

Digital Media



Identity:

“Don’t let the noise of others’ opinions drown out your own inner voice.”

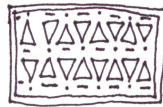
[Stanford University commencement speech, 2005]

– Steve Jobs

Principles of Art

Pattern

Repetition of the elements of art



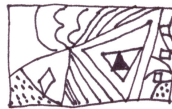
Emphasis

Focus - Main idea
What "grabs" your attention



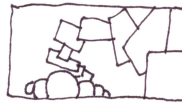
Variety

An assortment of lines, shapes, colors and other elements of art in the art work



Unity

How the elements work together, fit together, so the art work looks complete



Balance

Symmetrical



Asymmetrical



Radial



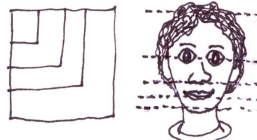
Rhythm & Movement

A regular repetition of the elements of art to create a sense of rhythm and/or movement



Proportion

How parts fit together to make a whole - Size relations
(Includes scale, monumental, miniature, exaggeration...)



The ABCs of Art: The Elements & Principles of Design

Compiled, organized, and added to by ♥ M.C.Gillis

Contact artist, mo@expandingheart.com, to give feedback.

More downloads at www.expandingheart.com & www.awesomeartists.com.

Essential Understanding

The Principles of Art, motion and meaning. Putting it all together: taking your design work to the next level

Overview -

Use the Principles and Elements of art to discover new ways to organize and compose your design. Exploring Identity as your theme

The Principles of art:

The elements of art; line, shape, texture, color, form, value and space represent the building blocks of art. These are the tools we use when creating art. The **principles** are the **concepts** we use to organize the elements. The principles are what we use as "rules" when

working with the elements. For instance when you are creating your slate project, consider the principles as you put your work together. Consider - Balance - Proportion - Pattern and other elements.

Guiding question 1: How can working with The Principles of Art help to create a sense of order in my work?

Lessons

- ___ 1. Principles of art.
- ___ 2. 9 squares.
- ___ 3. slates.
- ___ 4. Emotions - “abstract” and the power to convey a message or meaning visually.
- ___ 5. Non-linear editing and animation with Adobe Premiere.
- ___ 6. Project: count down.
- ___ 7. Demo: animation in Premiere bouncing ball.

Individual & Group work Work

- ___ 1. Painted Self Portrait Photoshop *100 pt -Due Nov 8*
 - ___ 2. *9 Squares (individual & Group work) 100 pt -Due 11/18 & 11/18*
 - ___ 3. *Emotions Due (December 2/3)*
 - ___ 3. Bootcamp Warm-up's - **30-50 pt** Due the day of the warm-up
 - ___ 4. 3-5 thumbnail sketches for slates **30 pt**
 - ___ 5. Slates - 5 slates *Assignment 50pt*
 - ___ 6. Slate Movie **50pt**
- Using premiere create a project with your 5 slates. Use transitions, effects & music, animation is optional.
- ___ 7. Bouncing ball animation using Adobe Premiere *Assignment 50pt*
 - ___ 8. Count Down (Photoshop & Premiere) **100pt -50 photoshop/50 Premiere**

Group Work

Group Work (due Nov 21/22) **Principles of Art Presentation**

1. As a group you will present one of the principles choose from the following:
 - ☼ Create a presentation using, a website, prezi, animate, or Goggle Slides.
 - ☼ Each principle must be defined with several examples.
 - ☼ Each group member will provide a portion of the presentation and participate in the presentation.

	Monday	Tuesday	Thursday	Friday
Week 1 November 4-8	<ul style="list-style-type: none"> • Bootcamp 9 square • Work on Self Portrait 	<ul style="list-style-type: none"> • Bootcamp 9 square • Work on Self Portrait 	Work on Self Portrait _____	Work on Self Portrait _____
Week 2 November 11- 15	Veterans day No school /	9 Squares & Group work assigned	9 squares Group work assigned Due: Self Portrait	9 squares Group work assigned Due: Self Portrait
Week 3 November 18-22	Emotions-Assigned	Emotions-Assigned	Slates-Assigned Due: Group work Due: 9 Squares	Slates-Assigned Due: Group work Due: 9 Squares
Week 4 December 2-6	Emotions-Due	Emotions-Due	Slates Due	Slates Due
Week 5 December 9-13	Premiere-Slates/Emotions movie	Premiere-Slates/Emotions movie	Premiere-Slates/Emotions movie	Premiere-Slates/Emotions movie
Week 6 December 16-20	Bouncing Ball Bootcamp	Bouncing Ball Bootcamp	Premiere-Slates movie Due	Premiere-Slates movie Due
Week 7 January 6-10	Count Down Numbers due	Count Down Numbers due		
Week 8 January 13-17	Count Down Due	Count Down Due	Final	Final Last day of Semester

