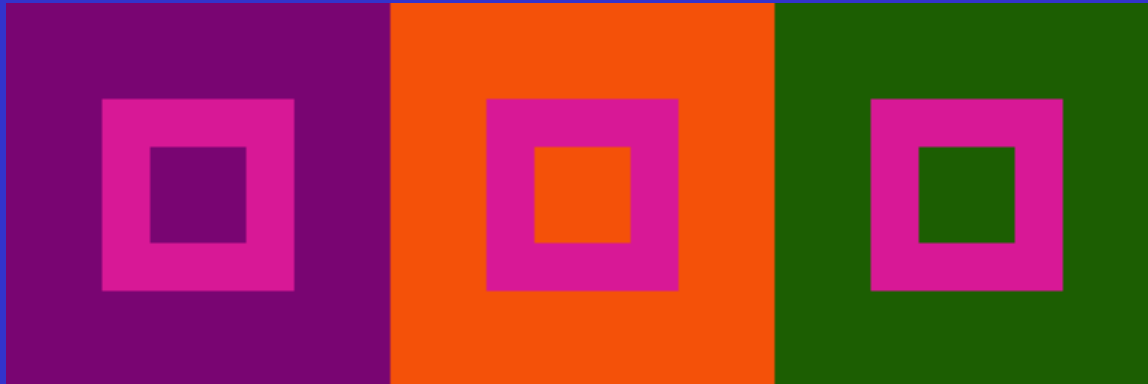


Design Basics

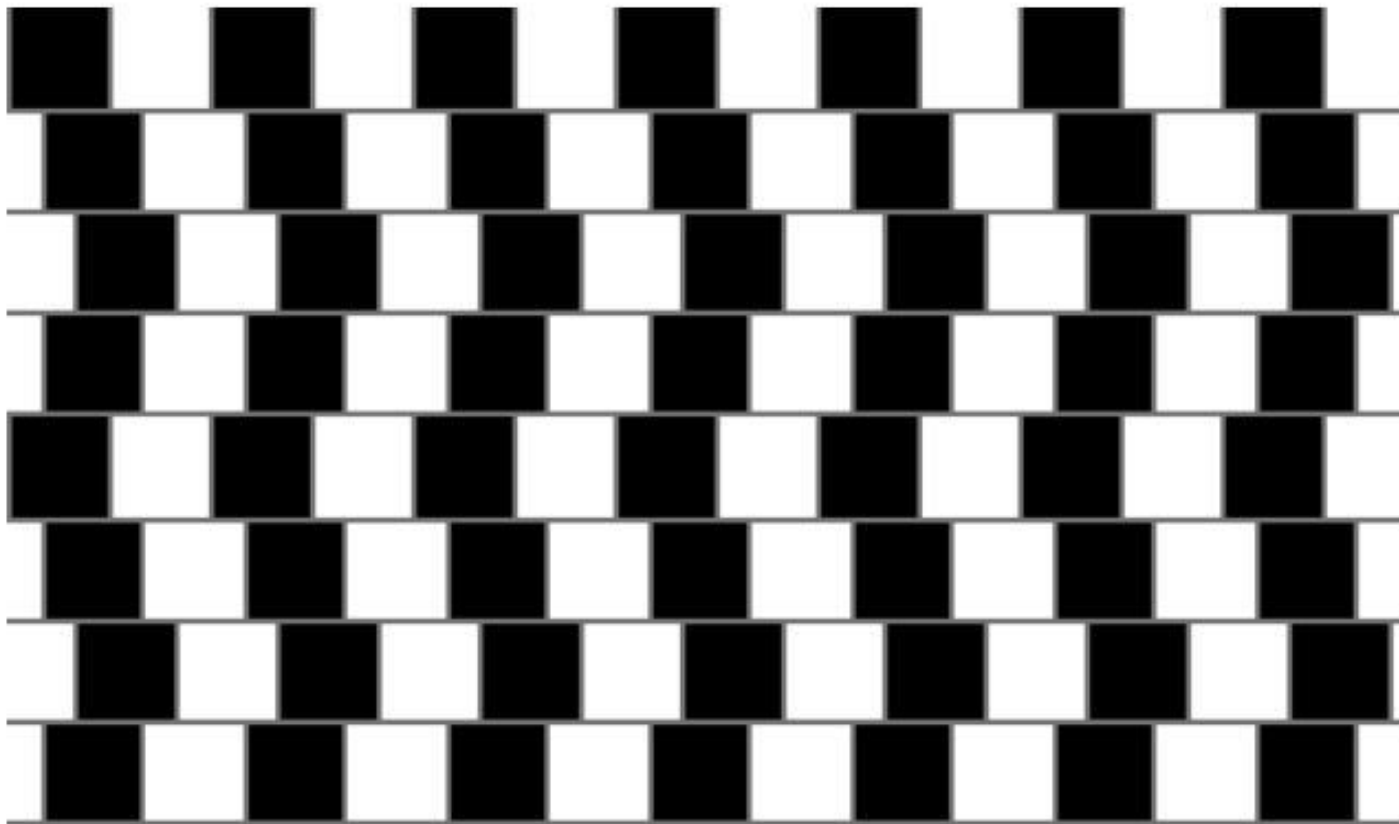


Introduction to Design

- de-sign
- 1. To prepare the preliminary sketch or the plans for (a work to be executed) esp. to plan the form and structure of:
to design a bridge.
- 2. To plan and fashion artistically or skillfully...

The Design Process

- To design is
- To plan and organize
- To order and relate
- And to control.
- In short it embraces
- all means opposing
- Disorder and accident



Are the horizontal lines parallel or do they slope?

The lines you choose, their placement, and direction;
All make a difference in the way your work is viewed.

Objective

- This presentation/discussion has been created so that you the student may make educated decisions in the creation of your artwork and design.
- Each nuance in the creation of your design project should be done with purpose and intent.
- It is not satisfactory to spend multiple hours on a project and not have given thought as to why a particular color or font was used.
- Choose powerfully, not by accident.

Design Definition

- The definition of design has a common element: the word “plan” appears over and over.
- To design means to *plan*, to *organize*.
- **Design is the opposite of chance.**
- Designers form a planned *visual* pattern.
- The elements used to create the work will vary, but the result is always a visual organization.

Definition continued...

- Art, like other careers and occupations, is concerned with seeking answers to problems.
- Art, however, seeks visual solutions in what is called the *design process*.
- The arts are called “creative” fields because there are no predetermined correct answers to the problems.
- Infinite variations in individual interpretations and applications are possible.

Content and Form

- Two aspects of art: *Content and Form*
- ***Content*** implies the subject matter, story, or information that the artwork is attempting to convey.
- ***Form*** is the purely visual aspect of art, integrating the elements and principles of design.
- Art is, and always has been a means of visual communication.



- In art, as in communication, the artist or designer is *saying* something to the viewer.
- Here the successful solution not only is visually effective but also communicates an idea.
- Any of the elements of art can be used in communication. Purely abstract lines, color, and shapes can be very effective in expressing ideas or feelings.



Foundation of Design

- The *principles* of design include:
 1. Scale
 2. Proportion
 3. Unity
 4. Repetition and Rhythm
 5. Balance
 6. Emphasis
 7. Direction

Elements of Design

- The **elements** of design include the following:
 1. Line
 2. Shape
 3. Value
 4. Color
 5. Texture
 6. Mass/Volume
 7. Space
 8. Time
 9. Motion

