INTRO TO DESIGN

FULL SEMESTER CURRICULUM, 9 PROJECTS

"EVERY ARTIST WAS FIRST AN AMATEUR."

RALPH WALDO EMERSON

INCUBUS

ALBUM COVER PROPOSAL

WISH YOU WERE HERE

INCUBUS

nestwear

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LOOK BETWEEN THE LINES
BY WHITNEY PANETTA

LOOK BETWEEN THE LINES
BY WHITNEY PANETTA

GUIDE

LOGOS

Coca-Cola Coca-Cola

coke zero Coca-Cola Coca-Cola

FONTS

COLORS

THE JUDY BOTTLE

SILICONE HANDLE

AESTHETICALLY PLEASING TEAL & MUSTARD YELLOW PATTERNING

SILICONE SLEEVE

SLIGHT FLARE MIDDLE

TALL, THIN DESIGN THAT STILL HOLDS 32 OZ OF LIQUID WHILE ALSO FITTING IN

JIMMY EAT WORLD

LOOK BETWEEN THE LINES
BY WHITNEY PANETTA
X2

INTRO TO DIGITAL DESIGN:
ADOBE EXPRESS, PHOTOSHOP, ILLUSTRATOR, INDESIGN, & MORE

SEMESTER LONG
INTRO TO DESIGN CURRICULUM:

43 ACTIVITIES

SKETCHBOOK, CLASS BLOG

9 PROJECTS

INTRO TO ADOBE EXPRESS, PHOTOSHOP, ILLUSTRATOR, INDESIGN, POWERPOINT

EVERY SINGLE DAY PLANNED

DESIGN COURSE TIMELINE
1 Semester, 18 Weeks

COURSE DESCRIPTION:
This course is an exploration of design elements, principles, and concepts. Studen[...] introduced to foundations of design through the process of design thinking, aesth[...] assignments focused on Adobe Spark, Photoshop, Illustrator, and InDesi[...]

REQUIRED PROGRAMS & MATERIALS:
Adobe Spark (online)
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

(An Adobe Creative Cloud subscription is ideal to allow students to freely explore [...]
Adobe suite of programs)
Access to computers
Access to a larger format printer (not required but good for displaying wor[...]

FIRST DAY OF SCHOOL

- Pa[...] [...]on this the first few m[...]
- P[...]

- Use Adobe InDesign to create a business card.
- Use the program of their choice to create on more item.
- Use Photoshop to add their design to an image.
- Use InDesign to layout a brochure.
- Share their design on their Spark page, write 3-5 sentences about their design.

DESIGN CAREERS: Design Career Research (1 weeks)
- Research a design career that interests the student.
- Create a PowerPoint presentation that includes information and images of their design career.
- Present it to the class and/or share on their Spark page.

FINAL PROJECT: Choice Project (2-3 weeks)
- *Timelines can be hard to predict, each class is different and comes in with different experience and ability. This project can be cut if you run out of time or shortened to a small project; what can you create in a week in that reflects a specific design profession. Or it can be extended to a full project*
- Student choose their final project.
- They can redo a previous assignment.
- They can create a project based on their design career research.
- They can go in a completely different direction.
- They can use whatever program they want for the assignment

FOU[...]

DESIGN THINKING: Design Aesthetic and Adobe Spark (1 week)
- Find 3 websites, 7 designs for an inspiration board.
- Fill out a personal design aesthetic handout that focuses on the elements of design.
- Use a base collage template on Adobe Spark, redesign and add to it to make it align with the student's design aesthetic.
- Create an Adobe Spark page and upload the design aesthetic collage, 10 inspiration photos, and explain your design aesthetic in 3-5 sentences.

INDUSTRIAL DESIGN: Water Bottle Project (2 week)
- Introduction to Adobe Illustrator and industrial design.
- Discuss personal aesthetic and applying it to real world objects.
- Research bottle designs and brainstorm their own.
- Learn the basics of Adobe Illustrator.
- Construct their own water bottle in Illustrator.
- Share their design on their Spark page, write 3-5 sentences about their design.

INDUSTRIAL DESIGN & FASHION DESIGN: Shoe Design (2-3 weeks)
- Introduction to the elements of design, focus on line, shape, color, form, pattern.
- [...] designers and find inspiration for their design.
- [...]n a shoe for the student and aligns with their aesthetic.
- [...]ark page, write 3-5 sentences about their design.

[...] Cover Design (2-3 weeks)
- [...]s of design and Design Thinking
- [...]k or album cover of the student's choice.
- [...]op.
- [...]ir front, back, spine or record label designs.
- [...]raphy, emphasis, balance, unity, hierarchy are the focus.
- [...] Spark page, write 3-5 sentences about their design.

[...] Company Rebrand (3 weeks)
- [...]nt and redesign a logo.
- [...]e design to an image to show it in "real life."
- [...]rand style (colors, fonts, etc.). Create a brand style guide.
- [...] style guide using Illustrator or Photoshop.
- [...]ir Spark page, write 3-5 sentences about their design.

