

Northern Virginia Community College

Loudoun Campus
Spring 2009

ART 131-Fundamentals of Design 1

Monday & Wednesday, 7 - 9-15 pm

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MAGAZINE COLLAGE AND THE UNITY OF DESIGN

Assignment 2

Approach to the process: Cut out images from magazines that illustrate the seven principles of design. Make a collage out of the cutouts.

1. Harmony
2. Variety
3. Balance
4. Proportion
5. Economy
6. Movement
7. Dominance

Remember the acronyms:

- MDHVBEP—My Dog Has Very Big Ears and Paws

Sample Designs for next class

Bring some magazine cut out samples of good and bad designs based on your new knowledge of the principals and elements to share with the class.

Materials:

18" x 18" paper with three-inch border, Magazines and rubber cement.

Final Presentation

1. Final image of collage
2. Magazine Samples of good and bad design
3. Manila folder with all work from project

Purpose:

To understand the 7 principals of design

To understand good and bad design

To understand form and unity

To understand how to work with new tools

The Seven Principles of Design

Remember the acronym:
MDHVBPE My Dog Has Very Big Paws & Ears

M=Movement:

The use of visual pathways in a work.

D=Dominance:

Elements, areas or images made to assume more importance than others.

H=Harmony:

Giving units a sameness or "relatedness" of properties through repetition:
This cohesiveness pull units together.

Harmony is achieved by
repetition: repeated use of the same visual effect. May cause harmony, pattern, rhythmic movement or dominance.

motif: design or patterned unit that is repeated
all-over pattern: The repetition of a motif over an entire surface making a new pattern within the area.

rhythm: a flow or rhythmic movement created by repetition, measured accents, or regulated visual units..

closure: a gestalt concept in which groupings occur when incomplete information is seen as complete-unified whole. "The whole is greater than the sum of its parts."

V=Variety:

Visual separation of units- dissimilarities providing interest and excitement.

Variety is achieved by:

contrast: visual emphasis through difference.

elaboration: addition of detail or embellishment with contradictory information to make area different from surrounding area.

B=Balance

An equilibrium achieved with the elements.

symmetry: mirror like repetition on either side of an actual or imagined central axis.

approximate symmetry: similar but not exact imagery on either side of a central axis.

radial: compositions emanating from a central point.

Asymmetry: "felt or implied equilibrium without any symmetry.

P=Proportion

The comparative relationship between parts of a whole or units as to size. (the size of the Statue of Liberty's hand relates to the size of her head.)

scale: established when associations of size are created relative to some constant standard or specific unit of measure relative to human dimensions. The Statue of Liberty's scale relative to human dimensions. (The Statue of Liberty's scale is apparent when she is seen next to an automobile.)

E=Economy

The elimination of everything not essential for greater clarity.

Other Terms

Composition: The artwork's organization or arrangement producing unity.

Pattern: a design unity or an organization of the elements in specific relationships.

Gestalt: a German word for "form" the theory is that the total is greater than the sum of its parts".

Form: the organization of all the visual elements according to the principles that will develop unity in the artwork. The total appearance or organization.

Form is concerned with the structure, organization or design of a work. Therefore, the artist is a visual former with a plan.

Other sub-units of form are **repetition, rhythm, spatial tension, and closure**.

Unity: is the sum total of all the principles. Unity is a sense of oneness resulting from use of the elements (line, shape, texture, color, value) in an appropriate ratio between harmony and variety. Harmony pulls images or areas together and Variety will separate or isolate the same area.

Organic Unity: The artist is motivated by feelings about the subject (the what), The artistic elements -line, shape, color, texture and value are manipulated to create form (the how) in the work, which produces content (the why) that parallels the artists feelings. The artist attempts to make all parts of the work, the how, the why and the what work together mutually as if they were a living organism or organic unity--which is the desired end.

What you should be thinking while working on this project:

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?

Veto: I reserve the right to make change on project assessments.