Unity

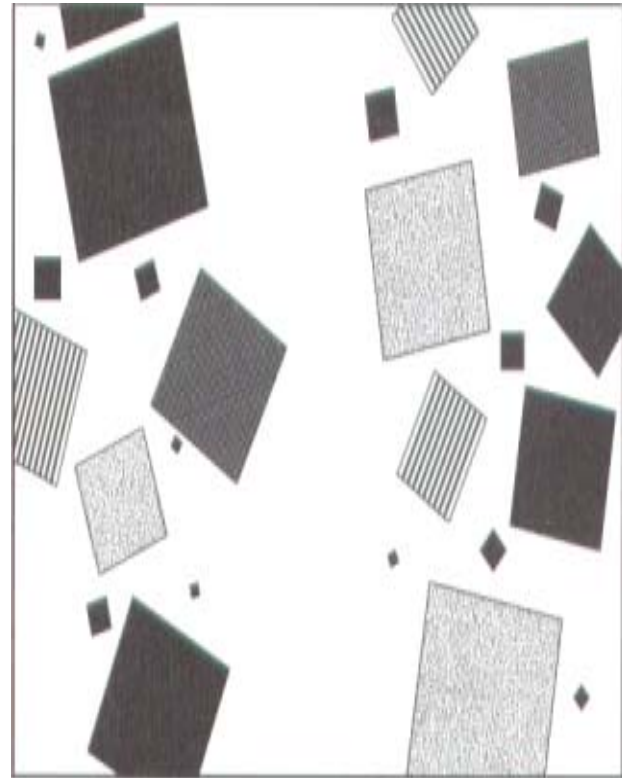
- Unity means that an agreement exists among the elements of design.
- Unity means that the objects look as if they belong together, that there exist visual connection.

Unity part 2

- In order to have visual unity, the whole must be predominant.
- You must first see the whole pattern first before you notice the individual elements.

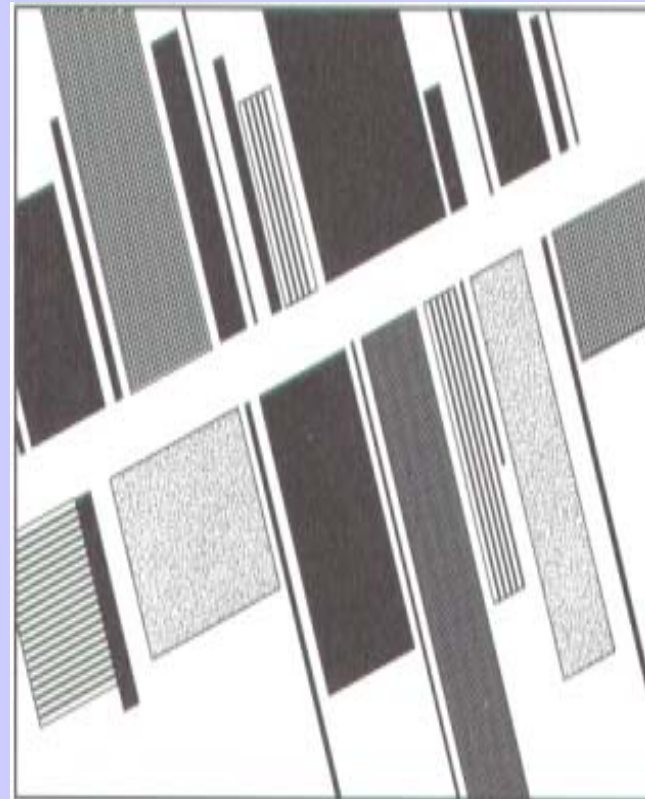
Gestalt

- The Gestalt theory of visual psychology:
 - The viewer tends to group objects that are close to each other.
 - In the image, the first impression is not random squares, but two groups of smaller elements.



