

MAKING MARKS

Simplest of marks: Lines

What can a line be: straight, thin, curved or thick?

Must it be a solid line? Can it be dots or dashes? What else might make up a line, a symbol, a letterform?

Working with your three different tech pens -

In each box explore a different line style. In addition, your different tech pens should give you visually different lines that are composed the same. Keep track of which tech pen you are using - and keep those notes on the side of each box. *Begin with straight lines but be sure to explore many other possibilities.*

Gestalt Theory: perception studies—shows simple and elementary concepts:

1. The parts of a visual image may be considered, analyzed and evaluated as distinct components, 2. The whole of a visual image is different from and greater than the sum of its parts.

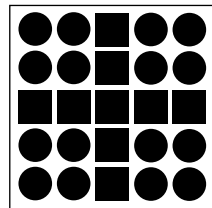
- viewers tend to group objects that are close to each other into larger groups
- negative (empty) space will be organized
- our brain tends to relate and group objects of similar shape.
- visually we tend to close spaces between similar elements to form lines or directions.

Think in terms of music: musical notes define a pattern or melody. each note may be heard separately and considered, but the melody (which is the sum of the parts) is what may be remembered.

As a designer, an understanding and use of gestalt principles is invaluable. Research over the years has shown that audiences will react to overt or obvious gestalt patterns. By matching the target audience with carefully selected imagery, effective communication can be achieved. Many graphic pieces, such as a logo or poster, rely on a quick understanding of the idea/concept being presented. Look at the image to the right. What do you see? A square? a series of circles and small squares? a plus sign?

Unity - an AGREEMENT exists amount elements IN A DESIGN, they look like they belong together.

Visual unity vs. intellectual unity (design vs scrapbook) - the whole is pre-dominant over the parts. You first see the whole piece before noticing the individual elements. The designers job to create unity made easier by the fact that viewers usually looking for some sort of organization, something that relates the various elements.

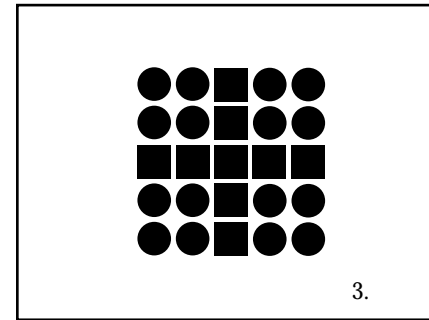


Ways to achieve Unity:

- Proximity, Closeness (ex. 1, 2 & 3)
- Continuation (ex. 3 & 4)
- Repetition (ex 2, 3 & 4)
- Rhythm (ex. 2, 3 & 4)

Emphasis - a designers main enemy is APATHY.

Need to catch attention, stimulate the viewer, offer something visually satisfying.



Ways to achieve Emphasis:

- Focal Point
- Contrast
- Isolation
- Placement

There can be **more** that one focal point.

Sometimes secondary points provide accent to a piece. Be careful however - too much emphasis or too many elements emphasized can turn the design into chaos (interest replaced by confusion.) A definite focal point is not a necessity in creating a successful design. It is a tool to be understood and used when needed and not used when not needed. Having an ambiguous emphasis or none at all can be very effective, such as in a pattern design.

Materials Needed for Monday/Tuesday 9/30 & 10/01:

- Bring one or two of the following fruits or vegetables: strawberries, citrus, pineapples, star fruit, brussels sprouts, pomegranates, asparagus, artichokes, or broccoli. • Not acceptable: bananas, celery, potatoes, apples or pears.
- A knife to cut the item up with & plate/pan to hold cut items.
- Sketch notebook, all pencils, tech pens, rulers & triangles, and bristol board.
- All line work homework.

