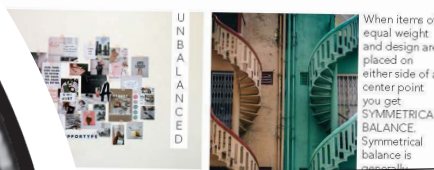


ART & DIGITAL DESIGN

12 PRINCIPLES OF DESIGN HANDOUTS

BALANCE

Each element has visual weight, some elements feel heavier while others feel lighter. A strong design BALANCES these elements in a design.



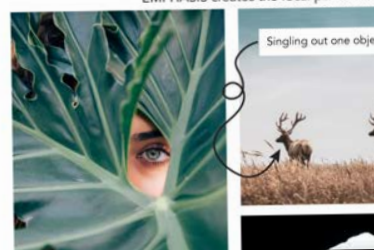
CONTRAST

CONTRAST is created by the juxtaposition of different, often opposite, elements to help your design pop. Minimal CONTRAST will create a more blended, harmonious design, but it may lack a focal point and feel less dynamic.



EMPHASIS

In design EMPHASIS is used to highlight the most important element. EMPHASIS creates the focal point of the design.



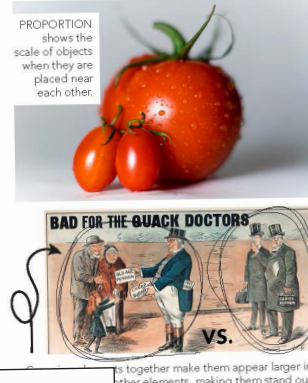
HIERARCHY

HIERARCHY is the arrangement of information in a design to imply importance. HIERARCHY controls the order in which the viewer consumes information.



PROPORTION

PROPORTION is the visual size and weight of elements and how they relate to each other.



REPETITION

REPETITION helps reinforce ideas and unify elements in a design.



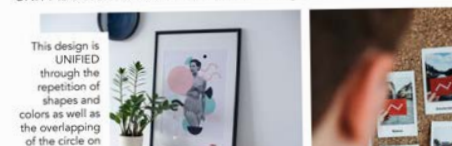
PATTERN

PATTERN is the regular arrangement or repetition of elements.



UNITY

UNITY is created when the elements in a design harmonize, making a design feel like a whole.



VARIETY

VARIETY is used to create visual interest in a design.



WHITE SPACE

WHITE SPACE, negative space, or empty space refers to the area in the design that doesn't contain any content. This provides breathing room for the elements in a design.



MOVEMENT

In design MOVEMENT deals with the way your eye travels around the composition.



RHYTHM

When elements are repeated in a way that creates organized movement you get RHYTHM.



FRONT & BACK WORKSHEETS
WITH ACTIVITIES & DIGITAL
FILL IN OPTIONS

ELEMENTS OF DESIGN

HANDOUTS & ACTIVITIES

BIG IDEA:

- Elements of Design

ESSENTIAL QUESTIONS:

- How are the various elements of design used to create a design?
- How are the elements used to enhance a design?
- How are the elements combined to work together in a design?

OBJECTIVES: Students will...

- Look at examples of using the elements of design to create a design.
- Identify techniques the elements are used to enhance a design.
- Apply the elements of design to their own design.

- a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.
- b. Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception.

ART:

- Visual Arts/Creating, proficient, VA:Cr1.2.HSI, Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.

SUPPLIES:

- Access to computers or magazines to find images
- Access to InDesign (if using InDesign to fill and submit)
- Access to Adobe Acrobat Pro (if using Pro to fill and submit)

PRODUCT:

- Handouts for:

- Line: One of the building blocks of design. Can be thick, thin, curved, diagonal. Line can help divide a space, emphasize a form, pattern and texture.
- Shape: One of the building blocks of design. Shape is defined by as line and color. Shape can create pattern, interest, define space, viewer's eye, emphasize the focal point, and organize information.
- Form: One of the building blocks of design. Include geometric, actual and implied form. Form is used in the physical design of an object to enhance design in print media such as billboards, magazines, etc.
- Space: The area in an object or distance around and between objects. Space is used to create white space, breathing space, and emphasis. When divided well, space can create stronger designs.
- Texture: One of the building blocks of design. Texture can be tactile or visual. Texture can be used to create pattern, rhythm, contrast, and emphasis. Texture can be used to create pattern, rhythm, contrast, and emphasis.
- Typography: The fonts and font styles used in a design. Font can be used to create pattern, rhythm, contrast, and emphasis. Color placement, and hierarchy can be used to help enhance typography.