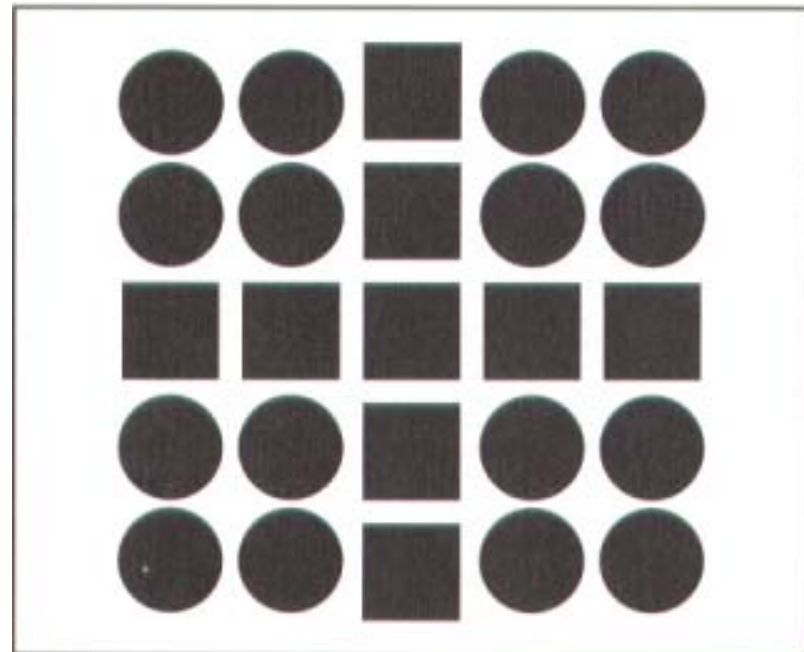
Gestalt Theory cont.

- Negative (or empty space) will likewise be organized.
- In the image, the elements are seen as two groups. With the groups ending on two common boundaries, the white empty space is as strong as the rectangles.



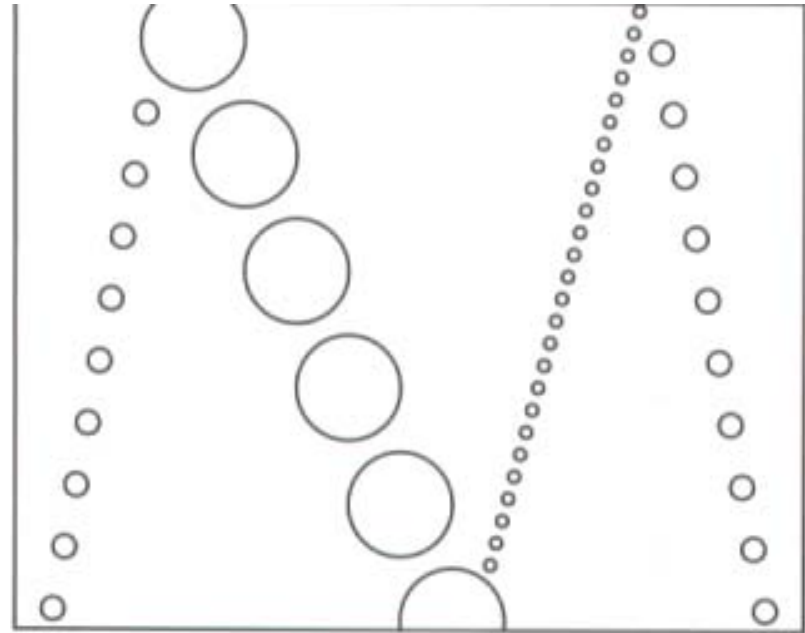
Gestalt Theory 3

- Our brain will tend to relate and group objects of a similar shape.
- In the image, a cross or plus sign is obvious rather than an all over pattern of small shapes.



