

DESIGN THEORY REVIEW

AVI20

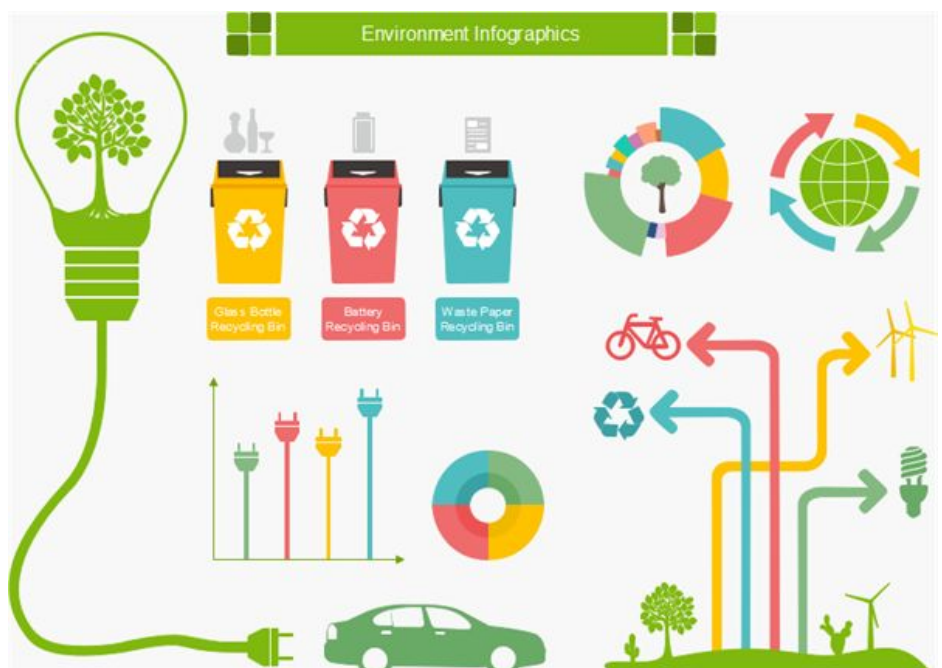
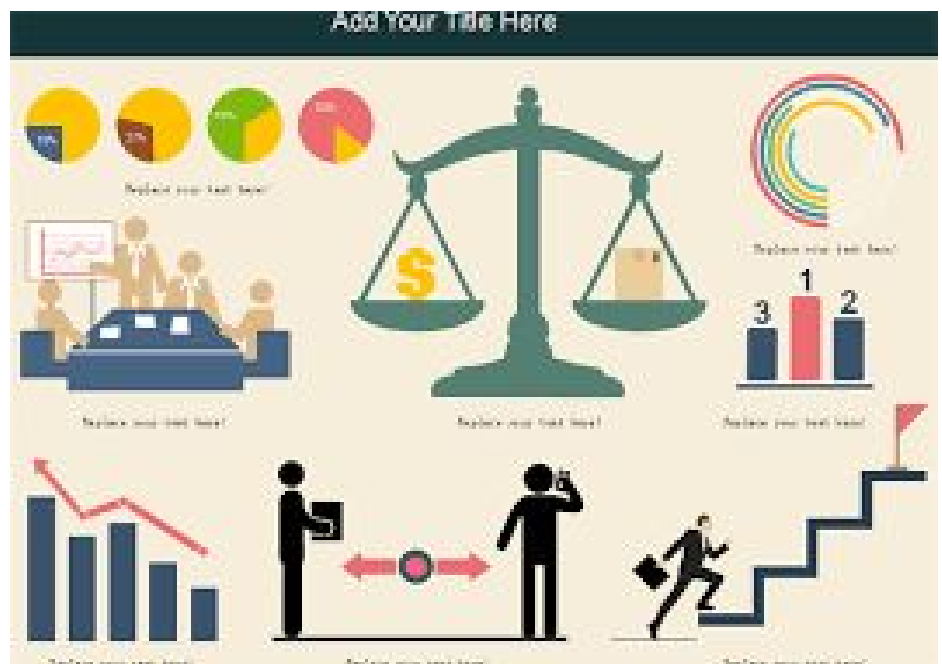
Challenge: Explore ONE (1) of the Principles of Art by designing an “infographic-style” poster. Begin by planning your work in your sketchbook using thumbnail sketches. Poster paper will be provided for your good copy.

