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Graphic Arts Summer Assignment for incoming 10th graders Due on the first day of school

What is an element or principle of design? You may have learned this in 9th grade Art Class but we're going to investigate how elements and principles relate specifically to graphic and web design.

Every time we look at a photo, a book, a magazine or a web page, we're actually seeing elements and principles of design everywhere. Being able to identify them is the key. Let's think of it like the alphabet. Our ABC's help us create words. The elements & principles are the ABC's of design. The elements and principles are the formula by which designers live by. When applied effectively, elements and principles are powerful tools. Just like the alphabet combines letters to create different words, effects and principles can be combined to purposely create designs and compositions that will capture the attention of the intended Audience.

Want to know more? Of course you do!

Take a look at this video: <https://www.youtube.com/watch?v=losbYfihN4>

And please review this website which lists both the elements and principles. Click on each underlined word to learn more: <http://nhsdesigns.com/graphic/principles/index.phpm>

Learn about the elements and principles of design.

To complete this assignment you will be doing two activities:

1 - Elements & Principles Worksheets:

On the next three pages there is a list of the elements and principles along with their definitions. In the left-most column there are blank boxes. In these boxes you will draw a simple representation of the element or principle discussed in that row. Complete all element and principles. You may use any medium (pen, pencil, colored pencil, markers, etc.)/

2 - Elements & Principles Examples:

Now that you understand the ideas behind each element and principle, you are going to find 5 examples in newspapers, magazines, online, or any other medium that uses graphic design. You must find 5 that display an element or principle somewhere within its design. You must have 5 pieces of work with a summary of the element or principle you believe the work displays. Staple the example to your summary. Your summary should be 3-5 sentences each, double-spaced. Write your name on all summaries.

Name: _____ Period: _____

ELEMENTS & PRINCIPLES OF ART

The Elements of Design create every object around us; designers must master these elements and format them within the principles of design.

	Line	A line is defined as a mark with length and direction, created by a point that moves across a surface. A line can vary in length, width, direction, curvature, and color.
	Shape	A flat figure, shape is created when actual or implied lines meet to surround a space. A change in color or shading can define a shape.
	Size	This refers to variations in the proportions of objects, lines or shapes.
	Color	Color is the perceived character of a surface according to the wavelength of light reflected from it.
	Texture	Texture is the way a surface feels (actual texture) or how it may look (implied texture).

	Value	Value is how dark or how light something looks. We achieve value changes in color by adding black or white to the color.
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The Principles of Design suggest pleasing ways of arranging the elements of design on a page.

	Balance	Balance is a feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical (evenly balanced) or asymmetrical (un-evenly balanced).
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	Contrast	Contrast is the juxtaposition of opposing elements.
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	Emphasis	<p>Emphasis is used to make certain parts of the artwork stand out and grab your attention.</p> <p>The center of interest or focal point is the place a work draws your eye to first.</p>
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	Proportion	Proportion describes the size, location or amount of one thing compared to another.
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	<p>Pattern</p> <p>Unity</p>	<p>Pattern is created by repeating an element (line, shape or color) over and over again.</p> <p>The total visual effect of a composition, achieved by the careful blending of the elements of art and the principles of design.</p>
	<p>Proximity</p>	<p>Proximity creates relationship between elements. It provides a focal point. Proximity doesn't mean that elements have to be placed together, it means they should be visually connected in some way.</p>
	<p>Rhythm & Movement</p>	<p>The principle of design dealing with the creation of action; a way of causing the eye of the viewer to travel within and across the boundary of a work of art.</p>
	<p>Space</p>	<p>Space in art refers to the distance or area between, around, above, below, or within elements. Both positive and negative space are important factors to be considered in every design.</p>