

Principles of Design Project

Context: Graphic Designers and Web Designers use the Elements and Principles of Design every single day in every project they get assigned. It's the combination of good elements and principles that make for good design. Think about the really bad newspaper advertisements that you've seen in your life. Kind of like the one below:



Challenge: To get better acquainted with laying out your designs for future projects, the primary concern of this assignment is for you to create a 8 ½" x 11" Poster that embodies each of the Elements and Principles of design. That means total you will have 9 different posters (Photoshop Documents), 1 for each element and principle.

Elements:

- Color
- Line
- Shape
- Texture

Principle:

- Proportion
- Balance
- Rhythm
- Emphasis
- Unit/Harmony

Don't freak out! Think about how much you've learned in how to select, mask, and paint already in Photoshop. Now think critically about how you can find images on Google and implement them into your poster designs. This project opens you up to being able to take hold of the meaning of "DESIGN". You have the freedom to show your personality and also that you know the application of each of these elements and principles to a real world that you could put in your portfolio.

What I Need From You:

-Your ultimate focus to create these 9 designs and not waste your time

-9x Photoshop Documents (8 ½" x 11") (*Create a new Photoshop document for every poster)

-File name format: YourLastNameFirstInitialPrinciple (Example: GobleNHarmony, GobleNTexture, GobleNShape, etc)

*You have 2 days to complete this project, take your time and don't rush to the finish but don't waste your time.

**If you turn in a file without your name, I WILL NOT grade it, check your filename before you submit.