[...] DEVELOPMENT: Personal Brand (2-3 weeks)
- [...]rofile to inspire a brand.
- [...]r to develop a logo

NAME: _____

CLASS PERIOD: _____

Draw a pi...
of your
favorite ...

WHAT IS

What

WHAT IS

What is

PICK

DESIGN SURVEY

1. What does the word "design" mean to you?

_____
_____
_____
_____

2. What other art or digital art/design classes have you taken?

_____
_____
_____

3. What were some of your favorite projects you did in your other art classes?

_____
_____
_____
_____
_____

... you ever used Adobe Suite programs (such as Photoshop, Illustrator, InDesign, Spark, or

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Course Title: Introduction to Design
Teacher:

Room:
Fall 2020

Introduction to Design

What do I want you to accomplish?

1. For students to develop their skills in communicating visually and verbally through two-dimensional and digital art and design.
2. For students to gain confidence in talking about and creating design based artwork.
3. For students to learn more about themselves through art.
4. For students to expand their knowledge of Adobe Suite programs, designing for a client, the history of art and design, and the role design plays in education, careers, and daily life.

What are we going to do?

1. **Making art:** In this course you will have a chance to explore topics that focus on your interests through two dimensions, with an emphasis on painting. We will use a variety of materials including pencil, watercolor, acrylic, mixed media, and oil.
2. **Talking about art:** In class we will discuss artwork, current and historic. We will also **critique**, or talk about, your finished work.
3. **Writing about art:** Several times over the semester you will be asked to write about your work and the work of others. This writing could take the form of poetry, story, a persuasive piece, or an artist statement. Writing is meant to ENHANCE the art making experience and will never be used as "busy work" or punishment.

What am I expected to do?

The following behaviors are expected from students in order to meet our goals:

1. **Ambition:** If you push yourself farther than you think you can go, you may surprise yourself with what you are able to accomplish.
2. **Professionalism:** In order to become a better artist and a better thinker, you need to act in a professional manner. This means taking care of all your artwork, cleaning up after yourself and your space, doing your best at all times, following all rules, and completing ALL assignments.
3. **Participation:** Art is about creating and discussing. For you to reap the full benefits of this course, you need to participate in art making activities, class discussions, and writing assignments. All three are related and participation in all these tasks will benefit your artistic mind.
4. **Open-mindedness:** New thoughts and ideas are constantly arising in the art world. In order to understand, appreciate, and have the creative mind to create wonderful art work you must be open to new ideas and experimentations. Don't be afraid to try new things and have fun with it!

How will I be graded?

Course Title: Introduction to Design
Teacher:

Room:
Fall 2020

b. **Daily Work:** Participation is expected and essential for your success in this class. Work bell to bell EVERYDAY. The participation grades include in-class assignments, artist research and art history assignments, discussions and critiques.
c. **Stewardship and Citizenship:** A smooth running art classroom requires each student to play their part in cleaning up after themselves and each other if necessary. I expect every student to be responsible, helpful, kind to their peers, and overall good citizens; all these things will be taken into account for this portion of your grade.

Grading Scale

100-90=A
89-80=B
79-70=C
69 or below=F

What happens if I miss class?

It is the responsibility of the students to make up any missed work due to an excused absence. THE TEACHER WILL NOT TELL YOU WHAT YOU MISSED: YOU MUST ASK FOR WORK. You have as many days to make up the work as you missed, as long as it is an excused absence. Unexcused absences do not have extra time to make up work.

What should I do with graded work?

Work to be graded is due on the day of the critique for the current unit. All completed projects should be saved to the class folder, as well as a copy on your personal OneDrive. Any printed work should remain in the classroom until the end of the semester. At times I will take your work and display it on campus and need easy access to it. We also have an annual art show in the spring, I may ask to keep work until then. Once I say you can take home a project you may, but until then please keep it in the classroom!

FIRST DAY OF SCHOOL
SYLLABUS &
TELL ME ABOUT YOU SHEET

TEXTURE

TEXTURE in design can be tactile or visual.
TEXTURE is used to create contrast, emphasis, and add detail to design.

TACTILE TEXTURE

In design TACTILE TEXTURE refers to the actual texture of a designed object. For example, fashion designers must consider the feeling of one fabric compared to another; an industrial designer must consider the feeling of a product in a consumer's hand.

VISUAL TEXTURE

In print design texture can be implied by using color, value, and line to create detail. The viewer can imagine the way the object would feel if they touched it, such as a thorny rose.

TEXTURE can be smooth, rough, grainy, soft. TEXTURE can be used to create pattern and rhythm in a design. TEXTURE can be use to add contrast to draw the viewer's eye to specific areas in a design.

TEXTURE can be used to create a...

COLOR

Color is one of the building blocks of design. It can be used for the focal point, subject, background, or to fill other elements, such as line, shape, and typography.

Color can create emphasis and direct attention to the subject of the design.