Consider: How the ELEMENTS can be used to show your principle. (ie: **line** and **shape** can create **pattern...**)

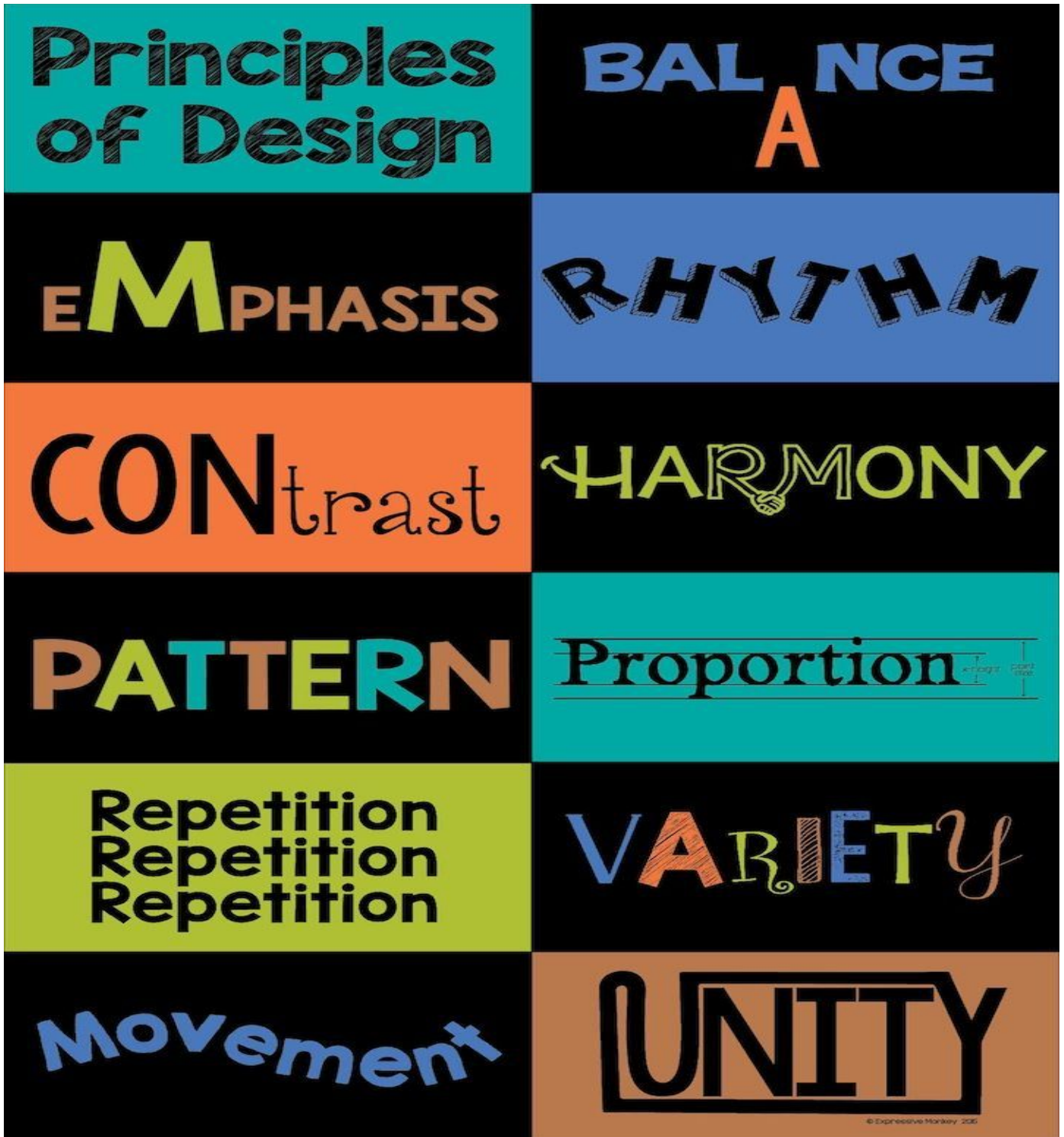
Examples of infographic posters:

Your poster must clearly demonstrate how one can utilize your chosen principle to help arrange the elements.

