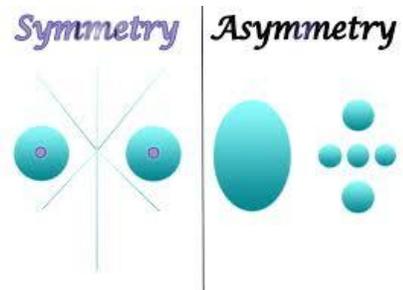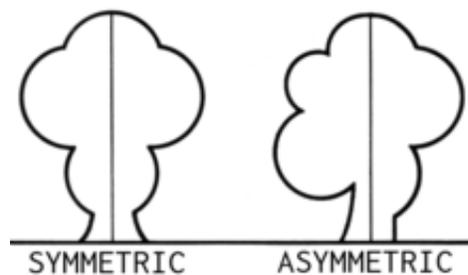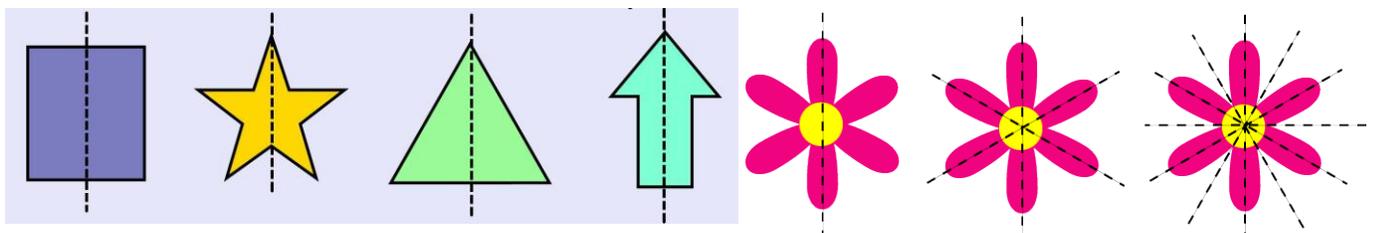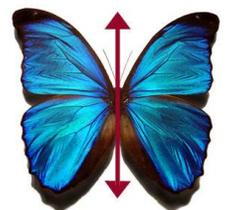# Principles of Design

Some combinations of design elements (line, shape, color, texture, and space) work better than others. Here are some guidelines to help you understand why some combinations work and others do not work as well.
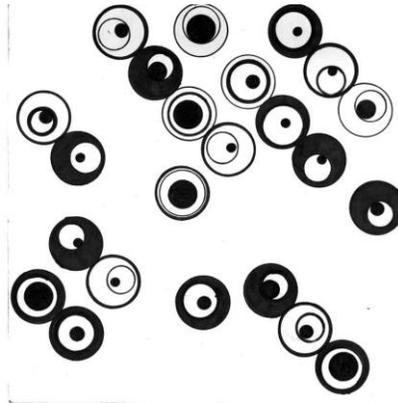
1. Balance

Balance gives a feeling of stability.

Symmetry or formal balance is the simplest kind of balance. Our bodies are an example of formal balance. If you draw an imaginary line from your head to your toes dividing your body in half, you will be pretty much the same on both sides.   Symmetry doesn't have to be vertical. It can also be horizontal or diagonal

Asymmetry - The opposite of symmetry is asymmetry. It creates an anxious feeling because everything is out of balance.

The graphic designer could have presented this design in a number of ways. In the end, s/he presented the information symmetrically.

The Prime Minister's Project is part of a National Digitization Network, which is working on making information on all of Canada's Prime Ministers available to schools across the country via the Internet.

Le projet des premiers ministres fait partie du réseau national de numérisation qui travaille à rendre l'information sur tous les premiers ministres du Canada disponible via Internet à toutes les écoles canadiennes.

Why is balance important?

It's important that the viewer feels comfortable viewing the design. Does everything look "in place", or do things feel "out of place" so they don't flow?

Assignment:

After reading the information above and viewing the illustrations, you know the difference between symmetry and asymmetry complete the assignment.

Goal:

1. Show that you can upload images from your digital camera to the computer.
2. Demonstrate symmetry and asymmetry

Assignment:

You have two assignments… scroll down. Take note of the things you need:

