

**Northern Virginia Community College
Loudoun Campus**

ART 131-Fundamentals of Design 1

Monday & Wednesday, 7 - 9-15 pm

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CONCEALING/REVEALING

Assignment #7

Contract:

Using a 3" x 5" card and three letters or numbers as stencils, create an 8" x 10-1/2" linear design in which some shapes are revealed while others are concealed.

Approach to the process:

1. Begin by tracing 10 or more shapes on a 18" x 24" paper using the 3" x 5" card and the letters or numbers. A roll of masking tape can be used to create a circle. Don't worry too much about details at first.
2. Just generate a lot of raw material by drawing too many shapes.
3. Delete about half of all of the lines and crop the design down to the most interesting 9" x 12" fragment.
4. Consider which shapes are the most important and how the orientation of shapes helps direct the viewer's attention. Use overlap, transparency, and variations in size to emphasize some shapes while concealing others.
5. Finally, add lines and shapes as necessary to increase both unity and variety.
6. Trace finished design onto Bristol board with 3" borders for final presentation. The final product will be on a 15" x 18" board.



Purpose:

To experiment with closure, emphasis, and overlap, and to create a lively dialogue between figure and ground.

What you should be thinking while working on this project:

1. What strategies can be used to create bridges among visual elements?

2. *Look carefully at the orientation, character, and size of each shape.*
3. *Any similarity will add unity.*
4. *How can spatial depth add to the composition?*
5. *Overlap and size variation can substantially increase illusion of space.*
6. *Is the negative space being used to the best advantage?*
7. *What shapes do not fit in the overall design?*
8. *Deletion can be as important as addition in a design of this kind.*
9. *How does the viewer navigate through the design: Is there an obvious visual pattern, or are there many paths to follow?*
10. *What is the advantage of each approach?*

FORM: The organization or inventive arrangement of all the visual elements according to the principles of design.

Elements: Line, Shape, Color, Contrast and Texture.

PRINCIPLES:

- **Variety:** variations on a theme or strong contrast of elements
- **Harmony:** pleasing arrangements of elements
- **Balance:** distribution of the visual weight of design elements
- **Dominance:** the most obvious elements
- **Economy:** using only what is needed, eliminating distracting elements
- **Proportion & Scale:** **proportion** deals with the relationship to the human figure; **scale** deals with the relationship between size of an image and size of its surroundings.
- **Movement:** any visual element that causes the eye to travel across the surface of a composition. For example: diagonal lines tend to suggest movement

Questions to ask yourself while working on this project: These questions are related to the final critique sheet handout.

1. What elements are you using in this project?
2. How many elements did you use?
3. What is the relationship between the elements? How were they used, and with what media?
4. What design principles are prevalent in this project?
5. Do the elements and principles achieve a unified piece of artwork?
6. Is it inventive?
7. Is it obvious?
8. ?) Is your project clean and is the presentation excellent?
9. What problems are you solving during this project?
10. Do you think you were successful in solving the project?
11. What concepts did you explore while working on this project?
12. Is there an idea that explains the work?