

HOW TO AVOID BEING VISUALLY DULL ✦ RULES OF THUMB

What makes for a strong composition ~ what engages people ~ what images persist in public eye

- ✦ Diagonal is dynamic
- ✦ Isolate the interesting
- ✦ Maximize edges
- ✦ Pattern in detail
- ✦ Use movement when unexpected
- ✦ Warm stimulates, cool relaxes
- ✦ Appreciate the beauty in simplicity
- ✦ Light visually comes forward and dark goes back
- ✦ Vertical and horizontal lines represent stability
- ✦ Diagonal lines are dynamic (seen in a state of flux, poised for movement)
- ✦ Oblique angles are the quickest and most effective means in showing tension. This type of design solution surprises and delights the viewer
- ✦ Loose strokes that allow the process of construction to show through also arouse dynamic tension. The visible brush stroke or "mark of the maker" pulls viewers into the process of creation
- ✦ Interplay between tension heightening and tension reducing visuals to accomplish visual diversity as well as unity.

ELEMENTS OF DESIGN

COLOR: Hues with their various values and intensities

DEPTH: Perceived distance from the observer, separated in foreground, background, and optionally middle ground

FORM: 3-D length, width, or depth

LINE: The visual path that enables the eye to move within the piece

SHAPE: Areas defined by edges within the piece, whether geometric or organic

SPACE: The space taken up by (positive) or in between (negative) objects

TEXTURE: Surface qualities which translate into tactile illusions

TONE: Shading used to emphasize form

PRINCIPLES OF DESIGN (ORGANIZATION AND PERCEPTION)

FIGURE/GROUND: Positive negative space

UNITY: Intellectual unity, idea generated and word dominated. The mind not the eye, makes groupings. Visual unity, created by placement of design elements visible to the eye

SHAPE: Through basic shape you can bring unity to seemingly disparate objects

RHYTHM: Quick and lively with small closely placed shapes. Solemn and dignified with large solo shapes

LINE: Vertical and horizontal lines represent stability

Diagonal lines are dynamic (seen in a state of flux, poised for movement)

Oblique angles are the quickest and most effective means in showing tension. This type of design solution surprises and delights the viewer

BALANCE: Dynamic tension between elements

Two types:

1. Symmetrical, with its quiet sense of order is useful when stability and tradition are important
2. Asymmetrical, has greater sense of movement and change - Contemporary balance that reflects changing times achieved by differences in Contrast, Size, Texture, Location, Spatial Depth, Value, Color