- Assign #1: The Paint Program
- Assign #2: A digital Camera and some construction paper cut into strips.
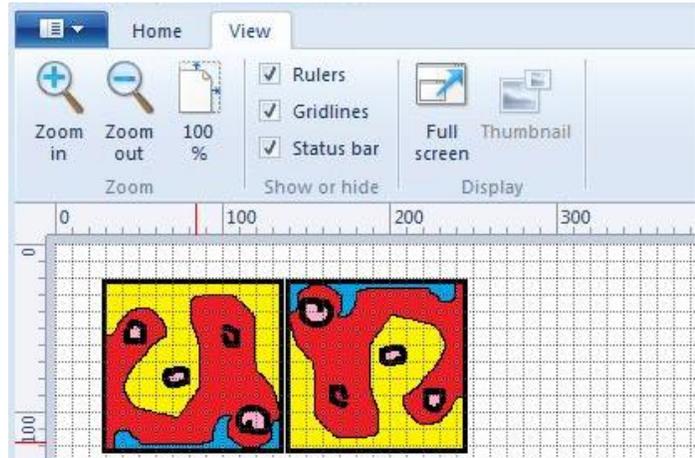
Assignment #1: SYMMETRICAL DESIGN
(Computer Art Lesson Using Paint that Comes with Windows)

Carolyn Roberts, Art Teacher - http://www.carolynrobertsart.com/paint.htm

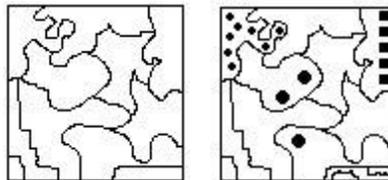**http://www.blog2008.thevirtualclassroom.org/?tag=lesson-plans**

Setup:

Turn the ruler and grid lines on under the View Menu.

Step 1. Choose the shapes tool to draw a small square about one inch. (100px X100px) To draw a square, hold down the Shift key while dragging.

Step 2. Use Pencil or Brush tool to draw a design inside the rectangle.

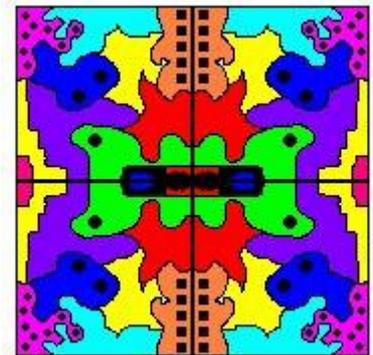**Step 3.** Use Fill With Color to add different colors to each design.

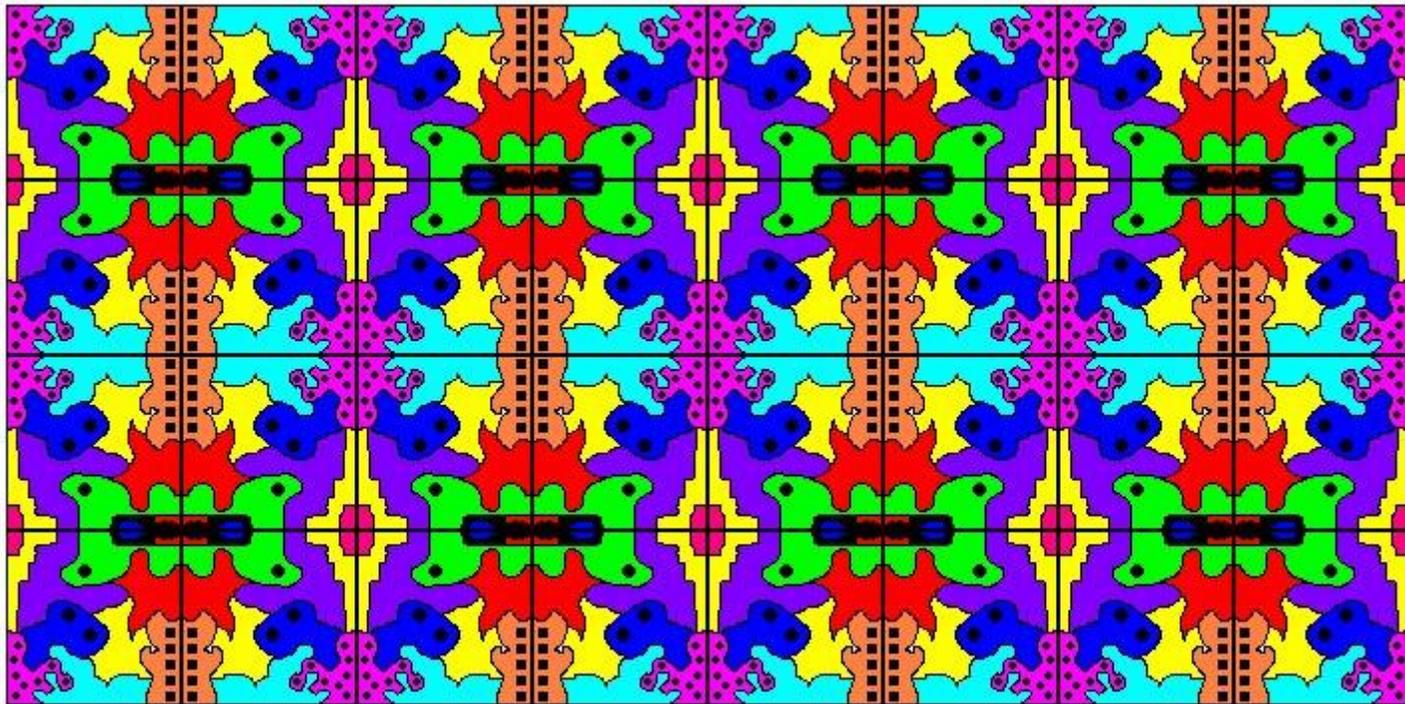Use Rectangle Select tool to draw the dotted line around the shape, then right click to Copy.