Posters should be informative, interesting, colourful and FUN!!



These are the **PRINCIPLES** we will be exploring (one per student, where possible)...



PATTERN

IS THE REPETITION OF THE ELEMENTS
OF ART OR ANYTHING ELSE.

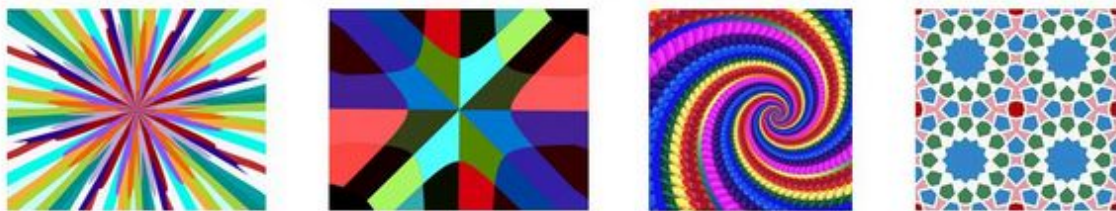
PATTERNS OF LINE:



PATTERNS OF SHAPE:



PATTERNS OF COLOR:



NOTICE OTHER PATTERNS IN YOUR LIFE:

Breathing, Music, Math, Jumping Jacks,
Butterfly Wings, Fabric, Habits . . .

PATTERN IS EVERYWHERE!

PATTERN

IS THE REPITITION OF THE ELEMENTS OF ART OR ANYTHING ELSE,

PATTERNS OF LINES



PATTERNS OF SHAPES



Non-objective Design

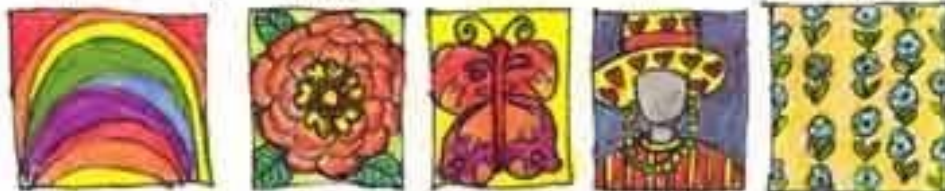
Portrait

Landscape

Leopard

City

PATTERNS OF COLOR



Rainbow

Flower

Butterfly

clothing

Wall paper



Birds flying in formation are a pattern.



Cars stopped in traffic makes a pattern.



Music has patterns.



Jumping jacks are a pattern.

10	20	30	40
00	0000	00000	000000
00	0000	00000	000000
00	0000	00000	000000
00	0000	00000	000000
00	0000	00000	000000

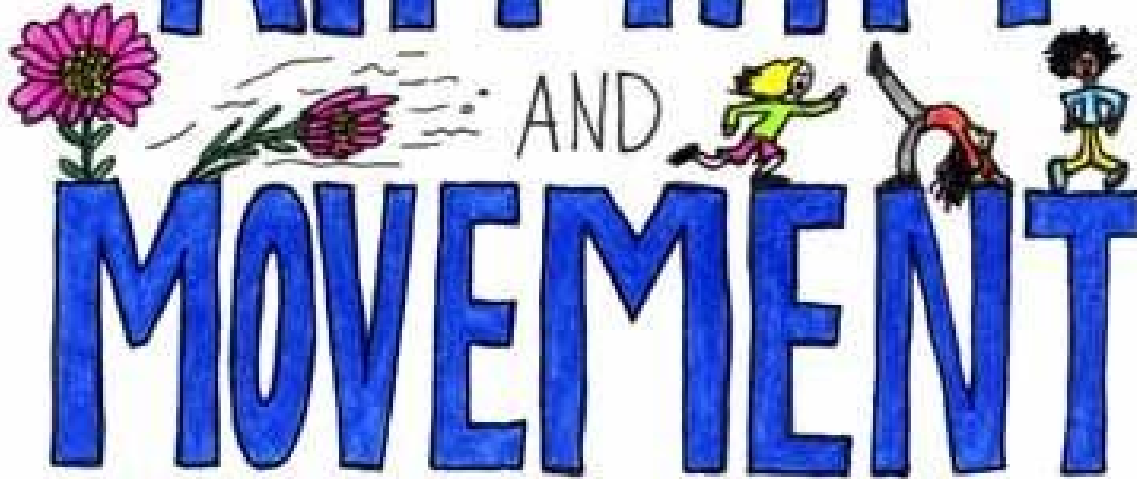
Mathematics has patterns.



