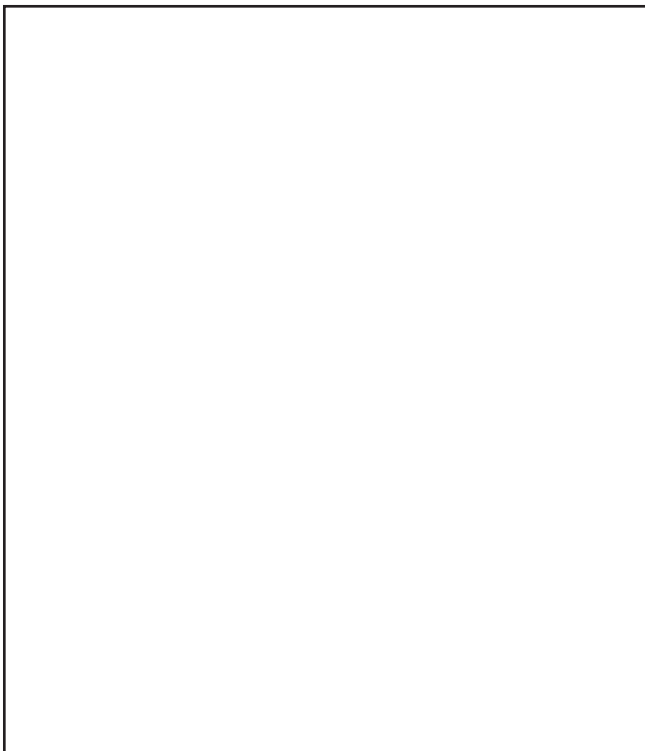
Is the external two-dimensional outline, appearance or configuration of something.

**Pattern and Rhythm**

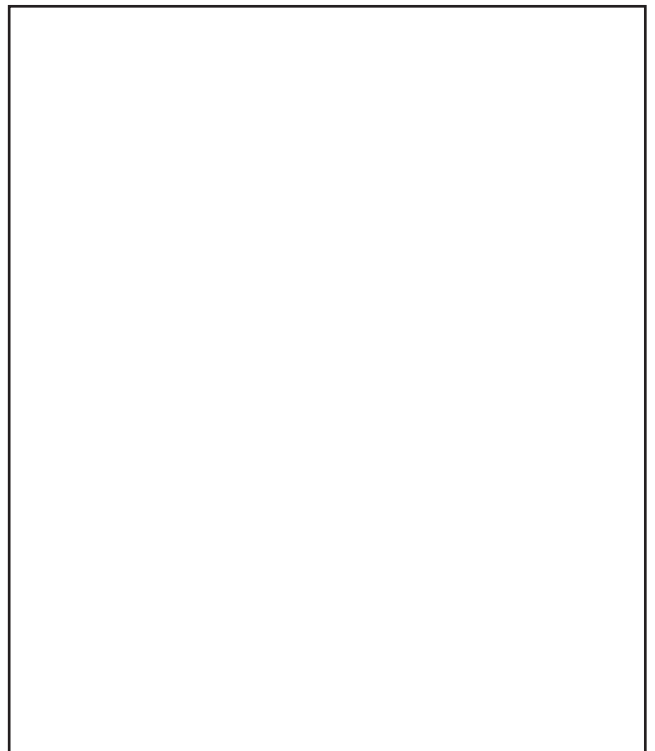
A pattern is a repeated design element.

**Contrast**

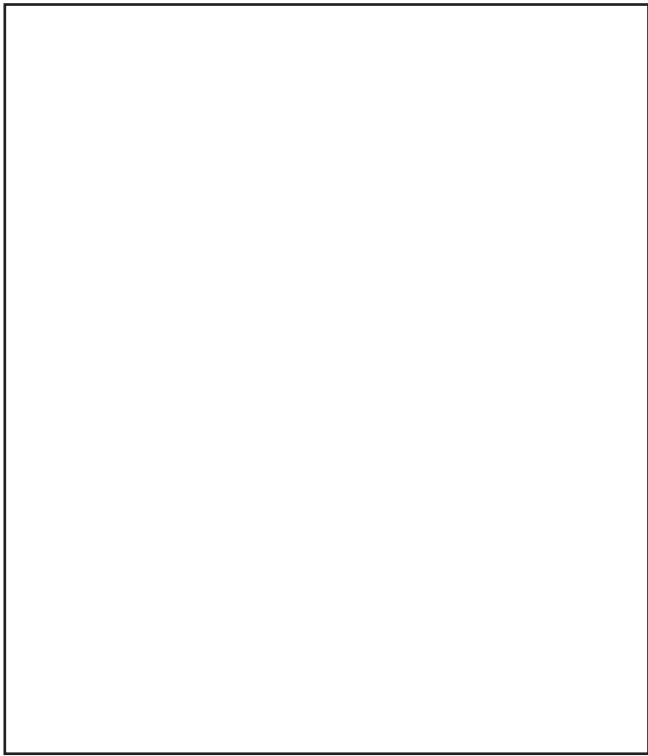
Is a game of opposites, and involves the use of opposite elements, such as clashing colours and shapes, in the same design.

