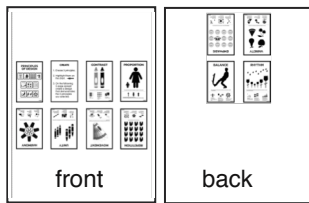
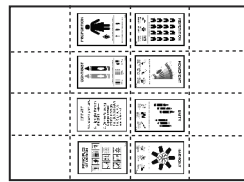


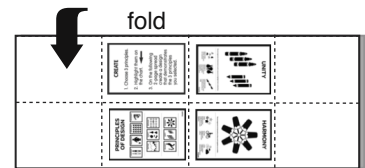
PRINCIPLES OF DESIGN MINI BOOK



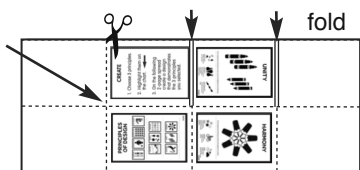
1. Photocopy the template on 1 piece of 8.5" x 11" copy paper. Make sure the front and back look like this.



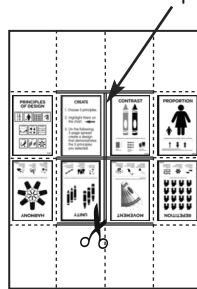
2. Cut around the border on the front page. Fold the paper in half twice in both directions to make 16 boxes. Open it up.



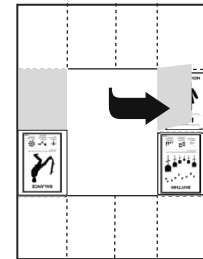
3. Fold the paper in half lengthwise – long end to long end.



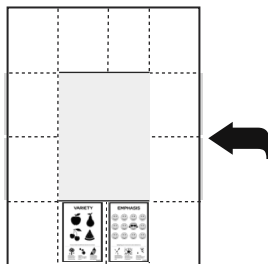
4. Cut from the fold along each crease, stopping at the horizontal fold. Make 3 cuts.



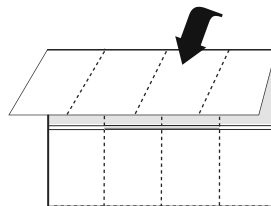
5. Open up the paper. Cut along the top fold of the 2 inside rectangles to make 4 flaps. You should be looking at the **front** of the paper.



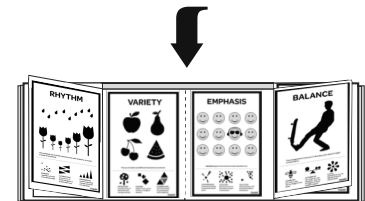
6. Fold the 4 flaps back so they line up with the outside edges of the paper.



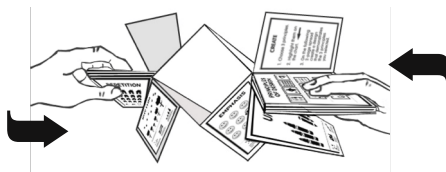
7. Turn the paper over with the flaps face down. You should be looking at the **back** of the paper.



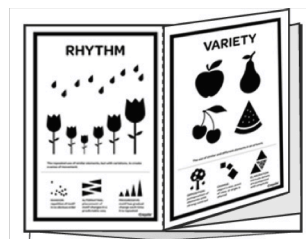
8. Fold the outside short ends of the paper into the centre. All the rectangles should be blank.



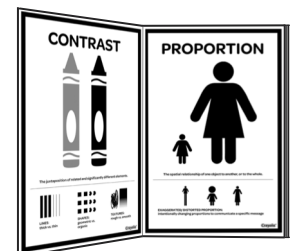
9. Fold the paper in half short end to short end. Make sure the flaps are facing out.



10. Hold the outside edges of the paper and push towards the centre until you see a box formed. Keep pushing until all the pages line up.



11. Flatten the paper then fold it in half to create the 16 page book.



12. The outside covers of your book should be blank. The first page of your book should be **CONTRAST**.

PRINCIPLES OF DESIGN

CONTRAST 	PROPORTION 	REPETITION 	MOVEMENT
RHYTHM 	VARIETY 	EMPHASIS 	
BALANCE 	UNITY 	HARMONY 	

Crayola®

CREATE

1. Choose 3 principles.
2. Highlight them on the chart. ←
3. On the following 2-page spread create a design that demonstrates the 3 principles you selected.

CONTRAST

The juxtaposition of related and significantly different elements.

 LINES: thick vs. thin	 SHAPES: geometric vs. organic	 TEXTURES: rough vs. smooth
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Crayola®

PROPORTION

The spatial relationship of one object to another, or to the whole.

EXAGGERATED DISTORTED PROPORTION:
intentionally changing proportions to communicate a specific message

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HARMONY

The arrangement of elements so they work together as a whole.

 LINE: directional lines create a sense of movement	 SHAPE: repetition of shapes creates a sense of unity	 TONE: repetition of colors creates a sense of unity
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Crayola®

UNITY

The arrangement of elements in such a way as to highlight their similarities.

 CONTINUATION: repetition of shapes creates a sense of unity	 PROXIMITY: repetition of shapes creates a sense of unity	 REPETITION: repetition of shapes creates a sense of unity
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Crayola®

MOVEMENT

The arrangement of elements so that they lead the eye throughout an art work.

 EDGES: repetition of shapes creates a sense of unity	 SHAPES: repetition of shapes creates a sense of unity	 DIRECTIONAL LINES: repetition of shapes creates a sense of unity
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Crayola®

REPETITION

The repeated use of similar elements.

 PATTERN: repetition of shapes creates a sense of unity	 NOTES: repetition of shapes creates a sense of unity	 LIMITED: repetition of shapes creates a sense of unity
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EMPHASIS

The use of larger and other elements in a group.

Highlighting part of a group to draw attention to it.

CONTRAST: placing the largest element close to a focal point.

ISOLATION: placing the largest element close to a focal point.

LOCATION: placing the largest element close to a focal point.

SCALE: placing the largest element close to a focal point.

CRISP: placing the largest element close to a focal point.

VARIETY

The use of larger and other elements in a group.

CONTRAST: placing the largest element close to a focal point.

ISOLATION: placing the largest element close to a focal point.

LOCATION: placing the largest element close to a focal point.

SCALE: placing the largest element close to a focal point.

CRISP: placing the largest element close to a focal point.

BALANCE

The arrangement of elements so that they seem equal in weight or importance.

SYMMETRY: one side is the mirror image of the other.

ASYMMETRY: two sides are not identical, but are arranged so their weight is equal.

BALANCE: elements are evenly spaced around a central point.

CRISP: placing the largest element close to a focal point.

RHYTHM

The repeated use of similar elements, but with variations, to create a sense of movement.

REPEATED: repetition of motif in obvious order.

ALTERNATING: placement of motif changes in a predictable way.

PROGRESSIVE: motif has gradual change each time it is repeated.

CRISP: placing the largest element close to a focal point.