IMPLEMENTATION: For a 50 minute class, times may vary.

- Consider whether you want students to fill this out by hand or digitally. Consider when you want students to work on the handouts.
- Option A: Spend a week working on the handouts. Work through each section as they are all complete at the start of the semester.
- Option B: Have students fill out the handouts as they work on projects. Focus on the elements of art that is the focus of their project.

Introduction to Elements of Design: Fill out by Hand

- Go over the worksheet as a group or have students look at it individually.
- Take questions as the arise.
- Once students are ready, they can start working on the back of the worksheet.
- Students can flip through magazines or find pictures online and use them to create a design.
- Have them cut and glue or tape the examples the element to the back of the handout.
- Once they are done, have them turn in the handout for a participation grade.
- Allow students a few minutes at the end of class to clean up.

Introduction to Elements of Design: Fill Digitally Using InDesign

- Go over the worksheet as a group or have students look at it individually.
- Take questions as the arise.
- Once students are ready, they can start working on their handout.

- They should find images online and save them to their computer or upload their own photographs to their computer.
- Once they are ready to add to their document, they can drag and drop the image to the box.
- The image will autofill the box.
- If they need to make minor adjustments within the frame they should click on the selection tool (the black arrow) and double click the frame. This will turn the frame orange. They can then use the arrows on their keyboard to move the image around within the frame.
- With the image still highlighted orange they can also drag the corners of the image to crop it in order to show more of it in the handout frame if an important part is not visible in the frame.
- If they need to make the frame larger or smaller, with the selection tool (windows) or shift + command (mac) while dragging the frame.
- Once they are done, have them turn in the handout for a participation grade.
- Linking tips. If students try to send the document and it doesn't show up it may have lost the link. To correct this they should:
 - A: Go to File-Package-Select Package-Select the folder with the links and select "package." The folder with the links will be highlighted.
 - B: In the links window right click on the image and select "embed link" saving it as a document should store the image in it. They can then delete the links to the pictures.
- Allow students a few minutes at the end of class to clean up.

Introduction to the Elements of Design: Fill Digitally Using Adobe Acrobat

- Go over the worksheet as a group or have students look at it individually.
- Take questions as the arise.
- Once students are ready, they can start working on their handout.
- Students should open the Acrobat PDF version of the form handout.
- Have them read through the information on page one, then continue on page two.
- They should find images online and save them to their computer or upload their own photographs to their computer.
- Once they are ready to add to their document, they should click on the icon in the box they want to fill.

<https://www.teacherspayteachers.com/Product/elements-of-design-handouts-11111111>

Digitally filled documents can be uploaded to a digital classroom (such as Microsoft Teams, Blackboard, or Google Classroom), e-mailed to the teacher, or saved to a folder on a class drive.

LESSON PLAN:

BIG IDEA, ESSENTIAL QUESTIONS, US NATIONAL STANDARDS, STEP-BY-STEP INSTRUCTIONS

BALANCE

In design each element has visual weight, some elements feel heavier while others feel lighter. A strong design **BALANCES** these elements in a design.

Overcrowding a space or placing too many elements on one side will create an **UNBALANCED** design that is not pleasing to the eye.



UNBALANCED

ASYMMETRICAL BALANCE is created when elements of contrasting weights or differing weights are placed within a space, often on an off center point. Despite differing weights, objects still feel balanced.



ASYMMETRICAL BALANCE
This is a more dynamic composition style.

