



BLOCK 1:
PRINCIPLES OF DESIGN
UNDERSTANDING THE COMPOSITION





“

*Education is something
which ought to be
brought within
the reach of every one.*”


- Dr. B. R. Ambedkar





Dr. Babasaheb Ambedkar Open University
'Jyotirmay' Parisar, Sarkhej-Gandhinagar Highway,
Chharodi, Ahmedabd-382481

BCA(DES)-202
VISUAL COMMUNICATION
BLOCK-1
PRINCIPLES OF DESIGN
UNDERSTANDING THE
COMPOSITION

UNIT 1 THE PRINCIPLES OF UNIVERSAL DESIGN

	Learning Outcome
<p>After going through this unit, you will learn:</p> <ul style="list-style-type: none">• Principles of Universal Design• Understanding of Balance, symmetry & Emphasis• Usage and understanding of Gestalt law• Understanding of Design Elements• Understanding of Designing Process• Rules of Design	

	Time Required to Complete the unit
<p>The time required to study thus Unit is broken as follows</p> <ol style="list-style-type: none">1. 1st Reading: It will need 2 Hrs for reading a unit2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit3. Self Assessment: It will need 3 Hrs for reading and understanding a unit4. Revision and Further Reading: It is continuous process	

	Content Map
1.1 Introduction	

1.2 Universal Design

1.3 Principle One: Equitable Use

1.4 Principle Two: Flexibility In Use

1.5 Principle Three: Simple And Intuitive Use

1.6 Principle Four: Perceptible Information

1.7 Principle Five: Tolerance For Error

1.8 Principle Six: Low Physical Effort

1.9 Principle Seven: Size And Space For Approach And Use

1.10 Summary





1.11 Assessment

1.12 Further Reading

1.1 Introduction

Universal Design allows you to design products and environments as an access to all people without any specific design

There are seven universal design principles.



	Study Notes
	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes

	Assessment

1.2 Universal Design

1. Equitable Use
2. Flexibility in Use
3. Simple and Intuitive Use
4. Perceptible Information
5. Tolerance for Error
6. Low Physical Effort
7. Size and Space for Approach and Use

	StudyNotes

	Assessment
2. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	

1.3 Principle One: Equitable Use

This is for people with varied abilities.

Designs are appealing, universal for all people, stands for privacy, defense, safety.





:1.1 The design is useful and marketable



able to people with diverse abilities. Courtesy

<http://www.uigarden.net>



	Study Notes
	Assessment



	Discussion/ Activity

1.4 Principle Two: Flexibility In Use



This principle is for a wide range of person preferences and abilities.


Designs are accommodative, have choice, accuracy, adaptability



Figure: 1.2 The design accommodates a wide range of individual preferences



	Study Notes
	Assessment
1.	

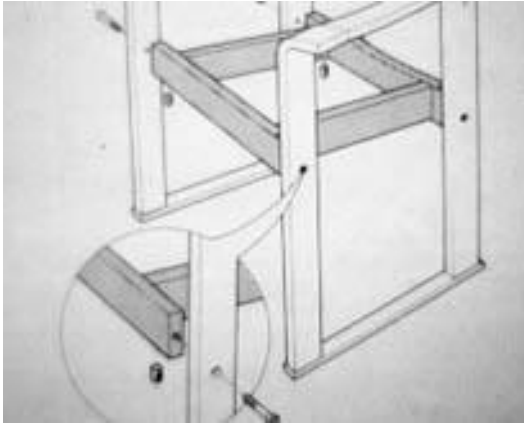
	Discussion/ Activity

1.5 Principle Three: Simple And Intuitive Use

This is for understanding without having hindrance of user's experience, knowledge, language skills

Designs are simple, consistent, accommodative, consistent, effective.

Visual Communication




1.3 Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current




concentration level. Courtesy <http://www.uigarden.net>



Study Notes

	Assessment

	Discussion/ Activity

1.6 Principle Four: Perceptible Information

This is for effective communication



Designs are simple, consistent, accommodative, consistent, effective.


Designs are pictorial, verbal, tangible, have adequate contrast, more legible, usage of instructions and directions, compatible.