A design can also use the absence of color to create impact.

"ALL IDEAS GROW OUT OF OTHER IDEAS"

Less is more with color. Try sticking with a dominate and secondary color. Only use rainbow combinations if it makes sense for your design.

Color is a complex element because it has different properties such as hue, saturation, and value. Intense vs. pastel colors, different values of the same color, and mixing different colors can impact your design.

In digital designs the additive color model, or RGB, is used. Red, green, and blue are primary colors. Cyan, magenta, and yellow are secondary colors.

Color theory shows which colors work well together.

Complementary colors, colors across from each other on the color wheel, will help subjects pop. Analogous colors, any colors in a row on the color wheel, create harmonious designs.

Warm and cool color schemes can create different moods in a design.

VALUE

VALUE is the range of light to dark in a design.
VALUE helps create contrast, emphasis, and divide a space in both color and black and white designs.

GRAYSCALE

VALUE SCALE

A range of VALUE can help show depth in a design.

VALUE can impact the feeling of a design. Lighter VALUES, such as pastels, create a more subdued feeling while more intense VALUES create a more energetic feeling.

A high contrast design with a wide range of VALUE can create a strong focal point and visually divide a space.

VALUES that are similar will make elements feel visually closer together. VALUES that contrast will make elements pop out from each other, adding depth.

A design with a lower range of VALUE is a low key design and will feel more unified.

Darker designs will have a feeling of drama, mystery, or gloom.

SHAPE

SHAPES are defined by boundaries such as line or color.
Like form, SHAPES can be geometric or organic.

ORGANIC SHAPE

GEOMETRIC SHAPES are precise, man-made, are

ORGANIC

SHAPES can be repeated to create patterns.

LINE

In design, line is the connection between two points.
Line can be used to divide a space, direct the viewer's eye, and emphasize the focal point.

LINE directs the viewer's eye to the focal point of

TYPOGRAPHY

TYPOGRAPHY is one of the most important elements in design.
TYPOGRAPHY conveys information through text as well as the style and placement of

SANS-SERIF FONT

In TYPOGRAPHY there are three type of fonts: serif, sans-serif, and decorative.

A SANS-SERIF FONT is a font that does not have the extra stroke at the end of letters. This is the cleanest looking font type.

Example: ABC

SERIF FONT

SERIF FONTS are fonts that have an extra stroke at the tops and/or bottoms of each letter.

Example: ABC

DECORATIVE FONTS are fonts that don't fit into the traditional SERIF and SANS-SERIF categories. They are often creative, more artistic looking, and are best used in headlines, rather than in the text body.

Example: ABC

Sunrise

Decorative Font

GREAT

New York

SPACE

SPACE is the area in and distance around objects in a design.
With three dimensional designs, space is the area the object occupies.

NEGATIVE SPACE

POSITIVE SPACE

SPACE is made up of POSITIVE SPACE, the object in the design, and NEGATIVE SPACE, the area around and between objects in a design.

NEGATIVE SPACE can also be referred to as WHITE SPACE. If used correctly, WHITE SPACE can give a design breathing room and help emphasize the focal point. WHITE SPACE can also make an area look very large or very small based on how much space is left around the elements in a design.

The illusion of SPACE refers to space in print...

FORM

Form is three dimensional and can be measured in height, width, and depth.
In design, form refers to the shape of the object being designed or the illusion of form in print media.

GEOMETRIC FORMS are often man-made, mathematically based, and constructed from other geometric or named shapes.

ORGANIC FORMS are often asymmetrical, flowing, and dynamic. Organic forms are found in nature.
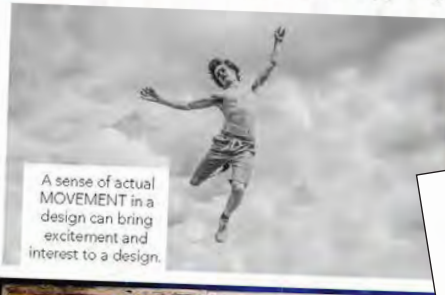
GEOMETRIC FORM

ORGANIC FORM

MOVEMENT

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

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

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

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.

When items of equal weight and design are placed on either side of a center point you get SYMMETRICAL BALANCE.

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.

CONTRASTING colors add excitement to a design.

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

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.

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

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

PATTERN can

EMPHASIS

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

Singling out one object from a

HIERARCHY

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

HIERARCHY

RHYTHM

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

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

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

PROPORTION

visual size and weight of elements and how they relate to 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 unrealistically scaled elements

make them appear larger in ements, making them stand out

REPETITION

REPETITION helps reinforce ideas and unify elements in a design.

REPETITION can be bold or subtle. In this design

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.

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

Color is an easy way to create VARIETY.

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

Placement and overlapping elements in your design can also create a sense of VARIETY. Avoid geometric or predictable compositions to create a composition that

UNITY

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

s design is UNIFIED rough the petition of shapes and s as well as verlapping 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.