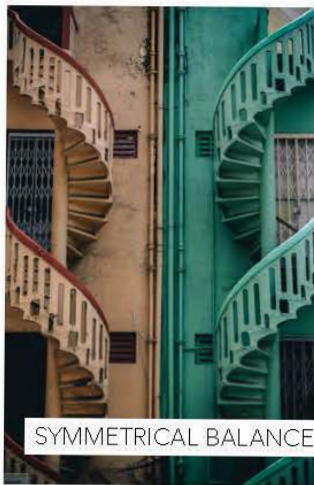


A well **BALANCED** composition often has the focal point placed in one of the thirds of the page.



Positive Space

Negative Space



SYMMETRICAL BALANCE

When items of equal weight and design placed on either side center point you get **SYMMETRICAL BALANCE**. Symmetrical balance is generally pleasing to the eye and is a more traditional design style.



RADIAL BALANCE

RADIAL BALANCE is created when elements are placed around a central point.

In design **BALANCE** deals with weighing both positive and negative elements in the space. Objects in your design can be balanced by the space within the design. Always take a step back and look at your design with a critical eye and pay attention to the visual weight of each element.

BALANCE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of an **UNBALANCED** design or a design that does not use **BALANCE** successfully.

Find an example of **SYMMETRICAL BALANCE** in a design.

CLICK TO UPLOAD YOUR PICTURE

BALANCE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of an **UNBALANCED** design or a design that does not use **BALANCE** successfully.

Find an example of **SYMMETRICAL BALANCE** in a design.

DRAG AND DROP PICTURE

BALANCE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of an **UNBALANCED** design or a design that does not use **BALANCE** successfully.

Find an example of **SYMMETRICAL BALANCE** in a design.

Find an example of **RADIAL BALANCE** in a design.

Find an example of **ASYMMETRICAL BALANCE** in a design.

HANDOUTS

3 WAYS TO FILL IN THE BACK:
INDESIGN, GOOGLE SLIDES, PRINT & FILL

CONTRAST

CONTRAST is created by the juxtaposition of different, often opposite, elements to help your design pop. Minimal CONTRAST will create a more blended, harmonious design, but it may lack a focal point and feel less dynamic.



This advertisement uses a lot of CONTRAST to help the text and image pop.

The dark background helps all lighter elements stand out more.

Including different style shapes and forms create CONTRAST.

Red and green are complementary colors which help them pop.

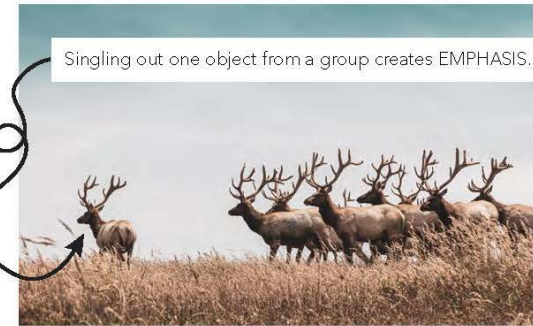
The color and size of

EMPHASIS

In design EMPHASIS is used to highlight the most important information. EMPHASIS creates the focal point of the design.



A surprising element with contrasting colors can create EMPHASIS.



CONTRAST

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of color used to create CONTRAST.

CLICK TO UPLOAD YOUR PICTURE

Find an example of line used to create CONTRAST.

CLICK TO UPLOAD YOUR PICTURE

Find an example of a focal point created through the use of CONTRAST.

CLICK TO UPLOAD YOUR PICTURE

Find an example of CONTRASTING shapes.

CLICK TO UPLOAD YOUR PICTURE

EMPHASIS

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of color used to create EMPHASIS.

CLICK TO UPLOAD YOUR PICTURE

Find an example of EMPHASIZED font in a design.

CLICK TO UPLOAD YOUR PICTURE

Find an example of framing used to EMPHASIZE a portion of a design.

HANDOUTS

INFO ON THE FRONT, ACTIVITIES ON THE BACK

REPETITION

REPETITION helps reinforce ideas and unify elements in a design.




Using REPETITION in design is an easy way to emphasize areas while still making your design.



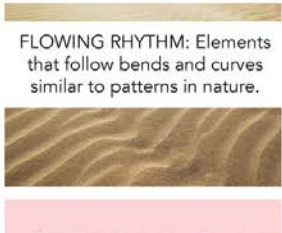
REPETITION can be bold or subtle. In this design the figure in front is more subtly repeated in light gray in the background. In addition, the birds repeat across the top helping to emphasize the title.

