

UNIT 3: COMMUNITY
PRINCIPLES OF DESIGN INTRO

THURSDAY FEB. 18

OPENING Q'S IN DESMOS

- Think of 5(or more) **simple** objects that you like, or enjoy drawing. List them here. (We will use these in our practice today)

OBJECTIVE: Artists will create a series of thumbnail sketches that use the *Principles of Design* to create interesting compositions.

AGENDA:

ZONE 1

Opening Video, Desmos Opening Question

ZONE 2

Introduce the Principles of Design

ZONE 3

***Guided* Studio Work Time**

- *Focus on the principles of balance, emphasis, proportion and contrast and practice using them in thumbnail sketches*

ZONE 4

Clean Up & Close: Desmos Closing Question

You all know the **Art**
Elements...

THE ELEMENTS OF ART

Line

SHAPE

FORM

SPACE

COLOR

VALUE

TEXTURE

... but what are the **Principles**
of Design?

Think about baking a cake...

The Art Elements (*line, color, value, texture, space, shape, form*) would be your **ingredients**.



The Principles of Design (*contrast, proportion, repetition, movement, rhythm, variety, emphasis, balance, unity, harmony*) would be your **recipes** — *how you use the ingredients.*

The composition of your final art piece would be your **cake!**



CONTRAST



The juxtaposition of related and significantly different elements.



LINES: thick vs. thin
SHAPES: geometric vs. organic
TEXTURES: rough vs. smooth

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PROPORTION



The spatial relationship of one object to another, or to the whole.



EXAGGERATED/DISTORTED PROPORTION: intentionally changing proportions to communicate a specific message

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REPETITION



The repeated use of similar elements.



LIMITED: 1 or 2 repeated elements creates a visual echo
NOTE: a distinctive unit in an artwork, such as a specific shape
PATTERN: recurring motifs are repeated in a predictable way

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MOVEMENT



The arrangement of elements so that they lead the eye throughout an art work.



DIRECTIONAL LINES: moves the eye to suggest physical movement
SHAPES: dominant shapes draw the eye from one object to another
EDGES: fuzzy edges are interpreted as being in motion

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RHYTHM



The repeated use of similar elements, but with variations, to create a sense of movement.



RANDOM: repetition of motif into obvious order
ALTERNATING: placement of motif changes in a predictable way
PROGRESSIVE: motif has gradual change each time it is repeated

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PRINCIPLES OF DESIGN

VARIETY



The use of similar and different elements in an artwork.



OPPOSITION: juxtaposition of elements with strong contrast
CHANGE: object's size, point of view, or angle is altered
ELABORATION: intricate details are juxtaposed with simplicity

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EMPHASIS



Highlighting part of an artwork to draw attention to it.



CONVERGENCE: elements pointing towards the focal point
LOCATION: elements close to the center create a focal point
ISOLATION: element placed off by itself creates a focal point

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BALANCE



The arrangement of elements so that they seem equal in weight or importance.



SYMMETRY: one side is the mirror image of the other
ASYMMETRY: two sides are not identical, but are arranged so their weight is equal
RADIAL: elements are evenly spaced around a central point

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UNITY



The arrangement of elements in such a way as to highlight their similarities.



REPETITION: similar elements are repeated
PROXIMITY: elements placed close together, limiting the negative space
CONTINUATION: elements that create a continuous line or edge

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HARMONY



The arrangement of elements so they work together as a whole.



TOPE: limited colour range allows the elements to work together
SHAPES: shapes work together to tell a story
LINES: helps create a relationship between elements

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BALANCE



EMPHASIS



PROPORTION

sniff
sniff



CONTRAST



BALANCE



The arrangement of elements so that they seem equal in weight or importance.



SYMMETRY:
one side is the
mirror image of
the other



ASYMMETRY:
two sides are not
identical - but are
arranged so their
weight is equal



RADIAL:
elements are evenly
spaced around a
central point

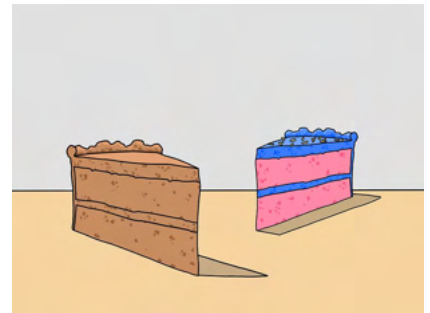
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BALANCE



Your Turn! In one quadrant of your paper, sketch an example of a balanced composition using one or more of the objects in your list!



The arrangement of elements so that they seem equal in weight or importance.