Visual Communication



1.4 The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities. *Courtesy <http://www.uigarden.net>*

	Study Notes
	Assessment

	Discussion/ Activity

1.7 Principle Five: Tolerance And Error

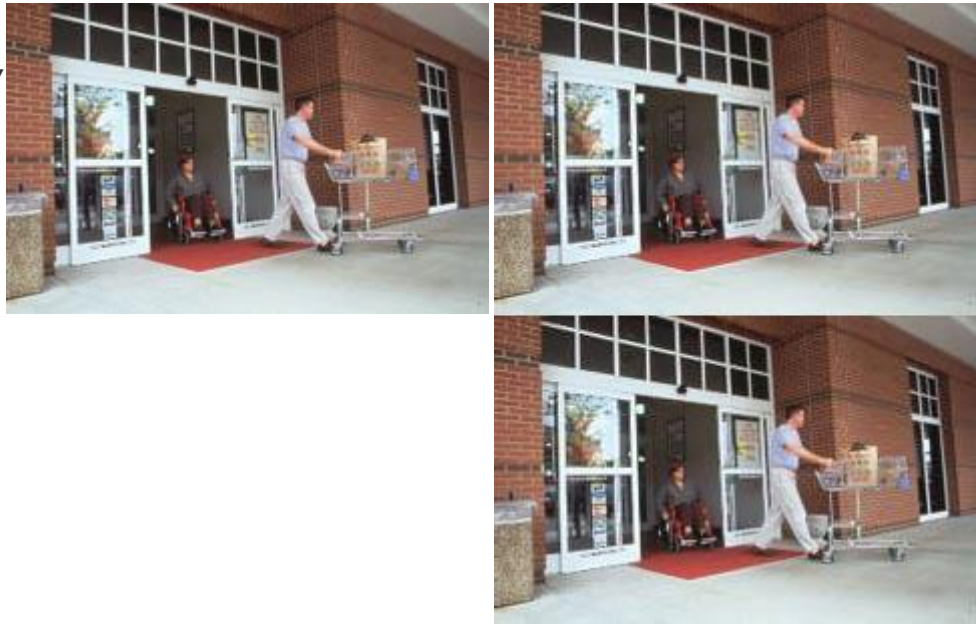
This principle reduces negative results of unwanted actions.



Visual Communication


Designs are accessible, provide warnings, safe features, make it easy, compatible.



Figure: 1.5 The design minimizes hazards and the adverse consequences of accidental or unintended actions. *Courtesy*



	Study Notes
	Assessment
1.	

	Discussion/ Activity



1.8 Principle Six: Low Physical Effort

This principle is with minimum of difficulty.


Designs have less of repetitions, less physical effort, use easy operating features.



Figure: 1.6 The design can be used efficiently and comfortably

	Study Notes
	

	Assessment
1. Define bit depth	

	Discussion/ Activity
Refer to all types of bit depth which represent color of a single pixel	

1.9 Principle Seven: Size And Space For Approach And Use

This principle is to provide space and size to the designs.

Designs provide a clear sight to important elements, reachable to all components, have variations, give enough space.



Figure: 1.7 Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility. *Courtesy <http://www.uigarden.net>*

Visual Communication



IMAGE DESCRIPTION Courtesy <http://www.uigarden.net>

Descriptions of the example images for the Principles of Universal Design.

principle one: equitable use

Image Description

Two shoppers, one pushing a cart and the other using a power wheelchair, pass through open automatic doors.

principle two: flexibility in use

Image Description

Large grip scissors are shown being held in the left hand, another in other in the right hand.

principle three: simple and intuitive

Image Description

Imported furniture instructions illustrate assembly without written directions.

principle four: perceptible information

Image Description

A person with low vision operates at close range a round thermostat with large numbers, tactile indicators, and audible cues.

principle five: tolerance for error

Image Description

Computer menu shows the arrow pointing to the “undo” function.

principle six: low physical effort




Image Description

A hand with closed fingers operates a lever door handle by pushing down.

principle seven: size and space for approach and use

Image Description

A woman in a power wheelchair passes through a wide subway gate.

	Study Notes
	Assessment
	Discussion/ Activity

1.10 Summary

- **Equitable Use**
- **Flexibility in Use**
- **Simple and Intuitive Use**
- **Perceptible Information**
- **Tolerance for Error**
- **Low Physical Effort**
- **Size and Space for Approach and Use**

Self Assessment Test

Broad Questions –


- 1. Write down all principles of Design**
- 2. Explain each in one line**
- 3. Give one example of each**


Short Notes


1. Universal Design
2. Principle Two: Flexibility In Use
3. Principle Three: Simple And Intuitive Use
4. Principle Four: Perceptible Information
5. Principle Five: Tolerance For Error

Visual Communication

UNIT 2 BALANCE, SYMMETRY AND EMPHASIS

	Learning Outcome
<ul style="list-style-type: none">• Concepts of Balance• Concepts of Symmetry• Concepts of Emphasis	

	Time Required to Complete the unit
<p>The time required to study this Unit is broken as follows</p> <ol style="list-style-type: none">1. 1st Reading: It will need 2 Hrs for reading a unit2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit3. Self Assessment: It will need 3 Hrs for reading and understanding a unit4. Assignment: It will need 4 Hrs for completing an assignment5. Revision and Further Reading: It is continuous process	

	Content Map
<p>2.1 Introduction</p> <p>2.2 Symmetry</p> <p>2.3 Symmetrical Balance</p>	

2.4 Types of Symmetry

2.5 Unity And Variety

2.6 Symmetrical Composition

2.7 Collage Rough

2.8 Asymmetrical Balance

2.9 Control of Attention

2.10 Dominance

2.11 Subordination

2.12 Contrast & Isolation

2.13 Placement

2.14 Isolation

2.15 Controlling Emphasis

2.16 Proportion

2.17 Emphasis Photomontage

2.18 Presentation



2.19 Summary


2.20 Self Assessment test

2.21 Further Reading

2.1 Introduction

Balance or symmetry in design is similar to balance in physics. A large shape close to the center can be balanced by a small shape close to the edge.

