

# Breaking Down the Elements

1. Research all definitions on the vocab sheet below. Obtain a definition and a picture that exemplifies each term. (see research rubric)
2. Select **one** advertisement from magazines in class that you feel is interesting and appealing.
3. Scan the images on to the computer
4. **Create an 11x17 Poster using Publisher**
  - a. Scan Each Ad for display in the poster
  - b. Create notes, arrows, boxes, etc to explain the principles and elements at work
5. **Identify the elements and principles** of design used and describe how each is functioning on the page. Be sure to use appropriate vocabulary and information about each element/principle.
  - a. Choose 3-4 elements and/or principles that you can Highlight on each ad.
6. **Make connections** between the element/principles you chose and how they help to sell the product or the theme of the ad
7. **Explain** what you like or don't like about the advertisement, **why does the design work?** Or why doesn't it work?
8. Define the **audience's demographic profile** (who is the ad aimed at?).
  - a. Age, style, \$, product function, message of the ad, socioeconomic status

*\*Grading will be based on Explanations of the design, description of elements/principles in use in the design, and the layout/design of your poster*

9. Advertisements scanned and cropped to size (Use of skill)	<u>/10pts</u>
10.4 Elements/Principles identified in each ad (Use of Knowledge)	/20pts
11.Each Element/Principle's function or use has been discussed (Use of Knowledge)	/20pts
12.Explanation of why ad is good or bad is present (Use of knowledge)	/10pts
13.Audience Demographic has been identified (Ethical/Responsible)	/10pts
14. Poster Design (Production/Implementation & Creativity) a. Readability b. Visual Appeal c. Organization	/30pts

Comments:  

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Total:

**/100**

## The Elements of Design Research

Activity: Search for and define the following Elements and Principles of Design. Create a word document with all parts below included:

- You must use at least 2 documented sources
- For each term include:
  - The definition
  - How it is used
  - An example of its use (picture/graphic sample)
- Elements:
  - Line
  - Shape
  - Form
  - Value
  - Color
  - Texture
  - Space (Proximity or Negative Space)
- Principles
  - Balance
  - Rhythm (Repetition)
  - Contrast
  - Unity
  - Emphasis
  - Movement
  - Pattern