



INITIAL DESIGN

Weisbrod • Studio in Media Arts

Objectives

You will leave this lesson with:

- ❖ The ability to design works using simple elements
- ❖ An understanding of the elements of art and the principles of design,
- ❖ Knowledge of how to apply these concepts to the creation of art
- ❖ An awareness of how other cultures, times periods and settings have utilized visual symbols
- ❖ Ability to personalize the content and express individual solutions
- ❖ Knowledge and practice of the relief printing process
- ❖ The ability to exercise good craftsmanship

**This assignment will introduce all of the Elements of Art and Principles of Design.
However, your composition will explore these in depth:**

Elements of Art:

Shape
Line
Space
Value

Principles of Design:

Movement
Balance
Contrast/variety

Activity

Create a design using the initials of your first and last name.

- The shapes do not necessarily need to be readable as letters.
- Think of the letters as symbols independent of their meaning.
- Create your own letter design forms.
- You must sketch out at least 6 different variations of this letter design

Assessment

Your grade will be based on:

- ❖ Completing all exercises and preliminary designs. *Save everything...*
- ❖ Originality and creativity of your solution
- ❖ Application of the (selected) Elements and Principles
- ❖ Craftsmanship