	Study Notes
	Assessment

	Discussion/ Activity
Refer to various types of	

2.2 Symmetry

Symmetry is represented by 2 factors, harmony & balance. Harmony in painting is the visually satisfying effect of combining similar, related elements. Balance shows the preciseness.

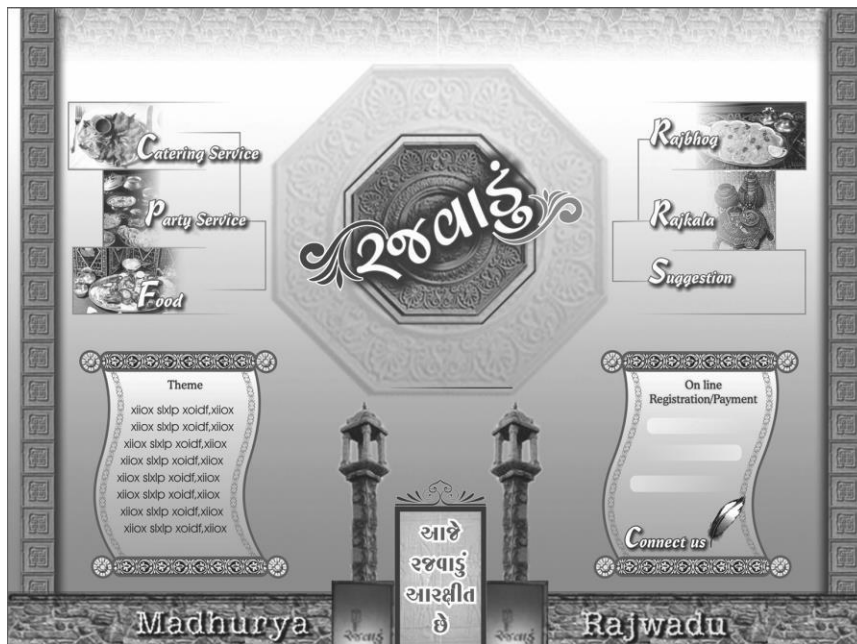


Figure: 2.1 Symmetry seen in the layout



Figure: 2.2 Symmetry seen in the eye lens



Figure: 2.3 Symmetry seen in the navigation

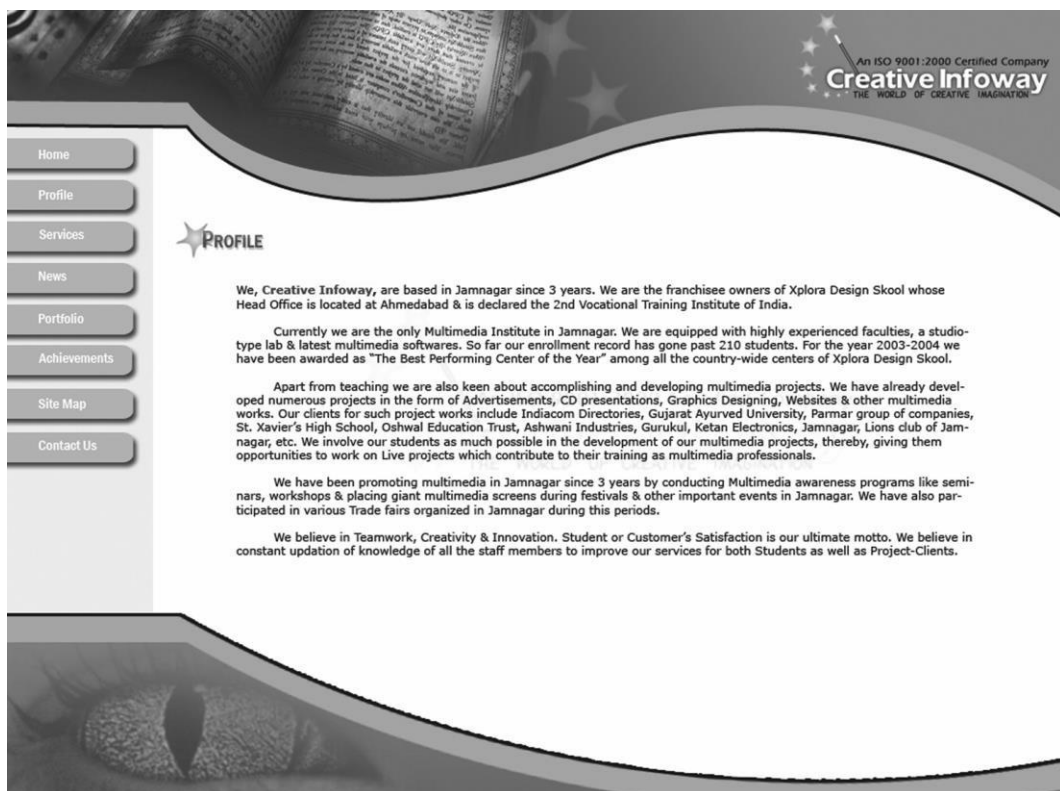


Figure: 2.4 Symmetry seen in the header and footer



Study Notes

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Assessment

1. Define

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Discussion/ Activity

--

Refer to various types of

2.3 Symmetrical Balance

Symmetrical Balance is seen in mirror images.