**Informal Balance**

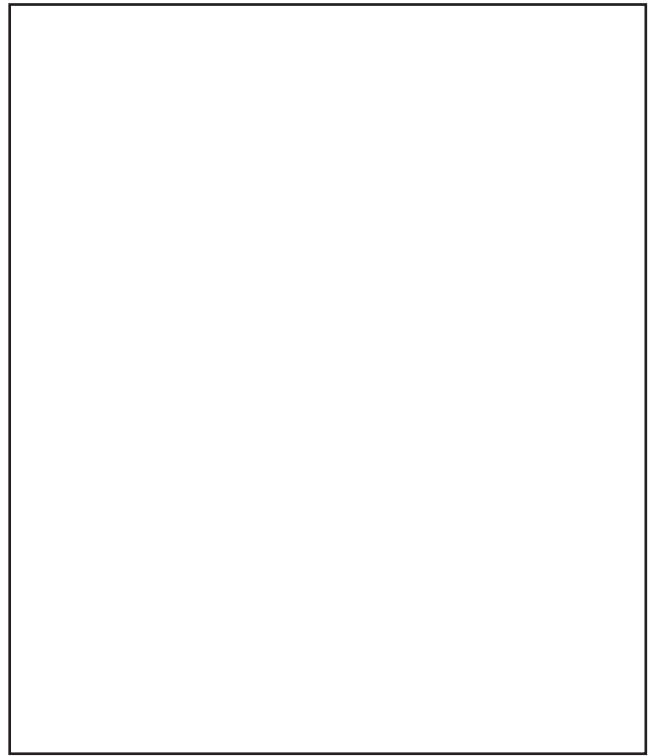
Informal (or asymmetrical), where the elements of a design are distributed unequally, as in the side view of a teapot.

**Formal Balance**

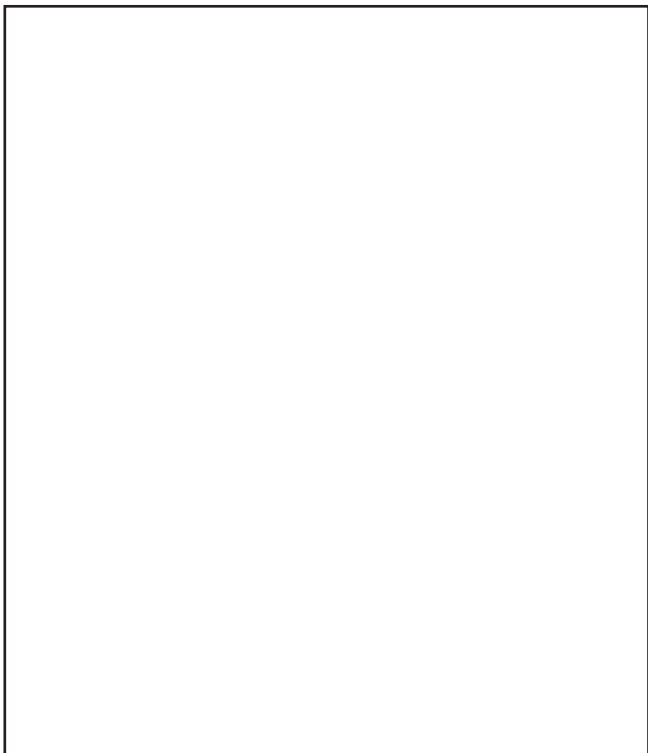
Formal: (or symmetrical), where the design on one side of a center line is identical to the other side, as in the front view of an animal or a chair.

**Line**

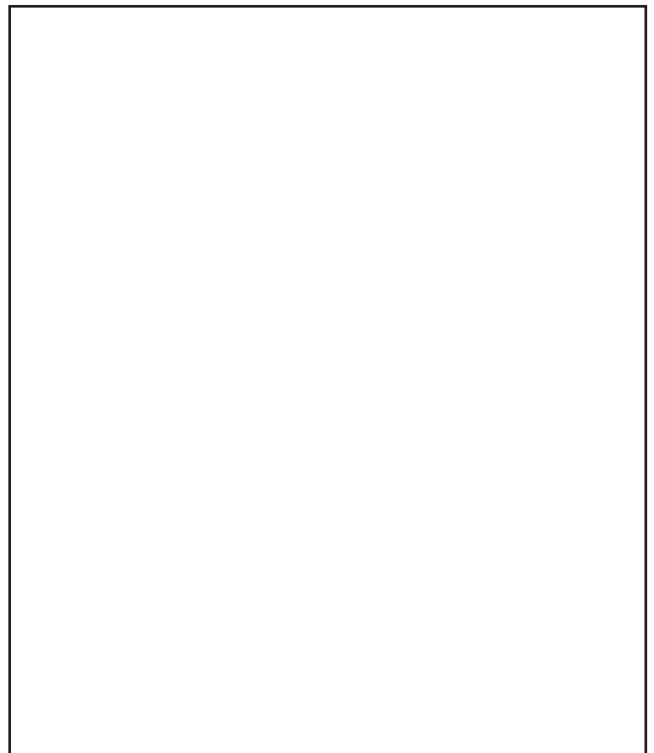
Line is used to create all objects and shapes. There are many types of lines - curved, straight, thick, thin, messy, tidy etc.

**Texture**

Texture is created when lines and shading is used to imitate a material.

**Scale**

Scale is to do with size. If you scale something by 200% you are doubling its scale.

**Simplicity**

This is to do with making an element basic.

CHOSEN PRINCIPLE

Select your favourite principle that you understand the best and draw this up nicely with some extra detail - try to do this so that it is obvious what the principle is to people who do not know!

MARKING SCHEDULE:

/5	Use of clean lines
/5	Has a clean background <i>(where the pencil is not on the paper it needs to be white)</i>
/5	Creates an obvious drawing that communicates the principal you have chosen - <i>we will test this!</i>
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