SYMMETRY:
one side is the mirror image of the other



ASYMMETRY:
two sides are not identical - but are arranged so their weight is equal

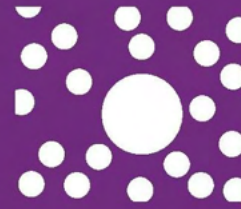


RADIAL:
elements are evenly spaced around a central point

EMPHASIS



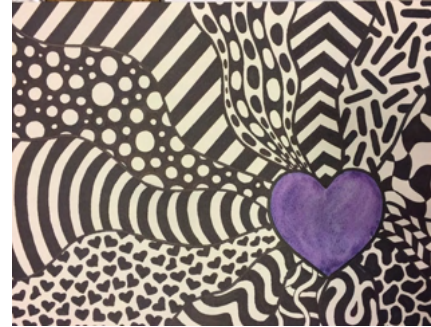
CONVERGENCE:
elements pointing
towards the focal
point



LOCATION:
elements close to
the centre create
a focal point



ISOLATION:
element placed off
by itself creates a
focal point



Highlighting part of an artwork to draw attention to it.

EMPHASIS

Your Turn! In one quadrant of your paper, sketch one or more of the objects in your list using emphasis!



Highlighting part of an artwork to draw attention to it.



CONVERGENCE:
elements pointing
towards the focal
point



LOCATION:
elements close to
the centre create
a focal point



ISOLATION:
element placed off
by itself creates a
focal point



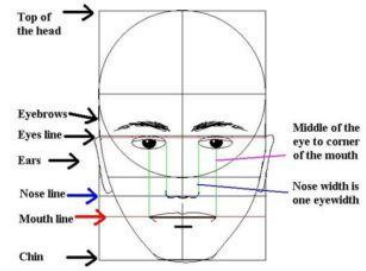
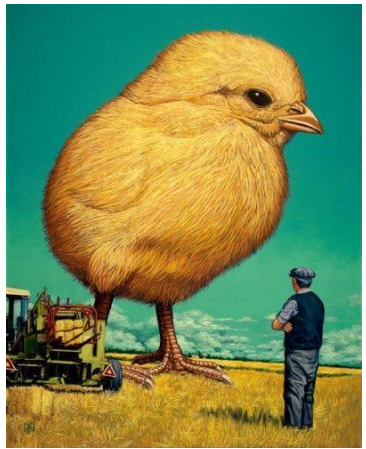
PROPORTION



EXAGGERATED/ DISTORTED PROPORTION:
intentionally changing proportions to communicate a specific message



The spatial relationship of one object to another, or to the whole.



PROPORTION

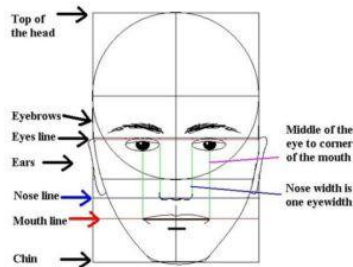
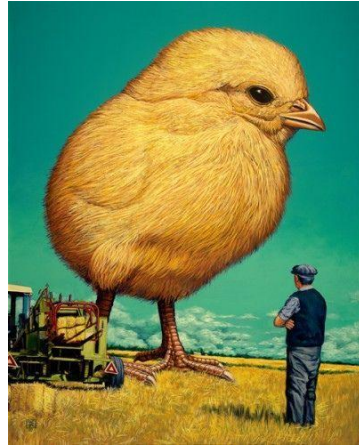


The spatial relationship of one object to another, or to the whole.



EXAGGERATED/ DISTORTED PROPORTION:
intentionally changing proportions to communicate a specific message

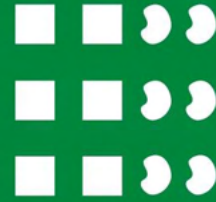
Your Turn! In one quadrant of your paper, sketch one or more of the objects in your list using proportion!



CONTRAST



LINES:
thick vs. thin



SHAPES:
geometric vs.
organic



TEXTURES:
rough vs. smooth



The juxtaposition of related and significantly different elements.

CONTRAST



Your Turn! In the last quadrant of your paper, sketch 2 or more of the objects in your list using contrast!



The juxtaposition of related and significantly different elements.



LINES:
thick vs. thin



SHAPES:
geometric vs.
organic



TEXTURES:
rough vs. smooth

ALL DONE?

Portfolio Upload

- Upload a photo of **ALL** of your design principles practices from today and yesterday...
- **AND** any other sketches and notes from this week!
- Remember: The link to the portfolios can be found in Schoology!



CLOSING Q IN DESMOS

Out of the the four Principles of Design that we focused on today:

- Which one(s) do you feel most confident about and understand?
- Which one(s) do you not quite understand, or need a bit more explanation on?

CLOSING Q IN DESMOS

BALANCE



The arrangement of elements so that they seem equal in weight or importance.

PROPORTION



The spatial relationship of one object to another, or to the whole.

EMPHASIS



Highlighting part of an artwork to draw attention to it.