Symmetrical layouts are more formal and ordered layouts. They reflect a sense of tranquility, elegance, familiarity or serious contemplation.



Study Notes



Assessment

1. Define!



Discussion/ Activity

Refer to various types of

2.4 Types Of Symmetry

When the sides are exact mirror images of each other. This is used on abstract images

NEAR SYMMETRY

Near symmetry is coming from symmetry but the two halves are not exactly the same. There are minor variations that do not change the balance but there such symmetry can lead to more variety and making your art work impressive and catchy.

Near symmetry is more flexible than pure symmetry. It is used in many graphic images. It is also used for formal fine art images, especially early Christian religious paintings.

INVERTED SYMMETRY

Inverted means opposite, so inverted symmetry is with one half.

BIAXIAL SYMMETRY

Biaxial mean 2 axis so biaxial symmetry uses two axes of symmetry -- vertical and horizontal. i.e. top and bottom as well as left and right.

Radial symmetry is like a star or an artwork that immerges or radiates from the center, so it can be used when you want to show growth, energy, inspiration etc.

Vertical Symmetry:




Fig 2.5 Vertical Symmetry


Each vertical half of the image is close mirror image as you can see that the building behind 2 people is in vertical symmetry. You can even emphasize that in reverse colors. Symmetrical balanced layout is very formal in appearance.

Vertical and Horizontal Symmetry:

The artwork is divided into 4 parts. Each of these parts are symmetrical making your art work look balanced and symmetrical.

	Study Notes

	Assessment
1. Define index color model	

	Discussion/ Activity
Refer to various types of indexed color images and see that how it varies from grayscale and duotone	

2.5 Unity & Variety

Unity is the sense that all of the parts are working together to achieve a common result