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.
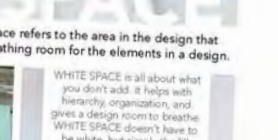
WHITE SPACE can help organize a composition and divide the space to make it easier for the reader to consume.
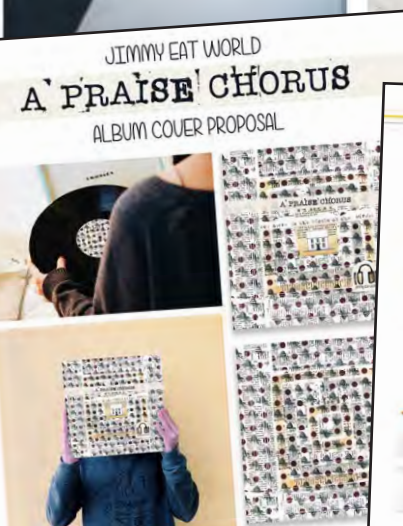
WHITE SPACE is all about what you don't add. It helps with hierarchy, organization, and gives a design room to breathe. WHITE SPACE doesn't have to be white, but simply the fill color of the background is utilized to give elements in a design space.

Balancing WHITE SPACE creates a more

DESIGN BOARD
LAYOUT TIPS

The layout of a design board or presentation is as important as the design itself. Use the following tips to create a successful layout.

COLOR: Use color sparingly in your board, especially if your design is colorful. The purpose of the design board is to show off the design, don't add elements that will compete. Generally, stick to black text and white space. Only use color as a tool to emphasize areas.

EMPHASIS: Use emphasis to highlight important parts of your design, bring attention to the focal point, or focus on specific sections of an image.

HIERARCHY: The most important elements should be the largest. For example, the most important visual element should grab your attention first. The board title should be the largest size font.

PLACEMENT: If a text box goes with a visual element, make sure the text box overlaps the image or is placed near it to visually show they go together.
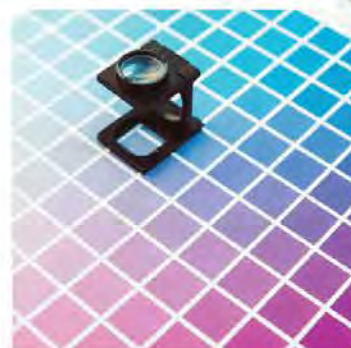
BULLS EYE RULE: place the visual elements in the center and the text on the outside for a more pleasing look. Place text in a way that is easy to read from left to right.

SPACE: Space is one of the most important parts of a strong layout. Make sure space between elements is consistent. If you want an asymmetrical layout make sure it looks intentional. Use white space to help balance busy designs.
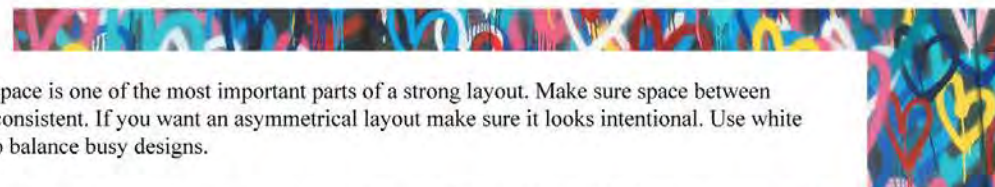
DESIGN BOARD TIPS

COMPOSITION
RULES & TIPS

Use the following tips to help create successful design compositions.

HIERARCHY:
The most important elements should be the largest to bring attention to it. Such as the title or the main design.

FOCAL POINT: Make sure your design has a focus that grabs the viewer's attention. Use emphasis and contrast to help achieve this.

COMPLEMENTARY ELEMENTS
Make sure your design elements go together and look cohesive, such as color, line, shape, form, and more.

ALIGNMENT: For a pleasing composition, make sure elements such as text and images line up.

BALANCE: For a strong composition make

RULE OF THIRDS:
For a strong composition, divide your space into thirds. Place the focal point in one of the thirds. This can also be achieved by overlaying a grid over your design and placing the focus in the intersecting lines.

WHITE SPACE: Give your design room to breathe by including white space in your composition.
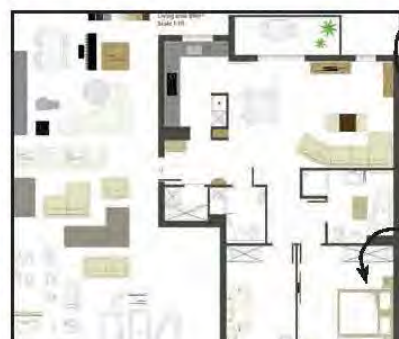
REPETITION: Create a sense of unity between different parts of your design by repeating elements.

PROXIMITY: Place elements that go together near each other, so the viewer's eye perceives it as a group.