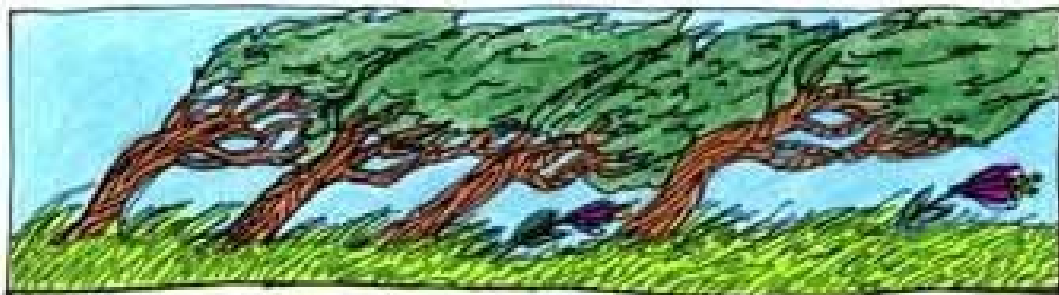
Breathing is a pattern.

PATTERN IS EVERYWHERE!

RHYTHM

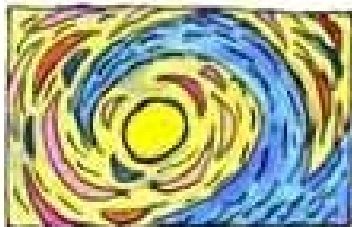


A REGULAR REPITITION OF THE ELEMENTS OF ART CAN
CREATE A SENSE OF MOVEMENT/RHYTHM.

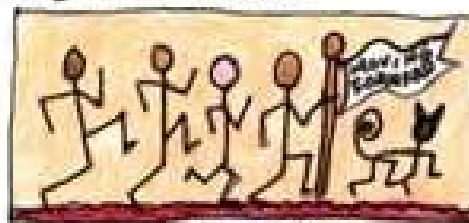


Active lines create a sense of movement.

Trees blowing in the wind...

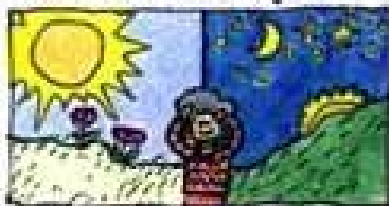


Non-objective design...



People marching...

Diagonal lines create a sense of motion.



The day has a rhythm to it.
Sunrise... sunset...
Sunrise... sunset...



The city has a rhythm.

RHYTHM IS ALL AROUND US.



The ticking of a clock is rhythm.

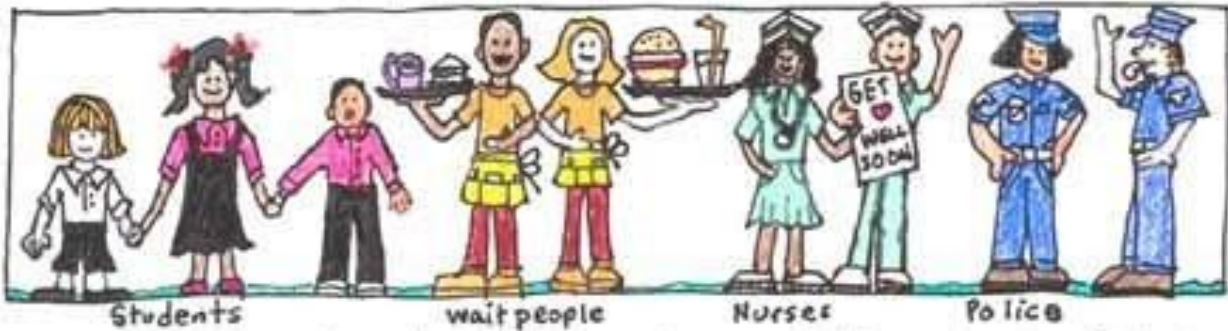
UNITY

UNITY SHOWS WHAT THINGS HAVE IN COMMON, HOW THEY ARE ALIKE.