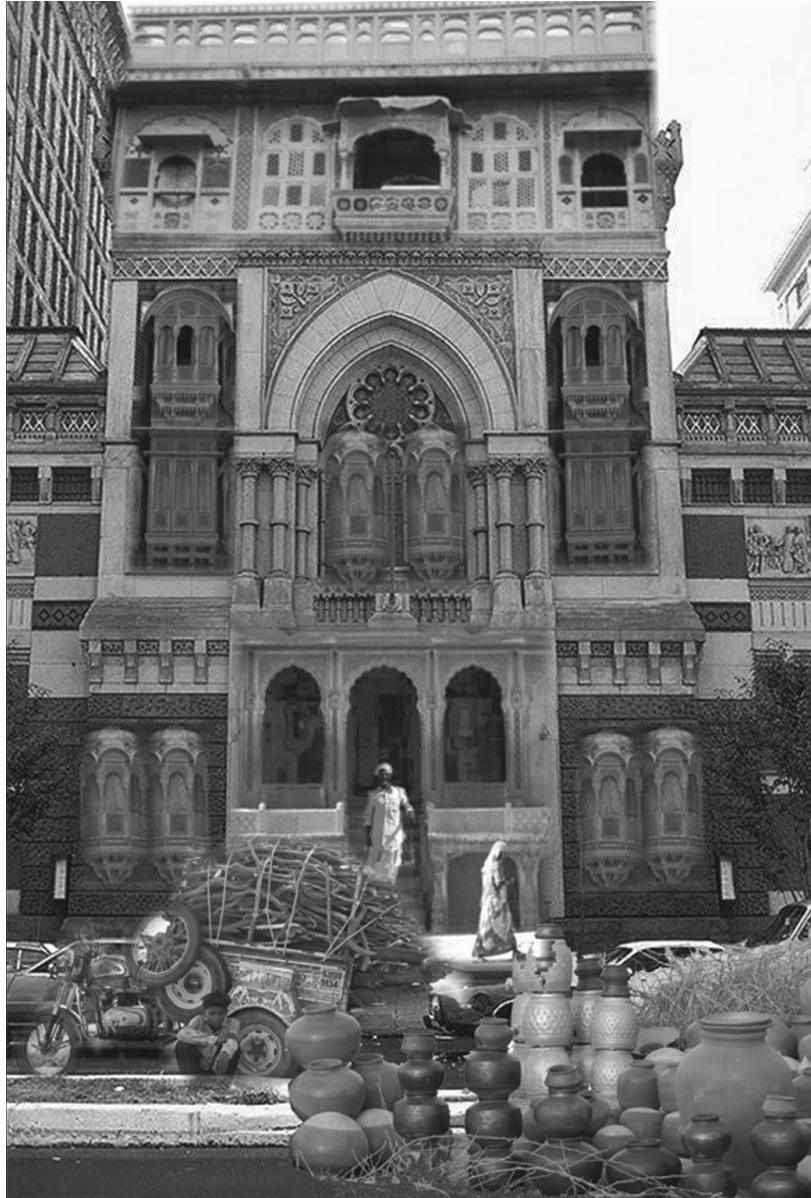


Figure: 2.6 Unity & Variety seen in the image



Figure: 2.7 Unity & Variety seen in the image




Figure: 2.8 Unity & Variety seen in the image





Figure: 2.9 Unity & Variety seen in the image



Figure: 2.10 Unity & Variety seen in the image

	Study Notes


	Assessment
1. Define	


	Discussion/ Activity
Refer to various types	


2.6 Symmetrical Composition

A symmetrical composition is balanced and it has equality of Size, Shape, Line, Line Direction, Texture, Value, and Color. A symmetrical composition uses the Elements of repetition.

An asymmetrical composition is not balanced and does not use the Elements in equal amounts. It is not divisible into equal parts. It uses dissimilar Elements which are not often repeated.

	Study Notes

	Assessment
1. Define	

	Discussion/ Activity
Refer to various types of	

2.7 Collage Rough

It is not always necessary to design and come up with final artwork. You can avoid complexity by making a rough collage.

A collage rough can have different combinations, proportions and relationships. Take different pieces out and then keep adding and fitting each one of them, all pieces have to fix up. There would be less of Unity and balance are more or less assured. It shows the idea or your passion that you are working for. Use your sense of balance to determine if the image is correctly balanced. The art work should not be cluttered.

When you are finally satisfied with the arrangement of the Elements can be in different ways as per the requirements in the art work, measure, mark and carefully glue the image together.



Figure: 2.11 Collage



Figure: 2.12 Collage



Figure: 2.13 Collage





Figure: 2.14 Collage



Figure: 2.15 Collage

	Study Notes

	Assessment
1. Define	

	Discussion/ Activity
Refer to various types of	

2.8 Asymmetrical Balance

Asymmetry means no symmetry. So it will also avoid balance, mirror images. There is no specific way to achieve symmetry in asymmetrical artwork and thus you start knowing what symmetry is.

Art work either has or does not have balance. When you look at a composition you need to check where your eye and how your eye invades if it wanders around evenly then there is balance and if you always return to the same area then that is not the center of the composition, then the balance is expected.

To achieve balance you can randomly distributed throughout the artwork you elements. There is balance because there is unity. But due to unity there no much variety and that comes up as a problem and artwork becomes monotonous.

So here asymmetrical balance plays its role, like a small visually interesting object can balance a much larger and less interesting object.


You can also use negative space for exact amounts and correct placement.


Asymmetrical balance actually has no rules, or you can even put that break all rules of symmetry and you get asymmetrical balance.

ASYMMETRICAL COMPOSITION / NO SYMMETRY

When you work with no symmetry you actually understand what symmetry is and you start to know how to achieve balance and symmetry in your art work. So when you understand no symmetry you start getting a grip over symmetry. This is another approach to understand what you want to know.

	Study Notes


	Assessment
<ol style="list-style-type: none">1. Define2. How you can convert	


	Discussion/ Activity
Export a	

2.9 Computer Graphics Processing

Your designs need to catch the attention of the viewer. Your designs need to be different and stand out from the rest of the world such that the attention of viewer stays in control and his eyes follow the concept that your design is following and speaking. You need to follow the Design principles in order to captivate the attention of the viewer.

	Study Notes

	Assessment
1. What is	

	Discussion/ Activity
Refer to	

2.10 Dominance


Dominance gives a DESIGN interest. Dominance can be applied to one or more of the elements to give emphasis.





Figure: 2.16 Images showing Dominance



Figure: 2.17 Images showing Dominance

	Study Notes

	Assessment
1. What is	

	Discussion/ Activity
Refer to	

2.11 Subordination

So the basis of the rule of thirds is basically what it says. We divide up the image into 3 areas. 3 Horizontal and 3 vertical. Each representing 9 blocks in the image. With 2 lines vertical and horizontally which can represent horizon lines in an image. And with 4 intersecting lines in the middle of the image which is called point of interest.

This image shows how it is divided up.

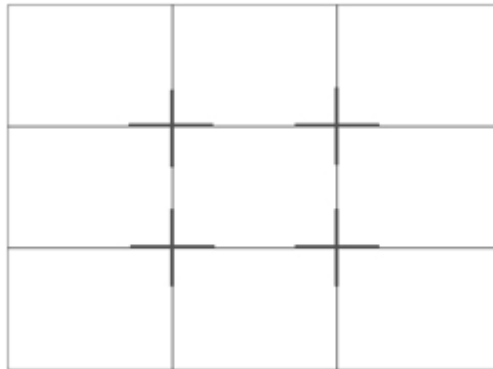


Fig 2.18 Division OF Space

Okay so basically, we use these imaginary lines in our camera (either the computer or our camera) to line things up in the scene. So this is very important if you are placing elements in a photo (elements means subject, objects, something), gives you sort of a guide to where you can place them.