COMPOSITION
CHECKLIST

As you work on your design, make sure you are following the below composition rules and tips:

_____ **HIERARCHY:** The most important parts are the largest.

_____ **ALIGNMENT:** Text boxes, images, shapes are aligned or look intentionally unaligned.

_____ **BALANCE:** The elements of the design look visually balanced in the space.

_____ **COMPLEMENTARY ELEMENTS:** The elements used work well together.

_____ **FOCAL POINT:** A part of the design grabs the viewers attention first.

_____ **PROXIMITY:** Elements that go together are placed near each other.

_____ **RULE OF THIRDS:** The focal point is placed off center in one third of the space.

_____ **REPETITION:** Certain elements repeat to create a sense of unity in the design.

_____ **WHITE SPACE:** White space is used well to create balance and a space for the eye to rest.
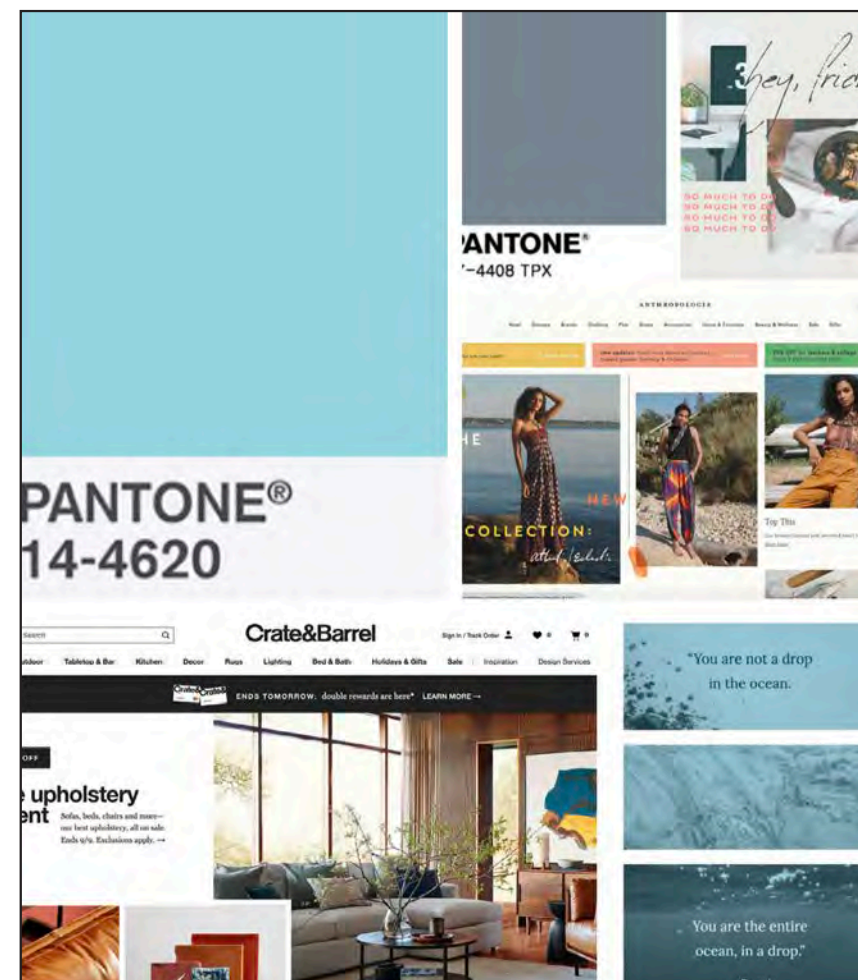