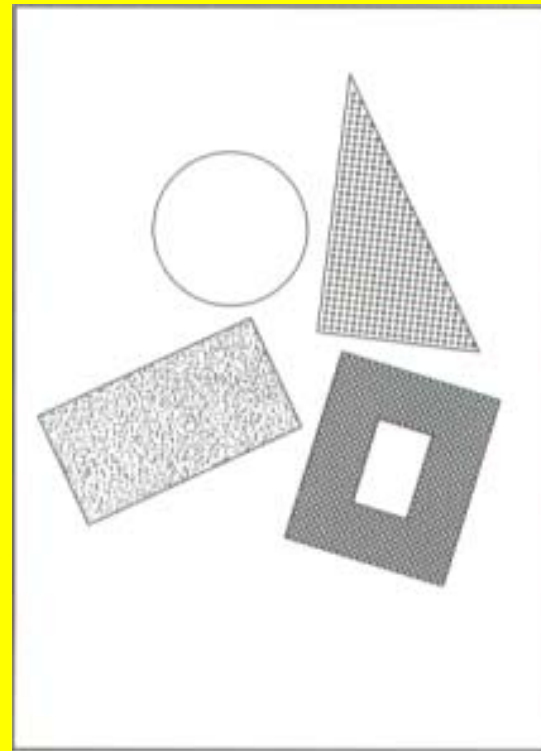
Gestalt 4

- In the image, the pattern is not merely circles.
- We visually close the spaces between similar ones to create a design of lines. *In this case the lines form an M*



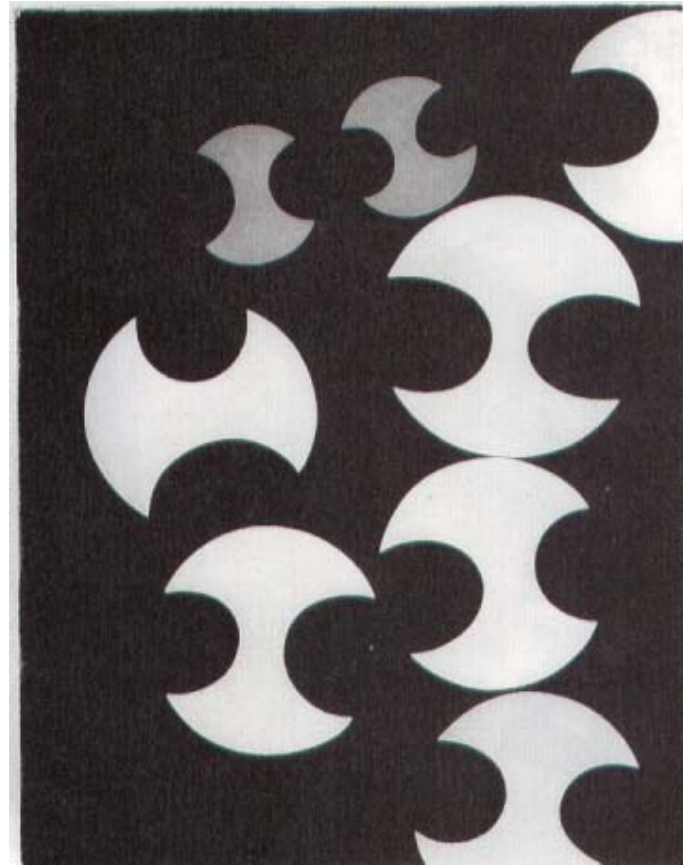
Ways to Create Unity

- *Proximity*: make separate elements look as if they belong together.