Most beginner photographers or you're average point and shoot camera will most likely place their subject or elements in the middle of the image. This causes for an awkward and uninteresting composition.

As you can see, there is way too much empty space from the left and right of the image. Doesn't make for an interesting shot. Not to say it's ugly or anything but if the shot was setup correctly it would be more interesting.


In short, the rule of thirds will help you balance your scene a little bit. So if you place the point of interest in the intersecting or along the lines, then it becomes more balanced and natural for the eyes. In most cases, a lot of people usually look at the lines of intersection or horizon lines rather than the center of the shot. Why because that's the way we look at things and certainly will help if we go along with it on our composition. Work with it not against it.


But all rules are made to be broken, eventually. But what better way to learn it first, then learn how to break it afterwards. So next time you take a shot, try and visualize the scene being divided up into rules to third. Take time into place what is the most important in the points of interest. Take time into setting up your shots and placing the elements or subject away from the center. Place the horizon line either in the bottom horizontal line or the top horizontal line. So try it out, practice makes perfect!



Study Notes

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	Assessment
1. What is	

	Discussion/ Activity
Refer to	

2.12 Contrast


Contrast is the juxtaposition (JUST LIKE OPPOSITE) of opposing elements e.g. opposite colors on the color wheel. Contrast can be in various forms like lines, shapes, colors, size, direction, space etc




Figure: 2.19 Images showing Contrast. The Sky and ground and contrasting colors of balloons



Figure: 2.20 Images showing Contrast. The patchy dog.

	Study Notes
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	Assessment
1. What is	

2. Define
3. What are



Discussion/ Activity

Refer to different

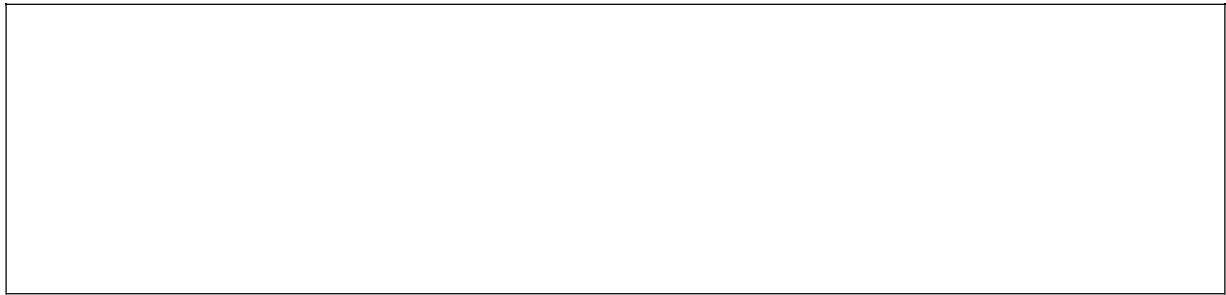
2.13 Placement


For placement you make them as follows:


- The center
- Noticeable
- More attention
- Proximity
- Similarity
- Continuance.



Study Notes



	Assessment
1. What is	

	Discussion/ Activity
Refer to	

2.14 Isolation

Isolation is where an item stands apart from its surroundings and will be more noticeable. You can make one item stand out due to isolation.



