

Principles of Design

Level 3 Booklets

## Principles of Design

# Unity

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

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Apply what you've learned about the Unity Shortcuts and Composition to create a Master Level design like Van Gogh's Starry Night. On the next page, use the lines below to explain your "Big Idea" and your main E.O.A hooks...

## Ultimate Unity

### What is Unity

In your own words, what is unity?

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What are the two main things that unity focuses on aligning...

The synonym for *Unity*: \_\_\_\_\_  
 Why is *Variety* important for Unity?

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When is the best time to think about unity when making artwork?

Why? \_\_\_\_\_

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### Basic Composition

This is the foundation to creating basic unity in a work of art. Define these terms in your own words...

Composition: \_\_\_\_\_

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Focal Point: \_\_\_\_\_

Picture Plane: \_\_\_\_\_

Magic Dimond: \_\_\_\_\_

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Rule of Thirds: \_\_\_\_\_

Strong Composition: \_\_\_\_\_

Weak Composition:: \_\_\_\_\_

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Create an illustration that activates the space above and shows what the Never's look like...

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Why should the "Never's" be avoided?

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4. \_\_\_\_\_:

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3. \_\_\_\_\_:

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2. \_\_\_\_\_:

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1. \_\_\_\_\_:

## Avoid the Never's

Create an illustration that activates the space below, shows Unity, and what the composition basics look like...

## Principles of Design

# Contrast

## What is Contrast?

Define it in your own words: \_\_\_\_\_

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Create a design showing what you know about contrast...

## Opposites Attract

Use the space on this page and the next to create a composition illustrating both types of contrast...

## Types of Contrast

Define *Literal Contrast* in your own words: \_\_\_\_\_

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Define *Conceptual Contrast* in your own words: \_\_\_\_\_

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What is the difference between them? \_\_\_\_\_

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Describe the "big ideas" he liked to explore with his tessellation work...

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Pick one of his pieces and answer the prompts below...

Title: \_\_\_\_\_

Media: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Describe what it looks like: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How he uses Contrast to add more layers to the visual story? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Adding Context

How artists use *Contrast* to influence their audience and more effectively communicate their visual message...

M.C. Escher

Time Period \_\_\_\_\_

Art Styles: \_\_\_\_\_

Primary Medium \_\_\_\_\_

Define Tessellation: \_\_\_\_\_

\_\_\_\_\_

Where else have you learned about Tessellation? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

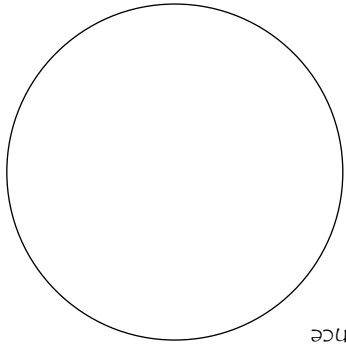
\_\_\_\_\_

Creatively list different kinds of *Literal Contrast*...

Creatively list kinds of *Conceptual Contrast*...

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_



balance

Create a Mandala using 2 types of

What do you find most interesting about traditional Tibetan Mandalas?

What is a Mandala:

## Adding Context

### Principles of Design

# Balance

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

Create an example of this kind of balance in the space below...

What kind of visual message can be interpreted when using this kind of balance?

## Occult

Create an example of this kind of balance in the space below...

What kind of visual message can be interpreted when using this kind of balance?

## Asymmetrical

## Symmetrical

What kind of visual message could be interpreted when using this kind of balance?

There are 3 types of symmetrical balance. List and create examples of them in the space provided...

## What is Balance?

Define the following terms in your own words...

Balance: \_\_\_\_\_

Define the 4 kinds of Balance

1. \_\_\_\_\_:

2. \_\_\_\_\_:

3. \_\_\_\_\_:

4. \_\_\_\_\_:

Create an example of this kind of balance in the space below...

What kind of visual message can be interpreted when using this kind of balance?

## Approximate

2. \_\_\_\_\_

3. \_\_\_\_\_

## Principles of Design

# Emphasis

Using what you now know about emphasis Create your own design on these pages incorporating the 4 types of Emphasis...

## What is Emphasis

Define Emphasis in your own words:

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What are 2 tools artists use to create dynamic compositions...

What are 4 ways to create emphasis in a work of art?