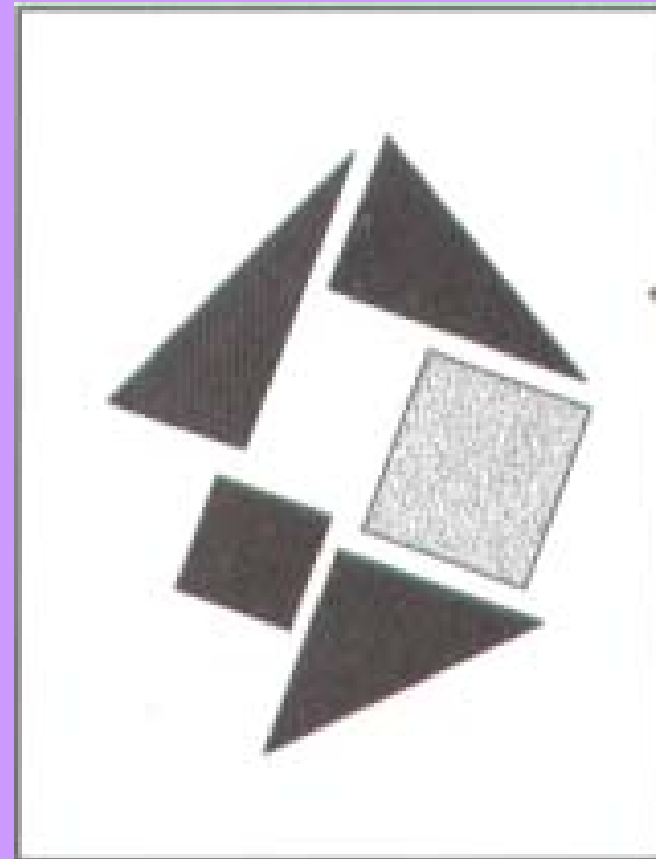
Achieving Unity 2

- *Repetition*: repeat something in various parts of the design to relate the parts to each other.



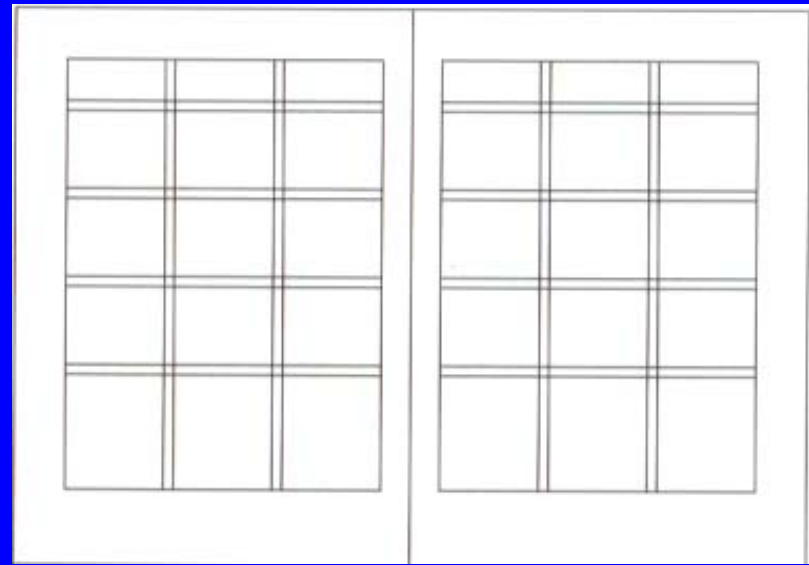
Achieving Unity 3

- ***Continuation:***
Continuation means that something “continues”- usually a line, an edge, or a direction from one form to another. This allows the viewers eye to move from one object to another.




Achieving Unity 4

- ***Continuity***: The planned arrangement of various forms so that the edges are lined up.
- Continuity is achieved when there is a visual relationship between two or more designs.