RHYTHM


When elements are repeated in a way that creates organized movement you get RHYTHM.



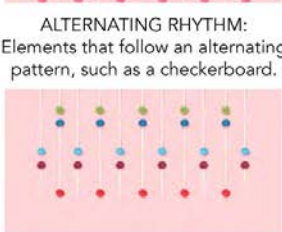
REGULAR RHYTHM: Elements that follow the same intervals over and over again.




FLOWING RHYTHM: Elements that follow bends and curves similar to patterns in nature.




IRREGULAR RHYTHM: Elements that repeat with no specific interval.




ALTERNATING RHYTHM: Elements that follow an alternating pattern, such as a checkerboard.



PROGRESSIVE RHYTHM: Elements that change slightly between intervals, such as getting larger.





REPETITION

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of a design unified through REPETITION.

CLICK TO UPLOAD YOUR PICTURE

Find an example of REPETITION of fonts.

CLICK TO UPLOAD YOUR PICTURE

Find an example of REPETITION of color.

CLICK TO UPLOAD YOUR PICTURE

Find an example of a REPEATED elements to emphasize the focal point.

CLICK TO UPLOAD YOUR PICTURE

RHYTHM

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of REGULAR RHYTHM.

CLICK TO UPLOAD YOUR PICTURE

Find an example of IRREGULAR RHYTHM.

CLICK TO UPLOAD YOUR PICTURE

Find an example of ALTERNATING RHYTHM.

CLICK TO UPLOAD YOUR PICTURE

Find an example of PROGRESSIVE RHYTHM.

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS

INFO ON THE FRONT, ACTIVITIES ON THE BACK

PATTERN

PATTERN is the regular arrangement or repetition of elements in a design.



In order for a design to be a PATTERN it needs a predictability to the repetition of the elements.



PATTERN can be created by repeating lines.

PATTERN can be created by repeating shapes.

PATTERN can be created by repeating color.



Textile designers design the PATTERNS for fabric which can be turned into garments, pillows, etc.



Fashion designers have to balance PATTERN in the fabric combinations they choose for their garments.

PROPORTION

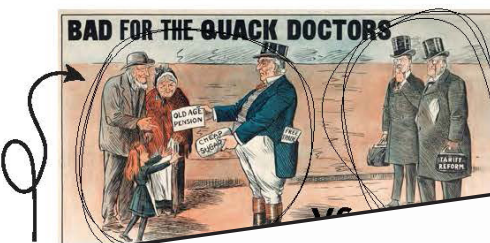
PROPORTION is the visual size and weight of elements and how they relate to each other.



PROPORTION shows the scale of objects when they are placed near each other.



The largest part of the design is the most important. Emphasis, hierarchy, and PROPORTION all work together to bring focus to parts of the design.



Exaggerated PROPORTION can be used to show unrealistic proportions.

PATTERN

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of PATTERN used in fashion.

Find an example of PATTERN used on any consumer product.

Look for different styles of PATTERNS. Put your favorite here.

Find an example of PATTERN in textile.

PROPORTION

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of PROPORTION used to show scale.

Find an example of an element scaled to a large PROPORTION to bring focus to it.

CLICK TO UPLOAD YOUR PICTURE

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS

INFO ON THE FRONT, ACTIVITIES ON THE BACK

HIERARCHY

HIERARCHY is the arrangement of information in a design to imply importance.
HIERARCHY controls the order in which the viewer consumes information.

HIERARCHY adds structure to a design. A well structured design is easier to navigate.



HIERARCHY helps create visual organization, dividing the space, and balancing the design.



Emphasis and HIERARCHY go hand in hand.



Direction in a design can be created through HIERARCHY.





MOVEMENT

In design MOVEMENT deals with the way your eye travels around the composition.

A sense of actual MOVEMENT in a design can bring excitement and interest to a design.



In this ad your eye starts on the large text, moves to the Kodak boxes, then down with the pictures.





HIERARCHY

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of emphasis used to create HIERARCHY.

