

LINE and SHAPE Single Image Option- Principles and Elements of Design

Goals

- To put the **principles and elements of design** into practice.
- Explore **creative mark** making with **pattern, texture, line** and **shape**.
- Create **visual balance**, understand **focal point** and **movement**.
- Develop **vector graphics** skills.

Planning & Research

- Start with rough **thumbnail sketches** to generate ideas.
- Create an **inspiration collage** or grid with designs you find interesting. Look for shapes, lines, patterns and logos that inspire you.

Drawing & Design Instructions

1. Start by drawing **3 intersecting lines**. Vary the **line thickness** (weight and contour).
2. Each line must touch on 2 sides of the paper and cross over each other in 2 places.
3. Fill some areas with **cool patterns** that **play with space**.
4. Add in more lines and shapes to **generate movement** and flow through the design.
5. Line and shape are your **elements** of focus. Key things to think about will be: **varying size**, repeating shapes (**repetition**), **overlapping** parts, creating **patterns** and **texture**.
6. It will be important to create a visually **balanced** design.
7. Your drawing may end up looking like a large scale **intricate doodle**, an **elaborate graffiti** design or an interesting **optical effect**.

Tips

- Establish **emphasis (focal point)** using the “**Rule of Thirds**”.
- Important design techniques you can use are **linear movement** and **contrast**.
- Use lines of **varying thickness**.
- Use **organic** as well as **geometric** shapes and lines.
- **Black and white balance** should be approx. 50/50

Image Ideas