Figure: 2.21 Images showing Isolation

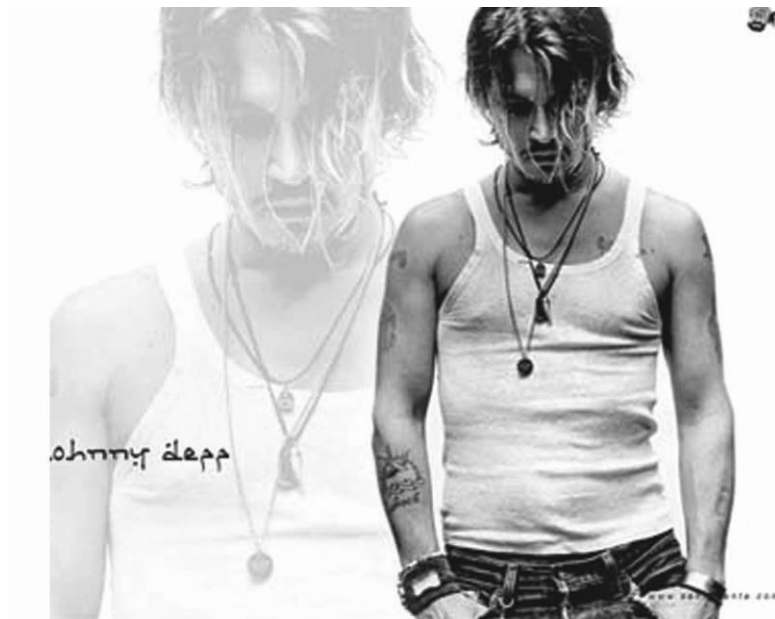


Figure: 2.22 Images showing Isolation

Visual Communication



Figure: 2.23 Images showing Isolation

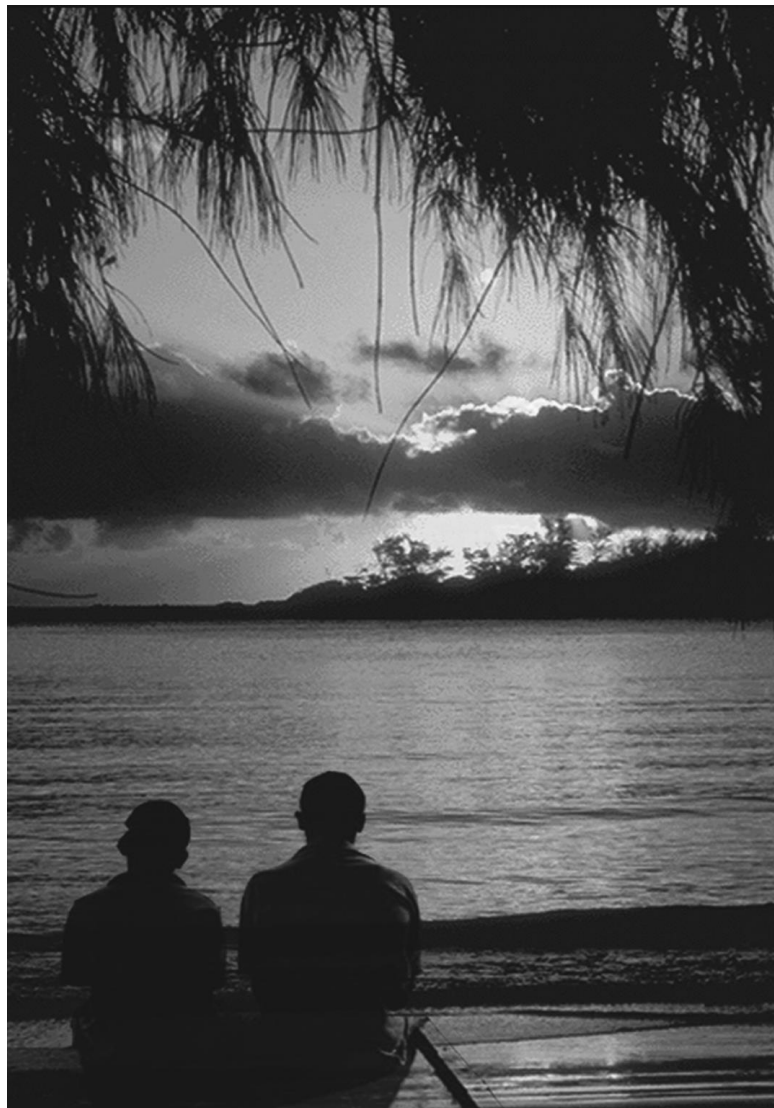





Figure: 2.24 Images showing Isolation

	Study Notes


	Assessment
1. What is	


	Discussion/ Activity
Refer to	

2.15 Controlling Emphasis

In order to lay emphasis do:

- Noticeable
- make it large,
- use bright colors
- High contrast
- Make it stand out
- highly visible
- use reverse
- make it similar in color, value and texture to what is behind it

	Study Notes

	Assessment
1. What is	

	
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	Discussion/ Activity
Refer to	


2.16 Emphasis Photomontage

A montage is a collection of objects that form a unified whole. A photomontage is a collage that uses snaps put together to form an illusion of a single image.


Make a collage as follows:

- very out of scale
- either very large or very small
- Determine, and control, what the viewer should see second.
- Hide an object in the image.

	Study Notes


	
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	Assessment
1. What is	


	Discussion/ Activity
Refer to	

2.17 Presentation

- Good presentation involves:
- Idea
- Concept
- Design essentials followed
- Color Theme
- Composition
- Eye Catchy
- As per TA
- Market acceptance
- Overall Impact

	Study Notes

	Assessment
1. What is	

	Discussion/ Activity
Refer to	

2.18 Summary

Symmetry

- Symmetrical Balance
- Types of Symmetry
- Unity And Variety
- Symmetrical Composition
- Collage Rough
- Asymmetrical Balance
- Control of Attention
- Dominance
- Subordination
- Contrast & Isolation

Visual Communication

- Placement
- Isolation
- Controlling Emphasis
- Proportion
- Emphasis Photomontage
- Presentation

2.19 Self Assessment test

Broad Questions –

- 1. What is a collage?**
- 2. What is Balance?**
- 3. What is Symmetry? And how many types do you have?**
- 4. What do you mean by Dominance?**
- 5. Explain Proportion?**

Short notes

1. Write note on emphasis Photomontage
2. Write note on Isolation
3. Write note on Placement
4. Write note on Proportion
5. Write note on subordination

2.20 Further Reading

- http://en.wikipedia.org/wiki/Universal_design
- http://home.earthlink.net/~jlminc/tools_principles.html
- <https://www.washington.edu/doi/Brochures/Academics/instruction.html>

Visual Communication



BLOCK 2:
UNDESTANDING
THE ELEMENTS OF DESIGN





“

*Education is something
which ought to be
brought within
the reach of every one.*

