"Elements and Principles of Design" Designed to Fit

"Composition"

ART302 Graphic Design

Unit 5

What do all these have in common?

Sports   Food   Music

They're all things humans do

- When we talk about SPORTS, for example, we'll talk about *speed, accuracy, score, consistency*.

- When we talk about FOOD, we discuss *taste, texture, smell, presentation*.

- When we analyze music, we talk about *sounds, combinations of sounds, the quality of the sound, the type of music being played, originality, how it makes us feel*.

Every **thing** has its "language"

So when we talk about ART and DESIGN

- **We talk about things like color**
  - Van Gogh uses mostly cool colors: blues, greenish, black
  - Yellow provides contrast, is unexpected in a "night" scene
- **Or rhythm or direction or movement**
  - His use of little lines and swirls make your eye "move" in little patterns of swirls and swoops

Vincent Van Gogh, "Starry, Starry Night"

We talk about the "Elements and Principles of Design"

ELEMENTS

Form

Shape

Color

Line

Value

Space

PRINCIPLES

Pattern

Proportion

Rhythm

Balance

Repetition

Movement

Emphasis

Variety

Unity

Elements and Principles of Design

- What we see (elements) and how they're used (principles) in composition

And…

- What we see (elements) and how they're used (principles) in composition
- Composition is the arrangement of things or parts of things for a particular effect

And...

- What we see (elements) and how they're used (principles) in composition
- Composition is the arrangement of things or parts of things for a particular effect
- Graphic design is **image + text + composition + format**

So...

- **Elements and Principles of Design** give us a way to talk about composition, which is a central part of **graphic design**

TOO MUCH TO REMEMBER!
(and why should we learn this anyway?!)

1. If we have a COMMON LANGUAGE

adam woodhouse // graphic designer   +441634 2640505

- We can talk about graphic design in a universal, consistent way
  - What's good, what's not
  - How design works best
  - And how we can use that knowledge to improve our own design work

2. If we break it down, it will make sense

adam woodhouse // graphic designer   +441634 2640505

- We'll apply it to graphic design using lots of visual examples

- It's mostly common sense
  - We all sort of know what color is, right? Yes!

- And remember that we learn a lot from looking at what others do

Let's practice looking at art and design using "Elements and Principles of Design"