

DESN-110 VISUAL DESIGN

Elements and Principles of Design Digital Scrapbook

OBJECTIVE:

Collect, catalog and identify samples of all 49 element and principle relationships discussed in class and described by the chart provided. This process will promote the critical analysis of existing graphic design work to promote the recognition of design elements and how they contribute to the existence of design principles with a design, along with an increased understanding of the principles.

REQUIREMENTS AND PROCESS:

Using DIGITAL sources collect one example for each of the element and principal relationships on the chart. Samples must be 640 x 480 pixels or larger. Search filters will eliminate smaller files. Samples must be complete and functional examples of graphic design, such as posters, magazine covers and spreads, logos, signs, billboards, advertisements or complete web pages. Search for specific types of designs listed above to eliminate unacceptable examples, such as simple diagrams, photos and disconnected design components.

The InDesign template provided must be used to organize your samples for each group. An image may be copied from a website then pasted into the picture frame, or the image must be downloaded to the local computer and then placed into the picture frame. The provided text boxes will be used to identify and rationalize the sample. There are seven pages in the document for a complete set of examples.

Once all of the pages are complete, the document will be exported as a PDF and emailed to the instructor with the student's name added to the template name. Detailed instructions of the entire process will be covered in class. A sample group will also be provided.

GRADING: 112 POINTS TOTAL

Each example will be worth 2 points. Each accurately identified sample will be worth one point and each rationale will also be worth one point. There will be seven required emails to be sent. The proper procedure for each group will be worth one point and meeting the deadline for each group will be worth one point.

DEADLINES:

Deadlines for each group will be announced in class. There will be approximately one week to collect, identify, rationalize and submit each group. Each group will be briefly discussed in class.