

# Design Poster

## Assignment 4

### Elements and Principles of Design

**Line Color Texture Form Shape Space Value**

**Pattern Movement Unity Balance Rhythm Emphasis Contrast**

Directions: Working individually, create your own vocabulary poster for one of the DESIGN ELEMENTS or PRINCIPLES. The poster will be done on a 11' x 17" paper size in Microsoft publisher. Your job is to demonstrate your knowledge of the Design Element or Principle.

The poster must include:

- ✚ The name of your ELEMENT or PRINCIPLE in large, clear text (use word art)
- ✚ The definition under the name
- ✚ Several words that mean the same (synonyms), or similar things, in one of the four corners (for example: Value could also be described as shading, tonal, variation, light to dark and chiaroscuro [kee-ahr-uh-skyoo r-oh] )
- ✚ A picture, image or cartoon - I encourage you to use a picture/image you have taken or drawn. If you use a cartoon or graphic from the internet you MUST obtain copyright permission.

Example:

## Texture

*Texture element gives surface characteristics of a physical material that can be experienced through the sense of touch or the illusion/impression of touch. Surface quality of image is your clue.*

*The two kinds of texture are Real: touched and felt ,eg: grain on piece of wood, and Simulated: 'looks' like it could be felt, has 2D representation of real texture such as a photo of grain on a piece of wood.*

Rough  
Gritty  
Granular  
Smooth  
Course

