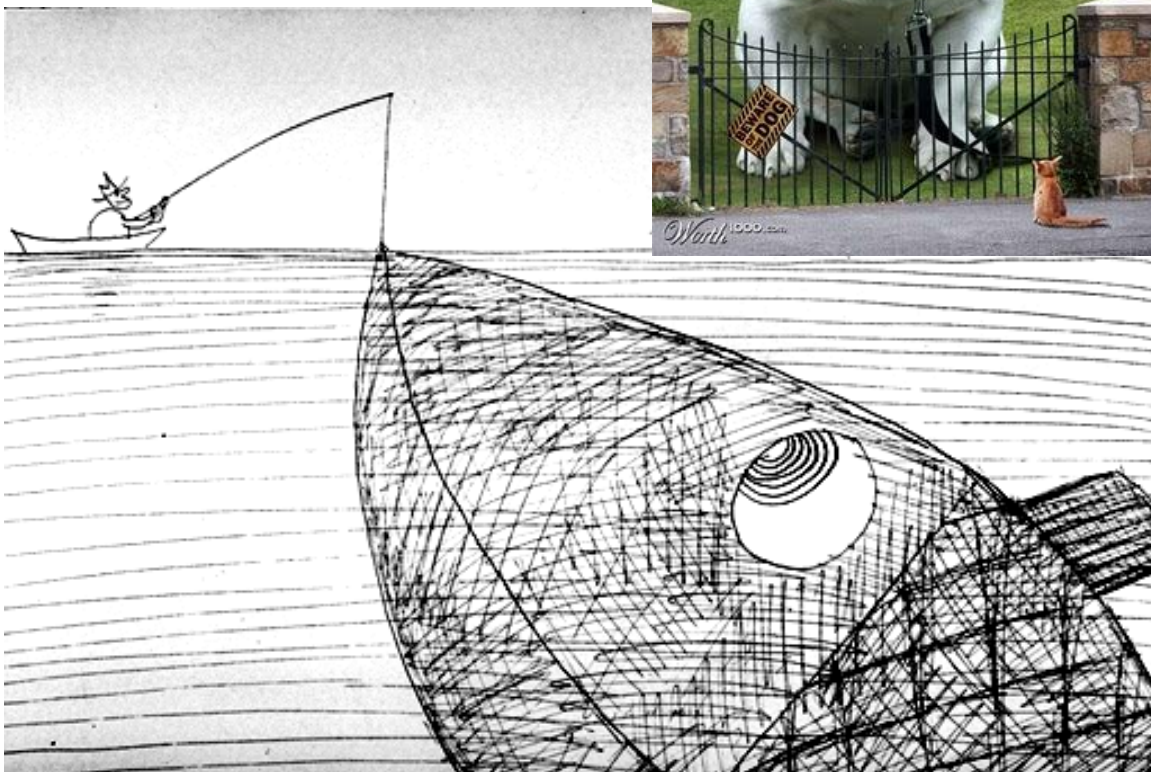


Principles of Design



Proportion

Proportion refers to the relative size and scale of the various elements in a design. It is no surprise that larger elements have a stronger impact on the user than the small ones.



"The Fisherman," Saul Steinberg, from The Labyrinth

One of the most common principles behind proportion is called the “rule of thirds”. It is especially important in photography. The rule of thirds uses composition to make your photo the best that it can be.

Why is it important?

Proportion can make your photo convey the message in the best way possible, either by exaggerating the idea or by

Assignment:

1. Watch the [video](#) to determine 5 ways of determining scale and size of an object. Explain the concepts: scale, overlapping, scale reference objects, proportion, and exaggeration.
2. Choose one way of explaining the rule of thirds. Make sure you use a diagram in your explanation.

Either watch the 3 minute [video](#), or, read the information in the [link](#).

3. Copy three photos from selection of photos in the GAD folder (on the student shared drive), and paste you're your “I drive”. Then open the photo in paint.net and use the crop tool to apply the rule of thirds to the 3 photos. Insert the photos with the rest of your answers.