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Program Support Notes

Secondary

30mins

Elements & Principles of Design

Teacher Notes by **Jill Fitzgerald** Dip Art (Graphic Arts), Dip.Ed.

Produced by **Video Education Australasia**
Commissioning Editor **Christine Henderson** B.Sc.
Ph.D. Dip.Ed.

Executive Producer **Mark McAuliffe** Dip.Art (Film & TV) Dip.Ed. B.Ed. Ph.D.

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Suitable for:

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To order or inquire please contact VEA:

Australia

111A, Mitchell Street,
Bendigo, Victoria 3550
FREECALL: 1800 034 282
Phone: (03) 5442 2433
Facsimile: (03) 5441 1148

New Zealand

PO BOX 4390,
Shortland St., Auckland
FREECALL: 0800 486 688
Facsimile: 0800 488 668

E-mail

vea@vea.com.au

Website

www.vea.com.au

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Elements and Principles of Design

For Teachers:

Brief Summary of Program

This program explains the elements used in visual design and then explains how these can be arranged and organised using the principles of design.

It draws on real life examples used in 2 dimensional (poster, information, web and magazines) and 3 dimensional (product and built environments) visual communications and designs. Diverse descriptions of each element and principle using both theoretical and practical explanations are included in this program.

The effectiveness of the application of the elements and principles in design is an essential quality every design student is to understand and to apply for successful visual communications to be created. Examples of the impact of the use of the elements and principles including some traditional theories and how they are successfully used throughout the evolution of design are provided throughout this presentation.

The elements and principles used in visual communications and designs determine the styles, fashions and trends that form the essence of all aspects of our visual world.

Program Timeline

00.00	Copyright warning, VEA splashscreen, introduction
00.29	Eight basic elements of design
00.39	Eight principles of design
03.21	Built environments
04.13	Various aspects of the built environment
04.39	Considerations for designing built environment
05.19	Mark O'Dwyer on use of line in architecture
06.26	Mark O'Dwyer on use of shape in architecture
07.36	First summary - built environments
08.20	Colour and texture in built environments
08.58	Mark O'Dwyer on colour in architecture
10.05	Examples of interior design
10.33	Examples of environmental design
11.33	Examples of structural design
12.00	Second summary - built environments
12.27	Products
12.47	Examples of product types
13.44	Considerations for designing products
14.22	Food - Richard Dobson on colour
15.26	Furniture
15.51	Julian Pratt on chair use and design
16.52	Chris Connell on aesthetic appeal of chairs
17.23	Fashion
18.17	Nicole Bride on ideas for fashion themes
18.56	Summary - product design
19.35	Information and communications
20.08	Considerations for information and communications design
20.47	Website design
20.57	Paul Andrews on visual appeal of websites
21.48	Logo design
21.57	Kieran Doolan on VEA logo design
23.13	The Windsor Smith billboard campaign
23.22	Lisa Trendell on branding Windsor Smith
24.20	Modelling the RRR computer network
25.06	Phil Wales explains the RRR network
25.57	Summary - information and communications

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For Students:

Suggested Activities Before Viewing the Program

1. Define, describe or visually represent the following eight elements of design: or provide an example of each of the following design elements used in visual design.

- Point

- Line

- Shape

- Form

- Colour

- Texture

- Tone

- Letterform

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2. Define, describe or visually represent the following eight principles of design: or provide an example of each of the following design principles used in visual design.

- Balance

- Contrast

- Cropping

- Hierarchy

- Figure-ground

- Scale

- Proportion

- Pattern

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Suggested Activities While Viewing the Program

1. What are the eight basic elements of design?

2. How can point be important in a visual communication?

3. Identify how point can be used in architecture.

4. Identify the various types of line mentioned in the program.

5. In what different ways can you suggest line can be used in architecture?

6. Choose an object and break it down to its basic shapes



7. Draw the lines that a handful of pebbles make when thrown into water.



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8. How can form be created in a 2 dimension environment?

9. From a magazine collect a range of tones of one colour. What 2 colours have similar tonal qualities?

10. Discuss the impact of tone on our environment.

11. What visual effect can graduated tone have on an object?

12. What is the use of colour in design?

13. Identify the 4 colour systems mentioned in the program:

a) List the warm colours:

b) List the cool colours:

14. What are the two main font families?

15. Discuss the impact of what the choice of font can have on a visual communication. Refer to examples to help explain your thoughts.

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16. Collect an example of letterform in use and discuss how effectively it has been used.

17. Find an example of a poor choice of letterform. State the reasons for your choice.

18. Choose an object of design and annotate the design elements used to identify them.

19. What are the eight principles of design?

20. Provide an example of both a figure dominant and a ground dominant composition.

21. Choose a visual design and identify the figure in the composition.

22. What are the two types of balance?

23. Collect examples of both types of balance.

24. Discuss the rule of thirds.

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25. Identify two extreme contrasts that can be used in design:

26. What is the impact of contrast in design?

27. Discuss some methods which could be used to change the hierarchy of a composition.

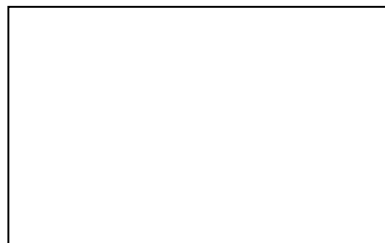
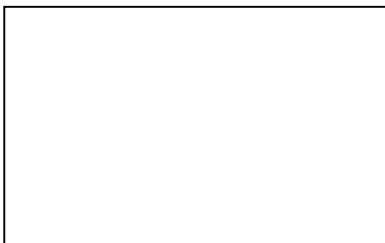
28. What is the purpose of hierarchy in a design?

29. What happens when there is not a clear hierarchy evident in a visual composition?

30. Suggest an example of how scale can be used effectively.

31. What is the golden mean?

32. Draw a pattern using repetition and another using alternation.



33. Discuss the input of elements and principles on an old building, a new building, or in a style of art or fashion.

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Suggested Activities After Viewing

1. Using tone make a 2D drawing of flat outlined shapes to appear 3 dimensional.
2. Choose a product you use in every day life. Break it down into its basic shapes. Comment on the principles of design evident in its design.
3. Select a package design – eg. Toothpaste box, soap box, can label. Scan it into your computer and using an image manipulation program such as PhotoShop or Fireworks or other paint programs and manipulate the image in the following ways.
 - a) Change the colour system used
 - b) Alter the attributes of the lines used in the design
 - c) Add 3 dimensional effects
 - d) Change the font style used
 - e) Comment on the impact the changes to the design you have made in each example making particular note of the suitability to certain audience groups.

Elements and Principles of Design

Other Relevant Programs available from VEA

Design: Applying the Elements

Designing a Chair - Sitting Pretty

Website Design

Essentials of Design and Technology Skills: Drilling, Lathes and Soldering

CAD-CAM in Industry and Schools

Creating a Logo: A Process for Designers

Student Design Project: Two Case Studies

Talking Buildings

Supermodels Series

Art of Design Series

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