CLICK TO UPLOAD YOUR PICTURE

Find of example of an image highlighted as the most important part of a design.

CLICK TO UPLOAD YOUR PICTURE

Fine an example of text placement to create HIERARCHY.

CLICK TO UPLOAD YOUR PICTURE

MOVEMENT

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of movement utilized well in a design.

CLICK TO UPLOAD YOUR PICTURE

Find an example of a design where your eye gets stuck in the design and doesn't use movement successfully.

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS

INFO ON THE FRONT, ACTIVITIES ON THE BACK

WHITE SPACE

WHITE SPACE, negative space, or empty space refers to the area in the design that doesn't contain any content. This provides breathing room for the elements in a design.

WHITE SPACE can help organize a composition and divide the space to make it easier for the reader to consume.



Balancing WHITE SPACE creates a more organized design. When including text and images in a design, WHITE SPACE is important to help legibility.



Although WHITE SPACE is typically viewed as empty or background space, it can also add interesting elements and excitement to a design.



WHITE SPACE is all about what you don't add. It helps with hierarchy, organization, and gives a design room to breathe. WHITE SPACE doesn't have to be white, but simply the filled color of the background is utilized to give elements in a design space.



Including a lot of WHITE SPACE around an element can help emphasize it and create a focal point.

WHITE SPACE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of using WHITE SPACE to help organize space.

Find an example of WHITE SPACE used to make text easier to read.

WHITE SPACE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of using WHITE SPACE to help organize space.

Find an example of WHITE SPACE used to make text easier to read.

WHITE SPACE

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of using WHITE SPACE to help organize space.

Find an example of WHITE SPACE used to make text easier to read.

DRAG AND DROP PICTURE HERE

DRAG AND DROP PICTURE HERE

Find a strong example of WHITE SPACE to enhance a design.

HANDOUTS

3 WAYS TO FILL IN THE BACK: INDESIGN, GOOGLE SLIDES, PRINT & FILL

UNITY

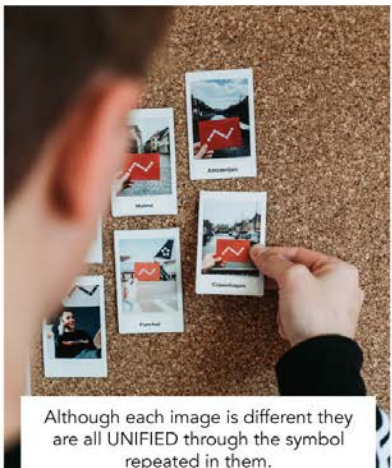
UNITY is created when the elements in a design harmonize, making a design cohesive.



This design is UNIFIED through the repetition of shapes and colors as well as the overlapping of the circle on the figure.



A design with UNITY will appear more organized and easier for the viewer to digest.



Although each image is different they are all UNIFIED through the symbol repeated in them.

VARIETY

VARIETY is used to create visual interest in a design.

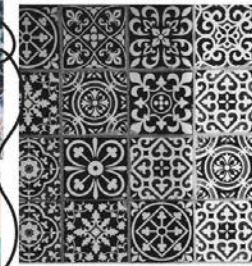


Including a VARIETY of one type of item creates interest and UNITY in a design.

In interior design, VARIETY can offer a way to create a focal point and interest in a space.



Color is an easy way to create VARIETY.



This has a VARIETY of patterns, but in similar colors, creating VARIETY and UNITY in one design.



VARIETY can be created by including a range of fonts, colors, shapes, patterns, textures, and similar in your design.

PHOTOGRAPHY

RECORDING

UNITY

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of strong UNITY in a design.

CLICK TO UPLOAD YOUR PICTURE

Find an example of color used to create UNITY.

CLICK TO UPLOAD YOUR PICTURE

VARIETY

Read the instructions and find examples of advertising, photographs, artwork, or similar that you feel best fit the prompts below. Either digitally drop them in or print, cut out, and glue your examples in the boxes. Reference the front as needed.

Find an example of VARIETY successfully used in a design.