COMPOSITION TIPS

"EVERY ARTIST WAS FIRST AN AMATEUR."
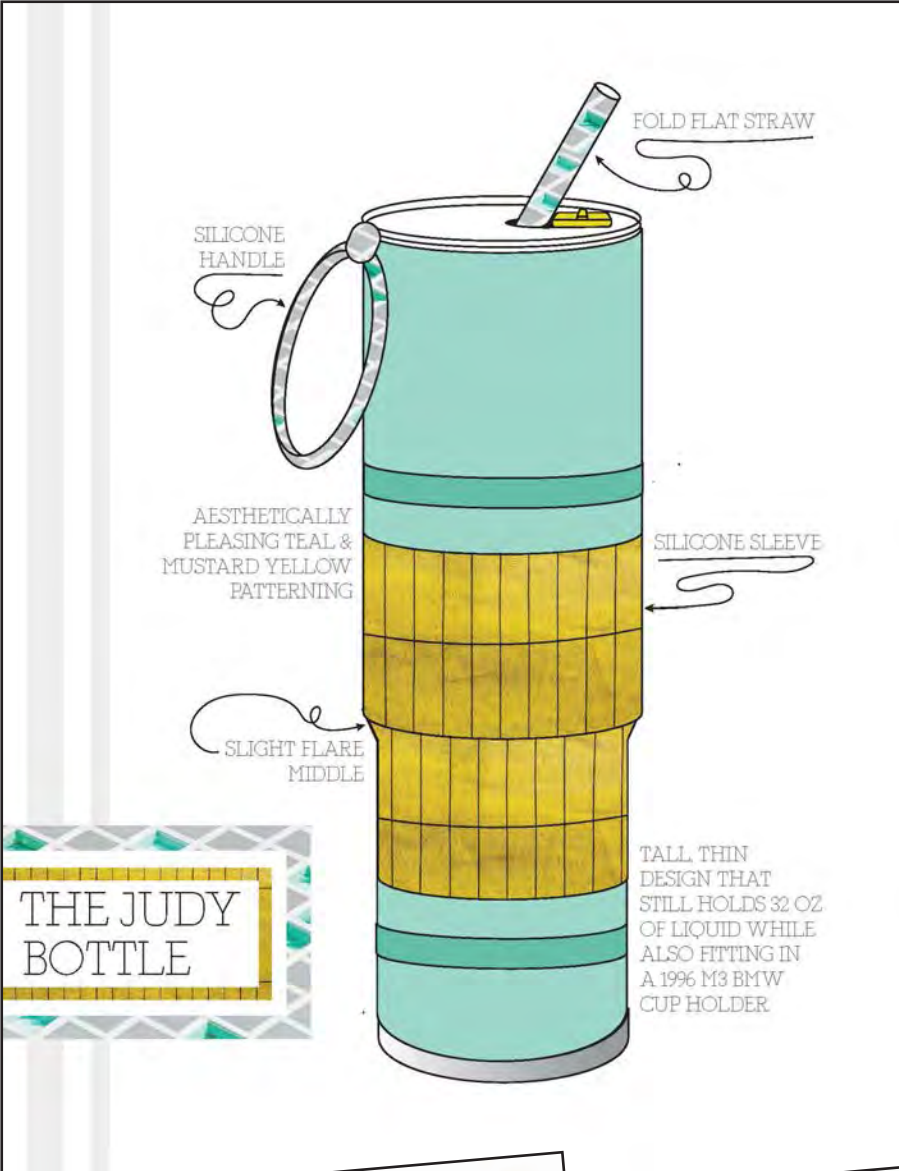RALPH WALDO EMERSON

"EVERY CHILD IS AN ARTIST."
PICASSO

PANTONE®
14-4620

PANTONE®
4408 TPX

Crate&Barrel

"You are not a drop in the ocean.

You are the entire ocean, in a drop."

DESIGN AESTHETIC INTRO
ADOBE CREATIVE CLOUD
EXPRESS PROJECT

FOLD FLAT STRAW

SILICONE HANDLE

AESTHETICALLY PLEASING TEAL & MUSTARD YELLOW PATTERNING

SILICONE SLEEVE

SLIGHT FLARE MIDDLE

THE JUDY BOTTLE

TALL, THIN DESIGN THAT STILL HOLDS 32 OZ OF LIQUID WHILE ALSO FITTING IN A 1996 M3 BMW CUP HOLDER

The Quell Bottle

Featuring...

A loop to make carrying the bottle easier than ever

A slim design that will fit into any pocket or cupholder

A silicone grip sleeve to ensure that your bottle is quiet and spill proof

wooden cap and handle

Flower Design

Silicone Grip

clear plastic

Waterbottle by Chloe

DESIGN BOARD
LAYOUT TIPS

Designing a design board or presentation is as important as the design itself. Use the following tips to create a successful layout.

EMPHASIS: Use emphasis to highlight important parts of your design, bring attention to the focal point, or focus on specific sections of an image.

HIERARCHY:
The most important elements should be the largest. For example, the most important visual element should grab your attention first. The board title should be the largest size font.

If a text box goes make sure the text or is placed near they go together.

BULLS EYE RULE: place the visual elements in the center and the text on the outside for a more pleasing look. Place text in a way that is easy to read from left to right.

STICKER CRITIQUE
INSTRUCTIONS

Place one sticker at every work of art.
The sticker should be placed based on the corresponding color and response you have to the design.

Interesting form

Interesting use of color

Interesting use of pattern

Strong overall design

Strong design board layout

ADOBE ILLUSTRATOR
PROGRAM BASICS

DOCUMENT SET UP

Adobe Illustrator is primarily used for vector and logo design. Illustrator is a vector based application, which means a design can be the size of a business card but also be printed to the size of a billboard with no loss of quality.

STEP ONE:
-Open Illustrator
-Select CREATE NEW from the start up window.
-Choose INCHES from the drop down menu to more easily set a standard size.
-Set your size in the WIDTH and HEIGHT boxes. (start with 8.5" x 11" a standard size sheet of paper.
-Select CREATE.

ADDING ELEMENTS

You can add images, color shapes, decorative lines, text, and more to your document.

STEP ONE:

WATER BOTTLE
HOW TO

STEP ONE:
Start with your basic water bottle shape. Click the RECTANGLE TOOL from the left toolbar. Click and drag your mouse to create the shape. To edit the shape use the SELECTION TOOL to drag the corners.