CONTRAST



The juxtaposition of related and significantly different elements.

COVID LAST THREE:

1. Clean tables



2. Mask Check



3. Hand Sanitizer



UNIT 3: COMMUNITY

CONNECTING PRINCIPLES OF DESIGN TO MURALS

FRIDAY FEB. 19

OPENING Q'S IN DESMOS

- Why do you think it is important to use Principles of Design when coming up with a mural design?

OBJECTIVE: Artists will use the Design Principle of Unity to create composition, and reflect on their sketches to discuss the importance of using the Principles of Design in murals.

AGENDA:

ZONE 1

Opening Video, Desmos Opening Question

ZONE 2

Review yesterday's Principles of Design practice and introduce Unity.

ZONE 3

Studio Work Time

- *Create a sketch that uses Unity to combine multiple objects*

ZONE 4 Bonus!

Clean Up & Close: *Connect Unity and the Principles of Design to mural designing + Desmos Closing Question*

REVIEW OF YESTERDAY

CONTRAST



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PROPORTION



The spatial relationship of one object to another, or to the whole.



EXAGGERATEDLY DISTORTED PROPORTION: intentionally changing proportions to communicate a specific message

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REPETITION



The repetition of similar elements.



CONTROL: Use of repeated elements to create a specific message
ORGANIC: introduction with an irregular, natural or a specific shape
ART TECHNIQUE: repeating visually or mathematically to create a predictable one

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MOVEMENT



The arrangement of elements so that they seem to flow throughout an artwork.



CONTRASTING LINE: creates the path to suggest physical movement
SHAPES: abstract shapes identify with form and give object to another
ORIGIN: every object has an origin point, being a movement

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RHYTHM



The repeated use of similar elements, but with variations, to create a sense of movement.



REPEATED VISUAL ELEMENTS: repetition usually has a direction or a predictable way
CONTRASTING ELEMENTS: contrast of visual changes in a predictable way
PROPORTION: height has gradual change each time it is repeated

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BALANCE



The arrangement of elements so that they seem equal in weight or importance.



SYMMETRY: one side is the mirror image of the other
ASYMMETRY: two sides are not identical - but are arranged so their weight is equal
RADIAL: elements are evenly spaced around a central point

Crayola®

EMPHASIS



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CONVERGENCE: elements pointing towards the focal point
LOCATION: elements close to the centre create a focal point
ISOLATION: element placed off by itself creates a focal point

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PRINCIPLES OF DESIGN

VARIETY



The use of similar and different elements in an artwork.



CONTRASTING: contrasting elements are used to create an interesting artwork
ORGANIC: organic shapes, lines, and colors are used to create an interesting artwork
GEOMETRIC: geometric shapes, lines, and colors are used to create an interesting artwork

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EMPHASIS



Highlighting part of an artwork to draw attention to it.



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Crayola®

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PROPORTION



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EXAGGERATEDLY DISTORTED PROPORTION: intentionally changing proportions to communicate a specific message

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CONTRAST



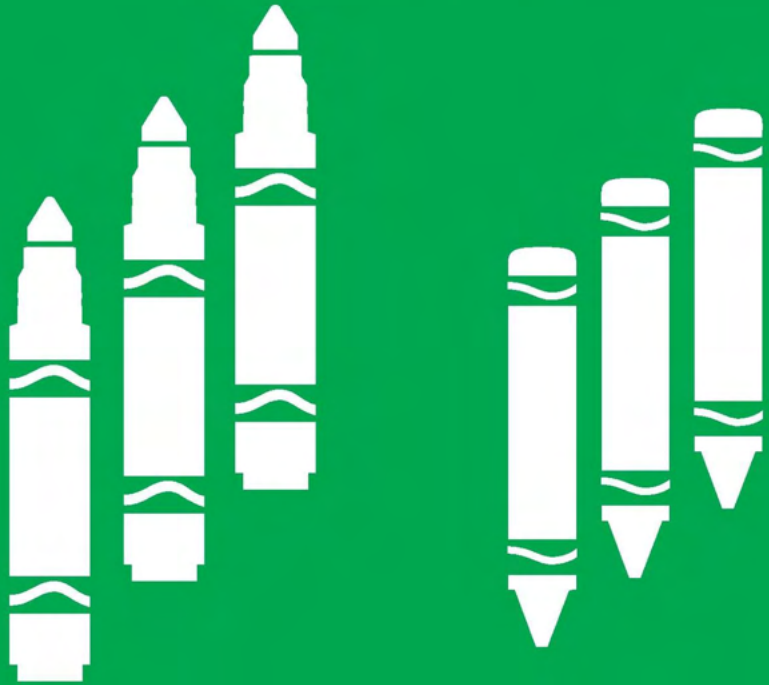
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UNITY



REPETITION:
similar elements
are repeated



PROXIMITY:
elements placed
close together,
limiting the
negative space



CONTINUATION:
elements that
create a continuous
line or edge



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The arrangement of elements in such a way as to highlight their similarities.