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

Show what it can look like above

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Looking at *Margritte's The Treachery of Images*: how is Juxtaposition used:

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Describe *Juxtaposition*: as an emphasis technique and what effects it can create:

*Emphasis-Juxtaposition*

## Emphasis-Contrast

Describe **Contrast** as an Emphasis technique and what effects it can create:

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Looking at *Goya's The Third of May 1808*: how is *contrast* applied:

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Show what it can look like below

Show what it can look like below

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Looking at *Vermeer's The Allegory of Painting* describe how *placement* is used:

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*Emphasis-Placement*  
Describe **Placement** as an Emphasis technique and what effects it can create

## Emphasis-Isolation

Describe **Isolation** as an Emphasis technique and what effects it can create

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Describe how *Vermeer's Girl with a Pearl Earring* use *isolation* :

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Show what it can look like above

# Proportion

## Principles of Design

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

### What is it?

Define Proportion in your own words: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use space below to create a design listing the 3 ways proportion can be applied...

### A Matter of Perspective

Who discovered the rules for creating more realistically accurate drawings of buildings during the Renaissance: \_\_\_\_\_  
What are these set of rules called: \_\_\_\_\_

What building did he paint to discover these rules? \_\_\_\_\_

What are the 2 basic Rules: \_\_\_\_\_

1. \_\_\_\_\_  
2. \_\_\_\_\_  
On the next page draw boxes in 1 & 2 point Perspective and label using the following terms: (accuracy does count; bonus pts for turning boxes into stuff)

- Vanishing Point
- Parallel
- Horizon
- Perpendicular
- Orthogonal
- Vertical

2pt.

1pt.

Use all of the space below to create a *Self Portrait*. Use combination of observational skills (a mirror) and the Greek Ideal Beauty standards...

How do the *Ancient Egyptians* use *scale* in their art? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who was the most prolific Ancient Egyptian leader: \_\_\_\_\_  
How is scale used to demonstrate his wealth and prestige? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List some of his famous monuments



### Perfection

What *philosophy* was the driving force behind how *Ancient Greeks* defined "perfection"?

Describe how the Ancient Greeks defined "*Ideal Beauty*" standards: \_\_\_\_\_

The *formulas* use to create art of human figures: \_\_\_\_\_

A *Portrait* is: \_\_\_\_\_  
Why is the Venus de Milo unusual?

How does *Menna and Family Hunting in the Marshes* use scale to show the relationship between the pharos and the other people in the painting: \_\_\_\_\_  
\_\_\_\_\_

Use the same technique to show the relationship between the principle, teachers, and students by creating an illustration in the space below...

## Principles of Design

# Rhythm

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

## What is it?

Define **Rhythm** in your own words...

\_\_\_\_\_

\_\_\_\_\_

What is a synonym for Rhythm?

Creatively list 4 types of Rhythm in the space below...

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\_\_\_\_\_

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\_\_\_\_\_

Use the rest of the space to show the things you need to know to create the Zentangle art and incorporate the types of Rhythm....

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe what Zentangle is in your own words: \_\_\_\_\_

# Zentangle

# Flowing

Flowing Rhythm is \_\_\_\_\_

What *effects* are created using Regular Rhythm? \_\_\_\_\_

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In the space above create a design incorporating Irregular Rhythm ..

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# Progressive

Progressive Rhythm is \_\_\_\_\_

What *effects* are created using Progressive Rhythm? \_\_\_\_\_

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Create examples of Regular Rhythm below...

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In the space above create a design incorporating Irregular Rhythm ..

## Principles of Design

# Movement

Putting it All Together  
Create a design demonstrating  
Movement. Bonus pts. for showing  
all 4 kinds in the design.

## What is it?

Define Movement in your own  
words \_\_\_\_\_

Use the space below to creatively list  
the 3 categories of Movement artists  
use in artwork...

## Linear

In your own words, what is **Linear  
Movement** \_\_\_\_\_

What effects are created by using  
Linear Movement? \_\_\_\_\_

In the space below create a design  
demonstrating Linear ..

## Closure

In your own words how does closure  
create movement? \_\_\_\_\_

What effects are created by using  
Visual Passage? \_\_\_\_\_

Describe the 2 most common types  
of Closure used in artwork: \_\_\_\_\_

In the space above create a design  
demonstrating Closure ..

## Elongated Shapes

In your own words how do Elongated  
Shapes create Movement \_\_\_\_\_

What effects are created by using  
Visual Passage? \_\_\_\_\_

In the space below create a design  
demonstrating Visual Passage ..