Examples of Continuity


MUSIC



ĐànViolin



ĐànViolin



ĐànViolin

ARCHITECTURE



ĐànViolin

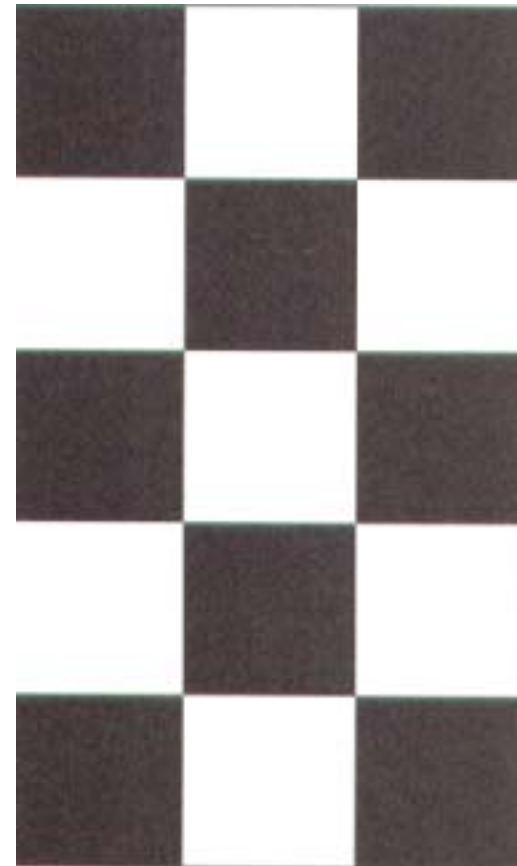
ĐànViolin



ĐànViolin

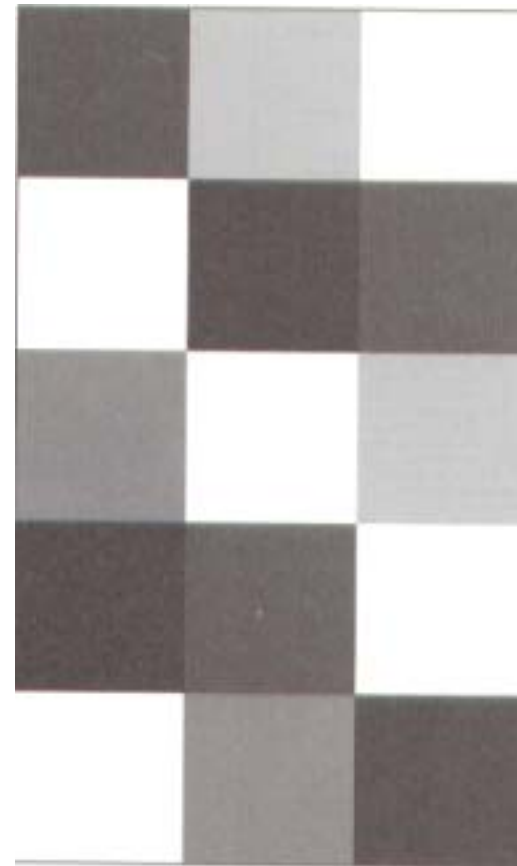
Unity with Variety

- The image has complete unity. All the images are the same size, creating a very *boring* design.