Steps 4. Right click to Paste the copied image. With the image still selected, find the Flip/Rotate icon. Flip Horizontal. Then click and drag shape to the right side of the first shape. Carefully align.

Step 5. Then use Select tool to draw the dotted line around this new shape. Copy it and paste it so it is aligned as shown.

Step 6. Continue this step until your screen is full.
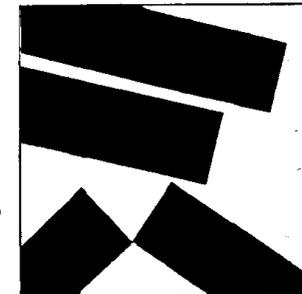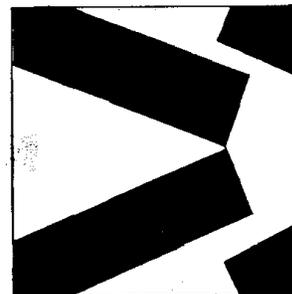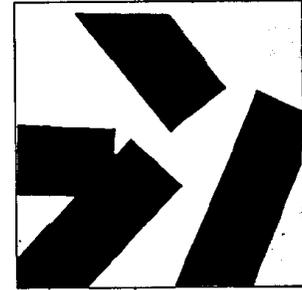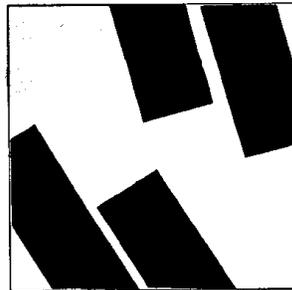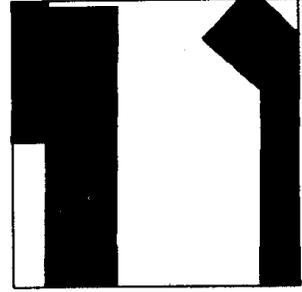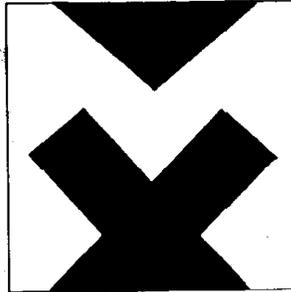
Assignment #2: Symmetry & Asymmetry

Construction Paper Strip Challenge

1. Take a piece of black construction paper and create a 6″ × 6″ square. Divide and cut this square into four equal strips. Make at least four sets of these. You can mass produce these strips but make sure that your measurements are accurate.
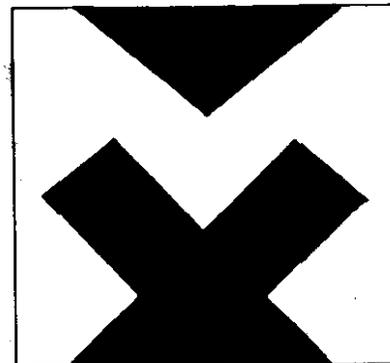
2. a. Arrange the strips and experiment within a 6″ × 6″ area on a 9″ × 12″ piece of white paper. Note how the space can be played with in terms of the black and the white areas. The strips may overlap or go over the edges of the frame (to be trimmed to the 6″ × 6″ format). Once you decide on a solution, paste the strips down with rubber cement or a glue stick. Remove any excess glue from the composition to keep it neat and clean.

b. Explore a variety of compositions experimenting to find the strongest, most interesting solutions where shape and space interact to create a sense of balance. Use your own judgment in making choices, but base your decisions on lots of looking, comparing and adjusting the four strips to refine your compositions.

c. Review your compositions and determine which solutions express the best examples of symmetry and asymmetry.

Strong design is not based on amazing, original or fantastic shapes, but rather on an interesting reaction and variation of simple shapes.

Here is a summary of what you need to do in Assign #2:

Create…
-   5 designs symmetrical designs
    -   3 Asymmetrical designs.
-   Photograph each and save them to your network drive.
Insert in a word document the …
    -   Strongest one
    -   One that creates the most tension
        -   (Title, Picture, Explanation)