UNITY IS THE THING THAT JOINS THE PARTS TOGETHER.

SAMENESS... ONENESS...

Uniforms show we are joined as a team.



Students

wait people

Nurses

Police

In art, the elements work together, fit together, in the artwork so it looks complete (some art looks more unified than other art).



Tints (white added)
Colors unite.



Analogous colors
(neighbors on the color wheel)



Shapes
unify.



Line
unifies.



Black line
unifies.

Repetition of line, shape or color can unify an image.



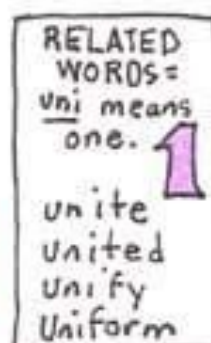
Uniform - united
by size and shape



Not uniform - a
variety of size
and shape.



When people join hands and
unite, they become stronger.



unite
united
unify
uniform



White line
unifies.

VARIETY

IS A NUMBER OF DIFFERENT TYPES OF THINGS.

VARIETY SHOWS CONTRAST.

THERE IS NO END TO THE VARIETY IN NATURE AND MAN-MADE THINGS.

Variety of Lines



A Variety of people



A variety of insects

Variety of Shapes

Variety of Color



A variety of pens



A variety of flowers



A variety of emotions



A variety of buildings

People can have a variety of ideas about the same thing.



I will notice the limitless variety all around me.

DESIGN THEORY REVIEW

Grading & Assessment

GRADING & ASSESSMENT

Common elements of infographic rubric design include:

Content

Accurate and detailed information is provided and supports the thesis/argument/purpose

Focus

All content (visual and textual) concisely complements the purpose of the Infographic

Organization

Information is systematically organized and supports readers' comprehension of the main message

Visual Appeal

Fonts, colours, layouts, & visual elements meaningfully contribute to the Infographics' ability to convey the overall message

Argument

The Infographic effectively informs and convinces the reader of its intended purpose or thesis

