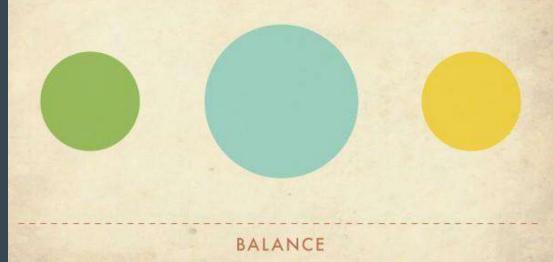
Principles of Design

$\bullet \bullet \bullet$

Use these principles to enhance the delivery of your message

Balance Symmetrical







Balance Asymmetrical







 Featuring the greatest hits of a lifetime...

 Elvis Presley * Aretha Frankin * Creatence Cleavater Revival * Rob Dylan * The Boors * The Byeds * The Beach Boys

 Simon & Garfunket * Jefferson Arginates + Lyrard Skynamic * Harry Strikons * The Signers * The Boolie Beachers * Willie Neison

 Wilson Picket: # Bob Segre * Damae Eddy * The Four Tops & many more

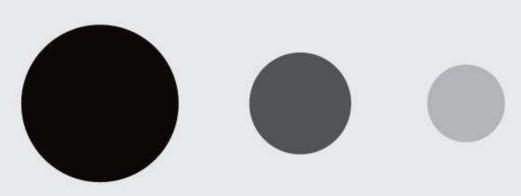
 2CD + 2 Cassette = 32 tracks





Contrast Large & Small, Dark to light





CONTRAST

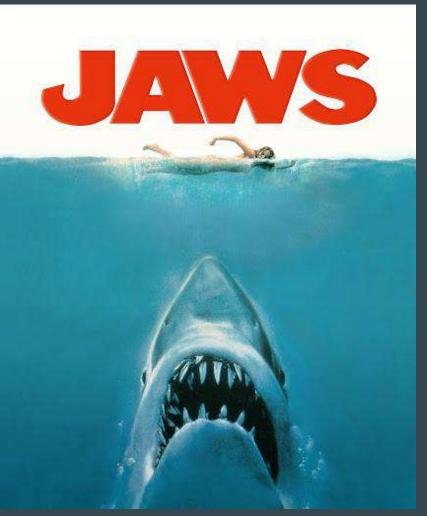


Contrast Thick to thin, geometric, size





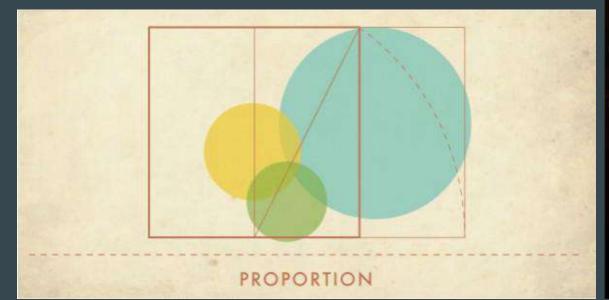
CONTRAST





Proportion

Relationship of shapes to each other and the work as a whole



A TRIUMPHANT TRUE STORY FROM THE ACADEMY AWARD'- WINNING DIRECTOR OF SLUMDOG MILLIONAIRE

JAMES FRANCO

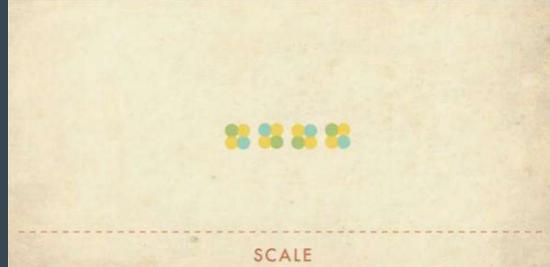
EVERY SECOND COUNTS

IN THEATRES HOVEMBER

Scale

Size of subject in relationship to others and the picture plane







Repetition & Rhythm

<u>Repetition</u> the recurrence of a design. <u>Rhythm</u> the order of that repetition





JESSE MARK WOODY DAVE DANIEL LIZZY JAY MICHAEL MORGAN

YOU HAVEN'T SEEN ANYTHING YET.

JUNE 10

SEE ME 2

Unity Consistency of concept

UNITY



Art Elements

Color

Impacts the mood of your design





Space Negative & Positive Space





IDENTIFY THE ALPHABET



IDENTIFY NEGATIVE SPACE

PENCIL

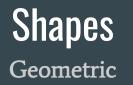


EXTRACT THE SHAPE IN THE NEGATIVE SPACE

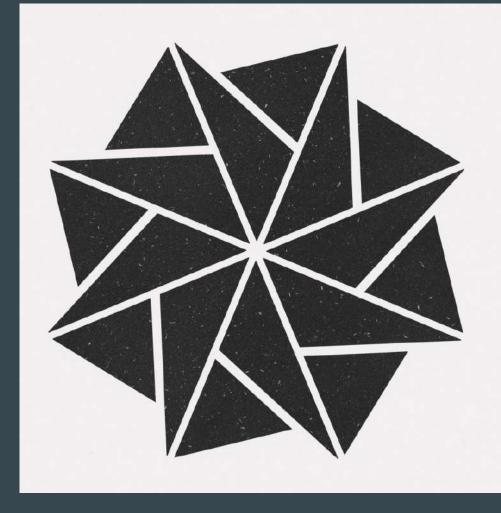


COME UP WITH A CLEVER IDEA WITH **EXTRACTED SHAPES**

> Two seconds to spot are two seconds to late The support centers union for victors of sexual assault in Israel

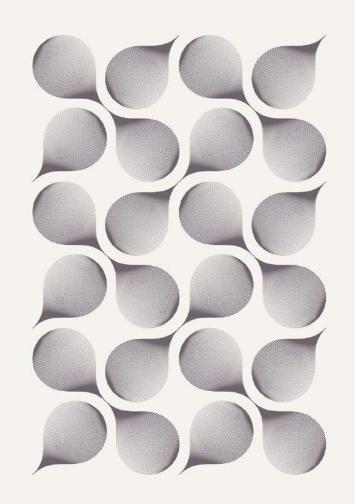






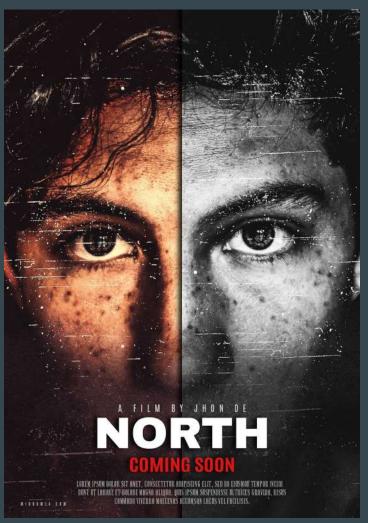
Shapes Organic or Freeform





Texture Visual







COLLEGE OF ARCHITECTURE - JACKSON CENTER

Value - light to dark

Can be used to emphasize or create contrast between background & foreground, show Mass, create depth or dimension



Line

a point moving in space.

Line can be an <u>actual</u> line or an <u>implied</u> line. Line can draw the eye to a specific place. Line can unify the composition.