## Visual Passage

In your own words, what is **Visual  
Passage Movement** \_\_\_\_\_

What *effects* are created by using  
Visual Passage? \_\_\_\_\_

In the space above create a design  
demonstrating Visual Passage ..

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_



Principles of Design

Level 2 Booklet

## What are they?

List the **Principals of Design** and define each one using 7 words or less...

1. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_

## Basic Composition

This is the foundation to creating basic unity in a work of art. Define these terms in your own words...

- Composition: \_\_\_\_\_  
\_\_\_\_\_
- Focal Point: \_\_\_\_\_  
\_\_\_\_\_
- Picture Plane: \_\_\_\_\_  
\_\_\_\_\_
- Magic Dimond: \_\_\_\_\_  
\_\_\_\_\_
- Rule of Thirds: \_\_\_\_\_  
\_\_\_\_\_
- Strong Composition: \_\_\_\_\_  
\_\_\_\_\_
- Weak Composition:: \_\_\_\_\_  
\_\_\_\_\_

## Avoid the Never's

What are they? \_ \_\_\_\_\_

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

Avoid the Never's and apply the basic composition information while completing the designs for the rest of the book...

## Fundamentals

# Principals of Design

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

## The P.o.D. Experiment

For the open space in the book....

1. Use the same **simple design** for a **Focal Point** (*realistic or abstract*). Draw an example of it here...

2. **Incorporate Variety**: pic 2-5 other **simple designs** you would like to include with each design as well. Keep them simple, repeatable, and draw them here...

3. **Create a strong composition** using the same shapes but change up how they are organized to feature each Principle of Design.

4. **Add your own creative details too!**

## Unity

Some **tricks** to creating **Unity** in a design are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Contrast

Some **tricks** to creating **Contrast** in a design are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Emphasis

Some **tricks** to creating **Emphasis** in a design are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Balance

There are **4** types of **Balance**. Create a design and show what they are and label them...

## Proportion

There are **3** ways **Proportion** can be used in design. Create a design to show what they are and label them.

## Rhythm

Create a design that incorporates the **4** types of **Rhythm**.

## Movement

Create a design that incorporates the **4** types of **Movement**.

Principles of Design

Level 1 Booklet

## What are they?

List the **Principals of Design** and define each one using 7 words or less...

1. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_: \_\_\_\_\_  
\_\_\_\_\_

## Basic Composition

This is the foundation to creating basic unity in a work of art. Define these terms in your own words...

- Composition: \_\_\_\_\_  
\_\_\_\_\_
- Focal Point: \_\_\_\_\_  
\_\_\_\_\_
- Picture Plane: \_\_\_\_\_  
\_\_\_\_\_
- Magic Dimond: \_\_\_\_\_  
\_\_\_\_\_
- Rule of Thirds: \_\_\_\_\_  
\_\_\_\_\_
- Strong Composition: \_\_\_\_\_  
\_\_\_\_\_
- Weak Composition:: \_\_\_\_\_  
\_\_\_\_\_

## Avoid the Never's

What are they? \_ \_\_\_\_\_

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

Avoid the Never's and apply the basic composition information while completing the designs for the rest of the book...

## Fundamentals

# Principals of Design

Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_

## The P.o.D. Experiment

For the open space in the book....

1. Use the same **simple shape for a Focal Point** (organic or geometric). Draw an example of it here...

2. **Incorporate Variety**: pic 2-5 other shapes you would like to include with each design as well. Keep them simple, repeatable, and draw them here...

3. **Create a strong composition** using the same shapes but change up how they are organized to feature each Principle of Design.

4. **Add your own creative details too!**

## Unity

Some **tricks** to creating **Unity** in a design are: \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Contrast

Some **tricks** to creating **Contrast** in a design are: \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Emphasis

Some **tricks** to creating **Emphasis** in a design are: \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Balance

There are **4** types of **Balance**. Create a design and show what they are and label them...

## Proportion

There are **3** ways **Proportion** can be used in design. Create a design to show what they are and label them.

## Rhythm

Create a design that incorporates the **4** types of **Rhythm**.

## Movement

Create a design that incorporates the **4** types of **Movement**.

Title Text

Text

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Principles of Design

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Name: \_\_\_\_\_

Date \_\_\_\_\_ Period \_\_\_\_\_