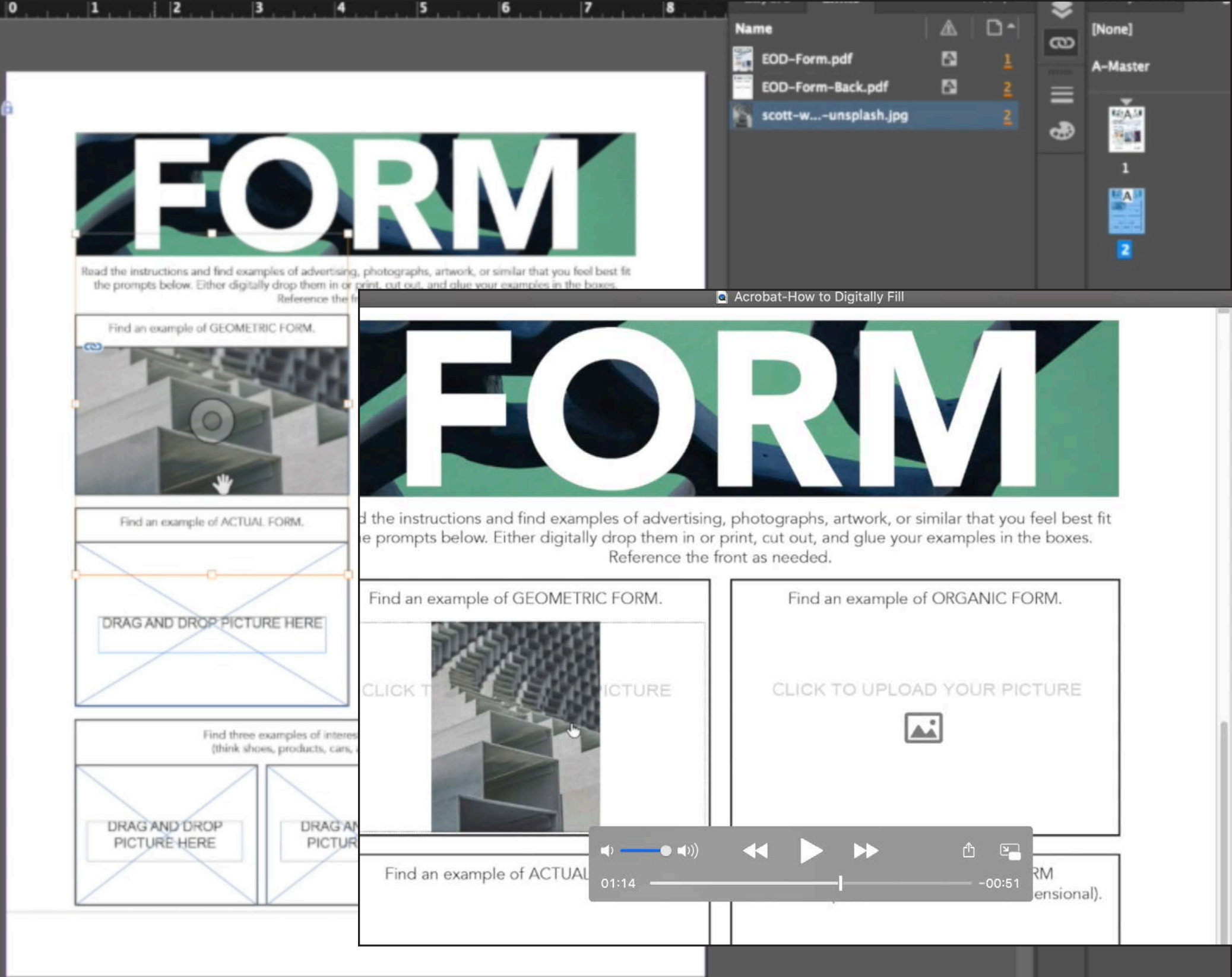
CLICK TO UPLOAD YOUR PICTURE

Find an example of color used to create VARIETY.

CLICK TO UPLOAD YOUR PICTURE

HANDOUTS

INFO ON THE FRONT, ACTIVITIES ON THE BACK



SKETCHBOOK INSTRUCTIONS & IPAD ACTIVITY