Citation

Full bibliographic citations are included for all sources referenced

Infographic Poster Rubric

Presentation / Poster Rubric

Name: _____

Date _____

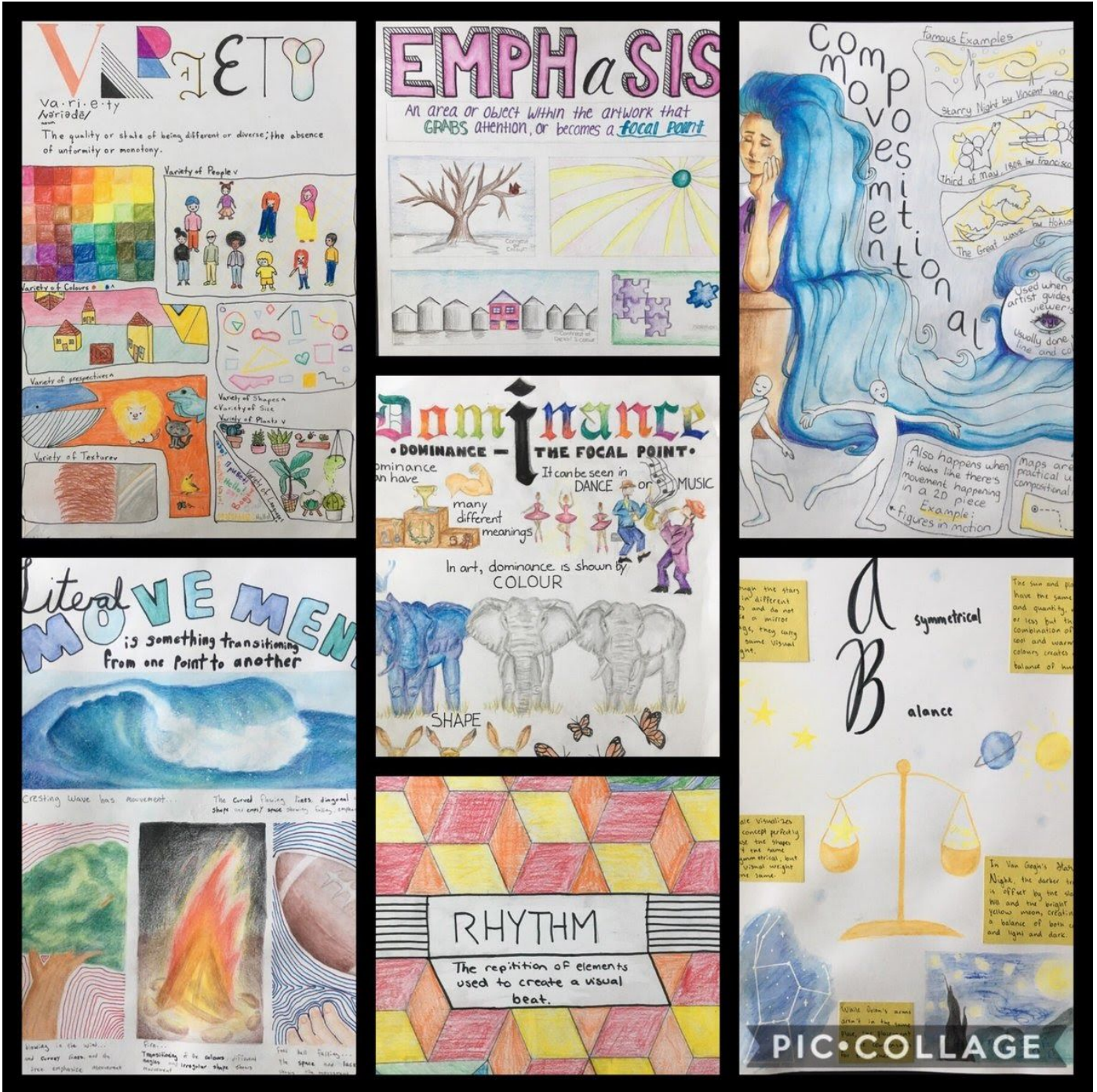
Skills	4	3	2	1	Score
Use of Time	Student uses their time to work productively and efficiently.	Students uses most of their time to work productively and efficiently.	Student uses some of their time to work productively and efficiently.	Student does not use their time to work productively and efficiently. Student is frequently off task.	
Pictures / Graphics	Pictures and graphics are clear and relevant.	Most pictures and graphics are clear and relevant.	Few of the pictures and graphics are clear and relevant.	The student's pictures are not clear or relevant.	
Required Elements	All of the required elements are clearly visible, organized and well placed.	Most of the required elements are clearly visible, organized and well placed.	Few of the required elements are clearly visible, organized and well placed. May be missing elements.	Missing most or all of the required elements.	
Visual Clarity and Appeal	The project has an excellent design and layout. It is neat and easy to understand the content.	The project has a nice design and layout. It is neat and easy to read.	The project needs improvement in design, layout or neatness.	The project needs significant improvement in design, layout and neatness.	
Content Spelling Grammar Punctuation	The project has excellent spelling, grammar, punctuation, and original content.	The project has 1-2 spelling, grammar, or punctuation errors with original content.	The project has 3-5 spelling, grammar, or punctuation errors with original content.	The project has multiple spelling, grammar, or punctuation errors. Some content is copy and paste or plagiarized.	

Comments:

Total Score:

20= 100%	19= 95%	18= 90%	17= 85%	16= 80%	15= 75%	14= 70%	13= 65%	12= 60%	11= 55%
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Student Examples (within photo collages)



What is Symmetrical Balance?
Symmetrical balance occurs when you have two identical sides with a central focus. It is a mirror image!

Where can you find Symmetrical Balance?
• Math
• Nature
• Mirrors/Reflections

BALANCE

CON·trast

noun
/kənˈtrɑːst/

1. The state of being strikingly different from something else in juxtaposition or close association.

2. Contrast is simply defined as difference.

Literal-

MOMENT

Literal movement is when a part of a thing moves from one place to another; motion!

Curves in the lines make it look like liquid is being poured.

The value and colour of the different shades of blue and white emphasize the movement of the waves.

