

Design Basics

Design 1

Design Elements: 7 Classes

The elements are the building blocks of design – they help us, as designers, communicate to our audience. Designs can be persuasive and dynamic and the basics help us create successful and aesthetically pleasing work.

Essential Questions

- What factors prevent or encourage people to take creative risks?
- How does engaging in creating art enrich people's lives?
- How do artists express individual and cultural expressions?
- How do artists generate ideas?



When you are stuck,
walk away from the
computer and draw.
It will teach you
how to see.

— Gerard Huerta

Task #1- Elements of Art (7 Classes)

After watching the video introducing the elements of art. For each element you will eventually create a different design. You will be using a variety of materials to create each of these designs.

1. Refer to the [“Elements of Art” videos](#) in order to see more visual examples and get a deeper explanation of each of these Elements. Watch each video, create one “webpage” for your personal [Learning Journal at Adobe Spark](#).
2. While creating your “Learning Journal” add each of the following:
 - a. A definition of the Element of art
 - b. two VISUAL EXAMPLES of each element (line, shape, form, value, texture, space, color) with a written understanding of how those exemplify that element.
 - c. A link to the KQED Video for each element
 - d. Your own ORIGINAL DESIGN for each element with a written explanation of your design.

CREATING ORIGINAL DESIGNS:

Today you will be starting to create your original designs. For each Element of Art you will create what is called a “Sound Solution”.

Each image to the right matches a word that is given at the beginning of the project. The designer must then use the Elements of Art in order to express their artistic interpretation of this word or phrase.

You must choose one word/phrase and from the list presented and represent that with one element of art. This means in the end you will have 7 designs each that match one Element of Art.

Barnyard, Indigestion, Frustration, Guillotine, Short Order Cook,
Rejection, A Habit, Loud Person, Tap Dancer, Birthday Party, Subway

This is your chance to explore materials. For each piece of art you should use a different material or media. Each design should be done on your sketchbook