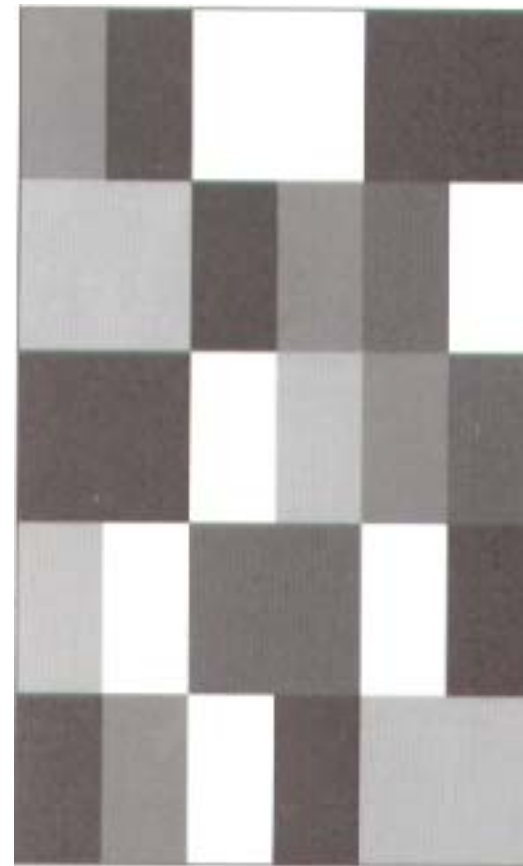
Unity With Variety

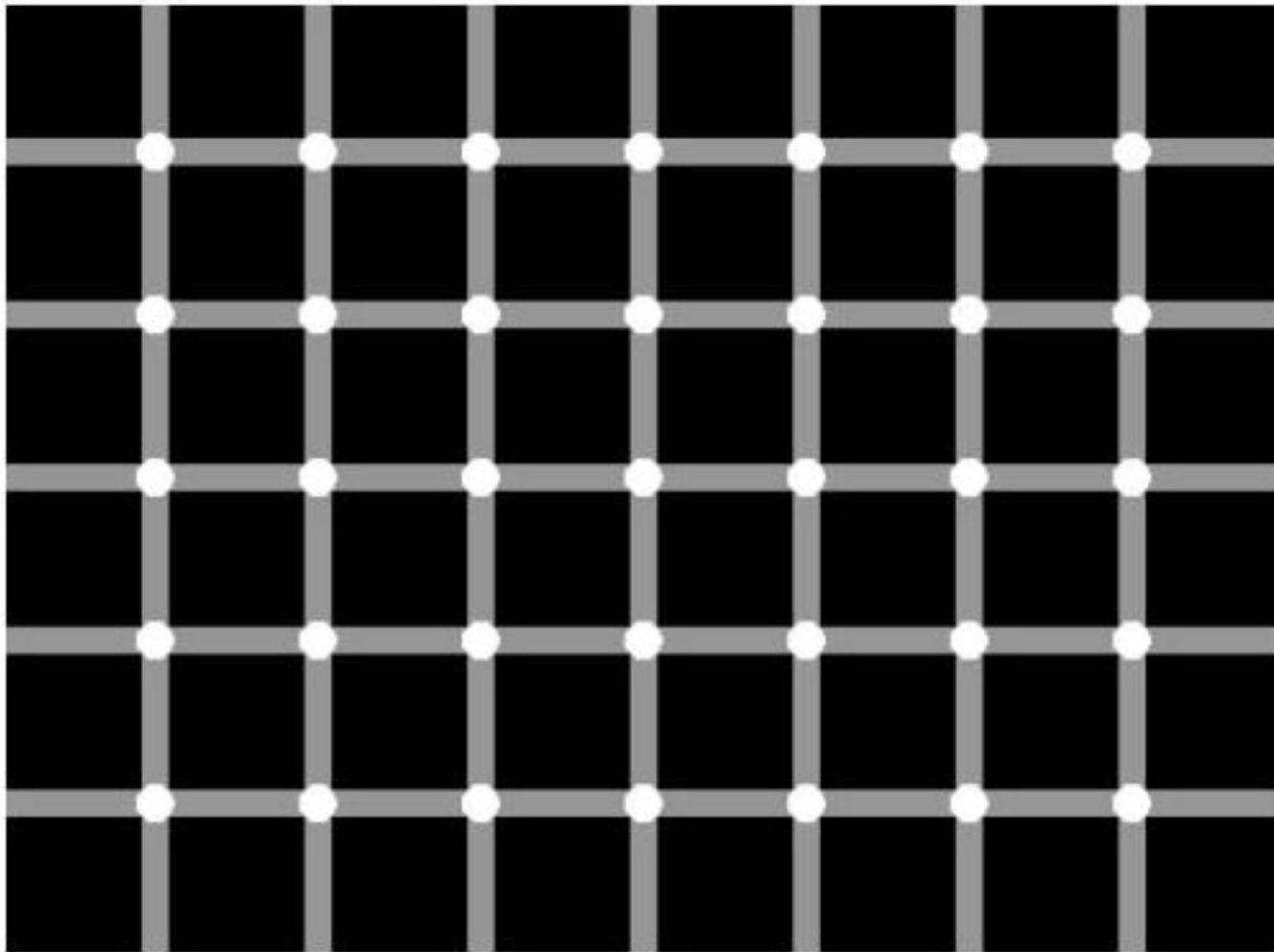
- Here, there is the same division of space, but the pattern is not as dull.



Unity With Variety

- The original checkerboard is almost completely removed, but the underlying element of unity is still present. This design is filled with variety, but keeps unity.





Count the black dots. If you see blinking black dots...it means you are insane.

The End

More to come...