The value and colour of the wind make the petals look like they are blowing in the wind.

definition of **EMPHASIS**

EMPHASIS: NEWS, VIDEOS, SHOPPING

em·pha·sis

emˈfæzəs/əs
noun

Special importance, value, or prominence given to something
"they placed great emphasis on the individual's freedom"

PATTERN

"an underlying structure that organizes the elements of a composition"

RHYTHM

Rhythm is a combination of elements repeated, but with variation.

IN ART...

IN DANCE...

IN MUSIC...

PIC·COLLAGE

HARMONY

Harmony in art and design is the visually satisfying effect of combining similar, related elements. The repetition of design elements like colour, texture, shape and sameness are some of the ways to create harmony and composition.

Variety of Shapes ^
 < Variety of Size
 Variety of Plants v

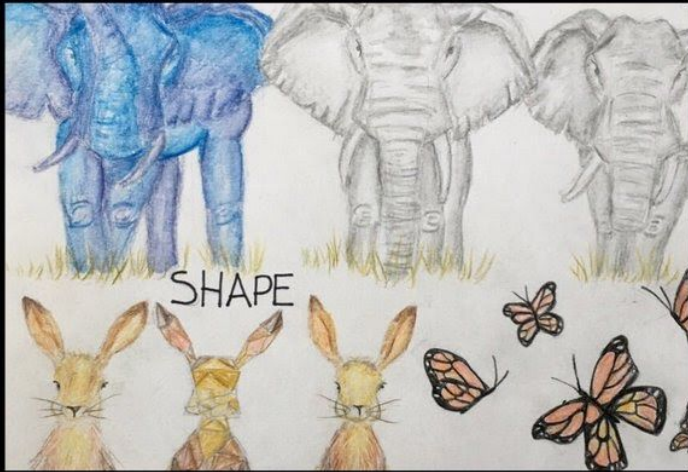


The curves in the lines make it look like liquid is being poured.

A STOP SIGN needs to stand out for drivers to see it

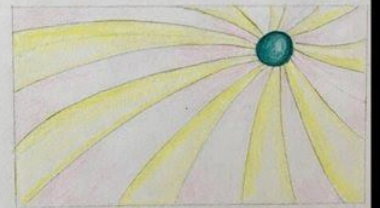
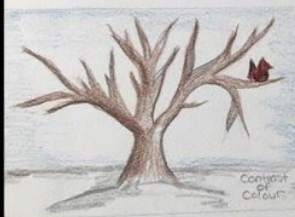


A flower with more detail in the middle draws your attention

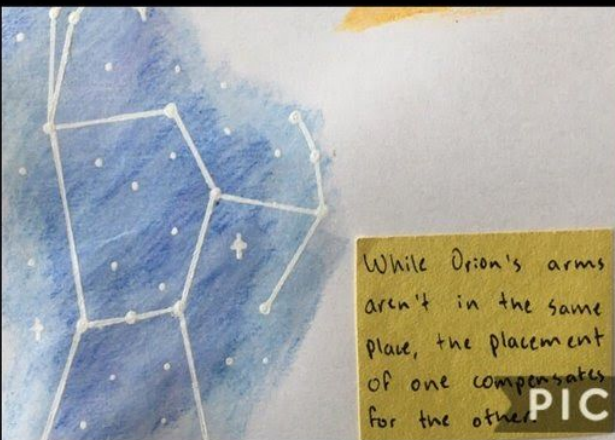
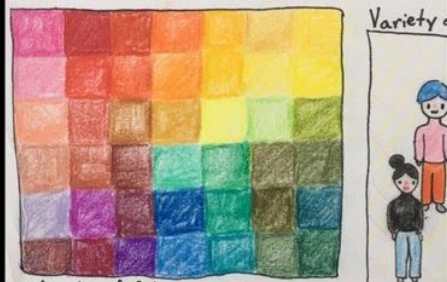


EMPHASIS

An area or object within the artwork that GRABS attention, or becomes a focal point



Va·ri·e·ty
 /və'riədeɪ/
 noun
 The quality or state of being different
 of uniformity or monotony.



While Orion's arms aren't in the same place, the placement of one compensates for the other.



PIC-COLLAGE