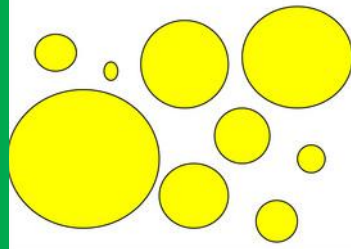
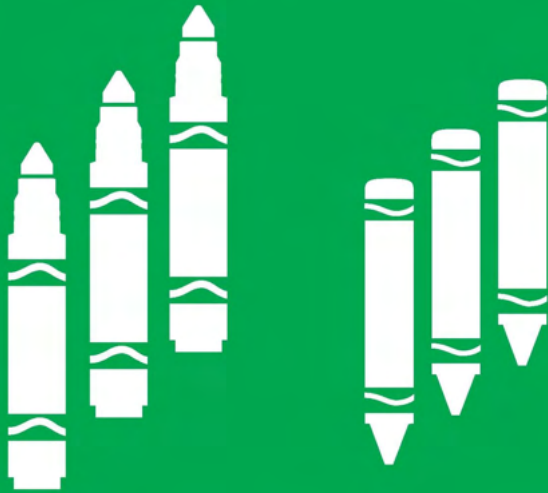


Principles of Design pt. 7

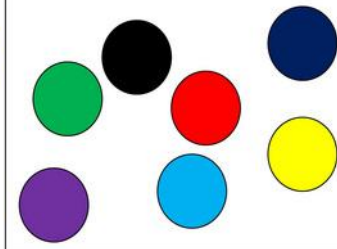
Unity



UNITY



UNITY=SAME COLOR



UNITY=SAME SIZE



Your Turn! Use the design principle of *Unity* to create a composition that includes **one, or some** of the objects on the list you created yesterday.

OR

Use *Unity* to create a composition that includes **one, or some** of the objects below:

- A tree
- A pineapple
- A llama
- A skateboard
- A camera



REPETITION:
similar elements
are repeated



PROXIMITY:
elements placed
close together,
limiting the
negative space



CONTINUATION:
elements that
create a continuous
line or edge

ALL DONE?

Portfolio Upload

- Upload a photo of your unity practice from today...
- **AND** any other sketches and notes from this week!
- Remember: The link to the portfolios can be found in Schoology!



Look at how mural artists use the Principles of Design to make effective compositions

Where do you see...

- balance
- emphasis
- proportion
- contrast
- unity

... being used in these examples?

1.



2.



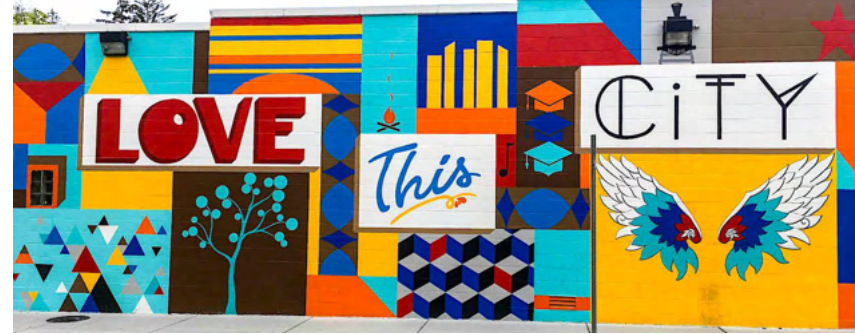
3.



4.



5.



CLOSING Q IN DESMOS

- Choose one of the mural examples we just looked at. Describe how you see the Principles of Design used in this mural.

1.



2.



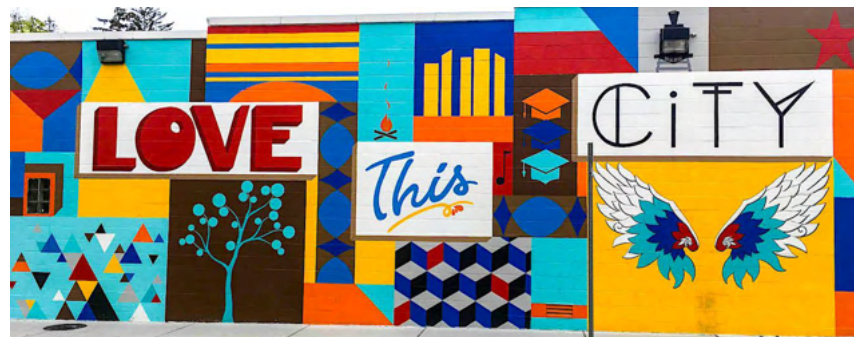
3.



4.



5.



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