STEP TWO:

STEP THREE:
Create a more dimensional look by adding an ellipse to the bottom of your rectangle. Click and hold the corner of the RECTANGLE TOOL and select ELLIPSE TOOL from the pop out menu.

STEP FOUR:
Click and drag the ellipse tool from one corner of the rectangle to the other corner.

STEP FIVE:
Use the

STEP SIX:
With the SHAPE BUILDER TOOL selected

WATER BOTTLE DESIGN
INTRO TO ADOBE ILLUSTRATOR
LESSON PLAN, PRESENTATION, MORE

nestwear

nestwear

DESIGN A SHOE PROJECT
LESSON PLAN, ILLUSTRATOR EXPLORATION, RESEARCH ACTIVITY, PRESENTATION, CRITIQUE, &RUBRIC

DESIGN A COVER
BOOK OR ALBUM COVER DESIGN
INTRODUCTION TO PHOTOSHOP, LESSON PLAN, PRESENTATION, CRITIQUE, & MORE
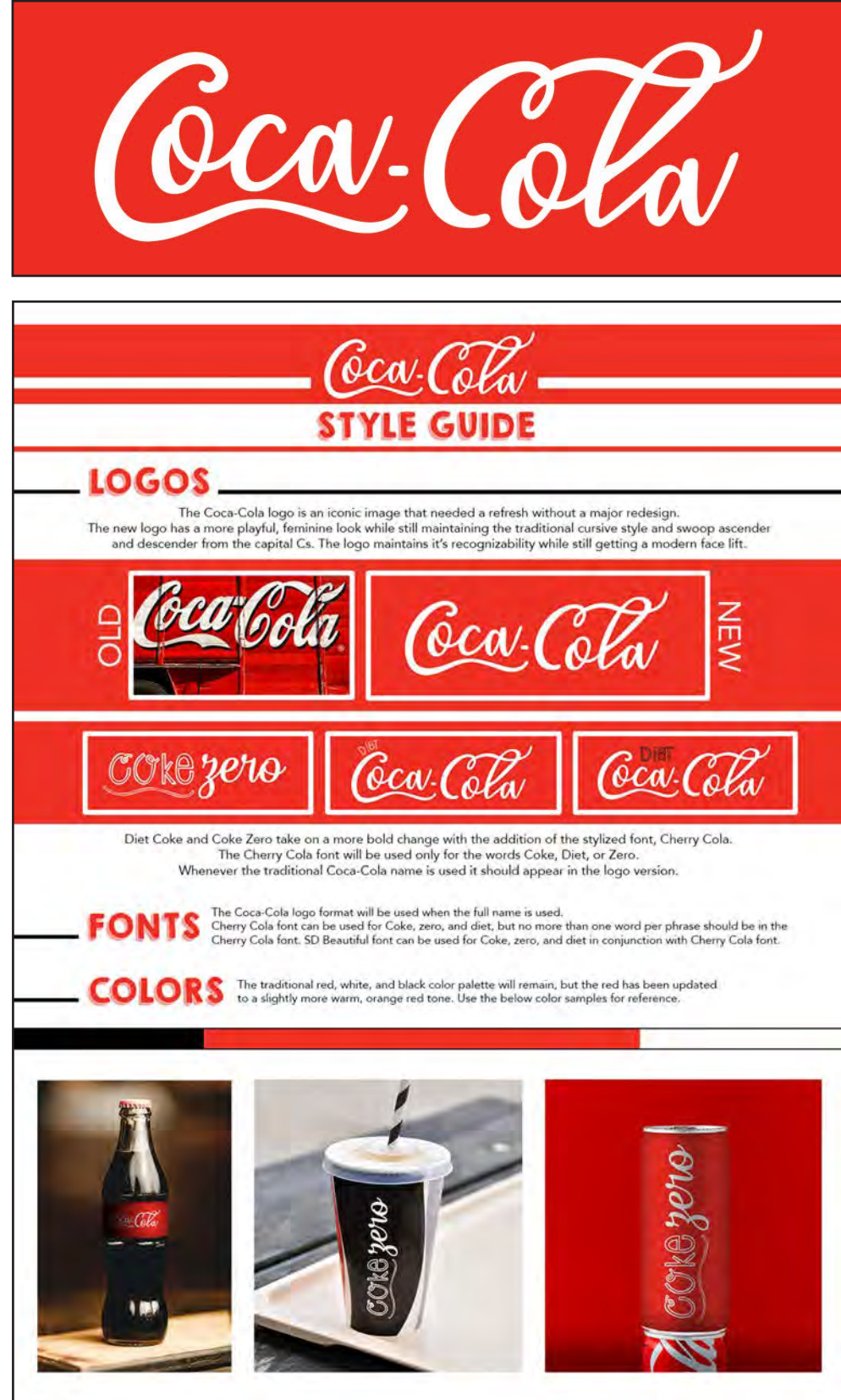
PERSONAL BRAND PROJECT

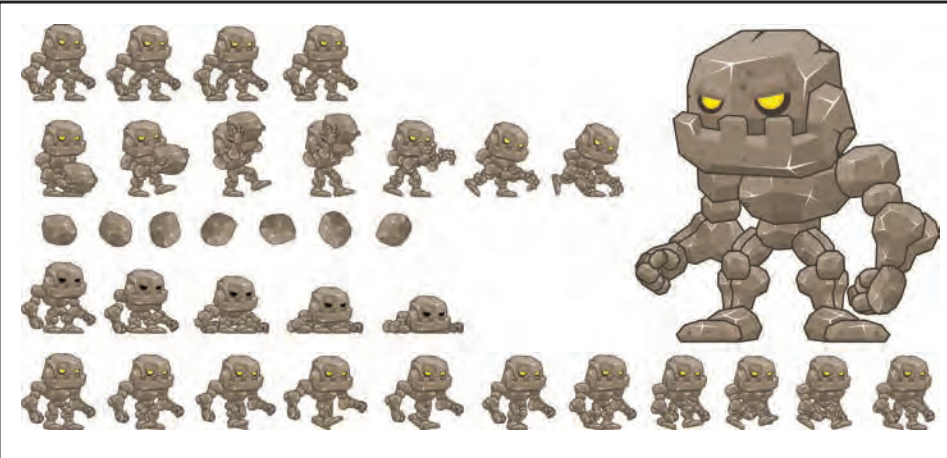## INTRODUCTION TO INDESIGN, LESSON PLAN, PRESENTATION, CRITIQUE, & RUBRIC

DESIGN CAREER RESEARCH

LESSON PLAN, RESEARCH ACTIVITY,
STUDENT POWERPOINT PRESENTATION,
CRITIQUE, & RUBRIC

FINAL PROJECT
LESSON PLAN, PRESENTATION, RESEARCH, & RUBRIC

Spark Collage:

For this assignment students were tasked with learning the online program, Adobe Spark. Using a collage layout base, they had to alter and add to the layout to create a final design that reflects their personal design aesthetic.

Bottle Design:

For this assignment students learned the basics of Adobe Illustrator by designing their perfect water bottle. Through the process they learned about industrial design and what goes into the design of an object. They had to consider both the functionality and aesthetic of the bottle they created.

Shoe Project:

For this project, students built on their Adobe Illustrator knowledge base by learning how to design their own shoe. With a look at industrial design and fashion design, students designed a shoe made specifically for them and their needs.

Cover Design:

For this project students were tasked with designing for a client. They had to select an author and book or musician and album already in existence and redesign the cover. Through this project they learned the basics of Adobe Photoshop, researching a design, and learning to design with the constraints set forth by the client.

DISPLAY LAYOUT TIPS
TIPS FOR EVERY DISPLAY:

Include a project title and description with every display to give the viewer context.

PROJECT TITLE

PROJECT DESCRIPTION

Mat or mount flat works of art to create a more finished look.

Leave an even amount of space between each piece.

DESIGN EXHIBIT
CRITIQUE

Carefully look at the entire exhibit before answering the below questions.

1. Which design stands out above all the other designs? What about it makes it stand out?

2. Which design has the best design board layout overall? Why is it successful?

3. Which design has the best use of color? Why?

4. Which design has the most interesting detail? Why?

5. Which design is the most creative? Why?

6. Which design best conveys the information? How?

7. Which design is the best representation of that project? Why?

8. Reflecting on the semester, which assignment was your favorite? Why?

9. Which assignment was your least favorite? Why?

10. If you could change one thing about this course, what would you change?

11. Do you feel like you have a grasp on using the Adobe programs you learned? Why or why not?

12. Additional comments about this class:

ODD NUMBER LAYOUT

PROJECT TITLE

Place the odd one out

PROJECT DESCRIPTION

Pieces evenly stacked on top of each other

OTHER EXAMPLES:

...ty space with ...oject title and description.

SYMMETRICAL LAYOUT

PROJECT TITLE

Evenly space the pieces and center them on top of each other.

PROJECT DESCRIPTION

Center the title and description above and below the pieces.

...YMMETRICAL LAYOUT

PROJECT TITLE

Place the project title and description above and below the pieces to help balance the space.

PROJECT DESCRIPTION

DIAMOND LAYOUT

OTHER EXAMPLES

OTHER EXAMPLES

PROJECT DESCRIPTION

The final row should have just one piece.

The next row should have one less piece.

The center should have the most pieces stacked vertically.

VARIOUS SIZE LAYOUT

PROJECT TITLE

PROJECT DESCRIPTION

Placing visually heavier and larger pieces at the bottom will create a more balanced look.

PROJECT DESCRIPTION

OTHER

Leave an even amount of space between all pieces. Leave extra space on the outside edges, rather than between pieces.

Place the largest piece in the center. Other large pieces should be placed at the bottom.

DESIGN EXHIBIT
DESIGN DISPLAY TIPS, PROJECT DESCRIPTIONS, CRITIQUE ACTIVITY