”

- Dr. B. R. Ambedkar



Dr. Babasaheb Ambedkar Open University
'Jyotirmay' Parisar, Sarkhej-Gandhinagar Highway,
Chharodi, Ahmedabd-382481

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VISUAL COMMUNICATION
BLOCK-2
UNDESTANDING
THE ELEMENTS OF DESIGN

UNIT 3 UNDERSTANDING TEXTURE



Learning Outcome

After going through this unit, you will learn:

- **Here you will understand the importance of textures in visual communication**
- **What are 3D and 2D textures**
- **You will come to know various kinds of textures**



Time Required to Complete the unit

The time required to study this Unit is broken as follows

1. **1st Reading:** It will need 2 Hrs for reading a unit
2. **2nd Reading with understanding:** It will need 3 Hrs for reading and understanding a unit
3. **Self Assessment:** It will need 3 Hrs for reading and understanding a unit
4. **Revision and Further Reading:** It is continuous process



Content Map

3.1 Introduction

3.2 Using textures to create 3d

3.3 Textures and lights effects

3.4 Various kinds of textures

3.5 Solid vs Transparent textures

3.6 Wall textures

3.7 Essential textures

3.8 Latent essential textures

3.9 Outdoor textures

3.10 Summary


3.11 Self Assessment test


3.12 Further Reading


3.1 Introduction

Surface gives a feel and a visual appearance to a thing or an object. But in real we see objects because of their color and structure. So to give a realistic look and feel to objects we need to give imaginative surface to the objects and these are called texture.

You can click photographs of materials that are used as textures. Once these images are clicked you can wrap or project them on to the surface of the objects to give a real feel and look of material to the object and thus your object starts looking real. You can even simulate the visual characteristics of this material using textures.

	Study Notes

	Assessment
1. What is	

	Discussion/ Activity
Refer to	

3.2 Using Textures To Create 3D

You can use textures in Photoshop to represent 3D as textures are grayscale images. In Photoshop use Filter> Render> Lighting Effects. Because of variations in color you can get variations in "elevation" of an image.

The following images are courtesy: <http://www.graphicmania.net>

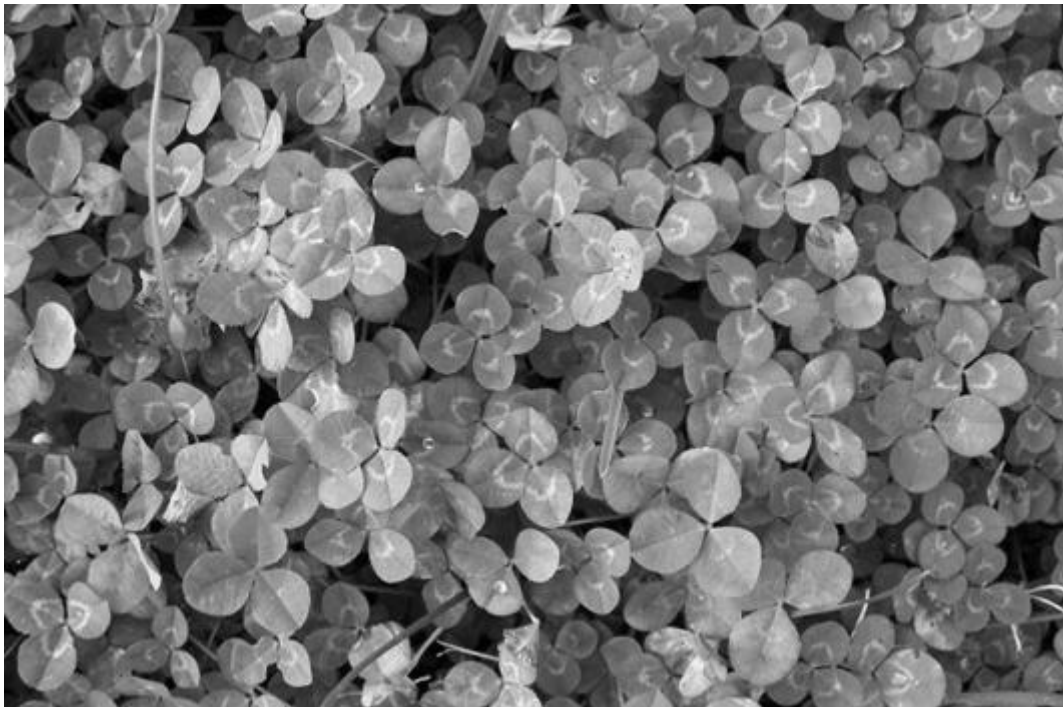


Figure 3.1: Ground Textures



Figure 3.2: Ground Textures



Figure 3.3: Paint Textures



Figure 3.4: Paint Textures



Figure 3.5: Paint Textures



Figure 3.6: Rubber Textures



Figure 3.7: Rubber Textures



Figure 3.8: Ground Textures



Figure 3.9: Wood Textures



Figure 3.10: Wood Textures



Figure 3.11: Wood Textures

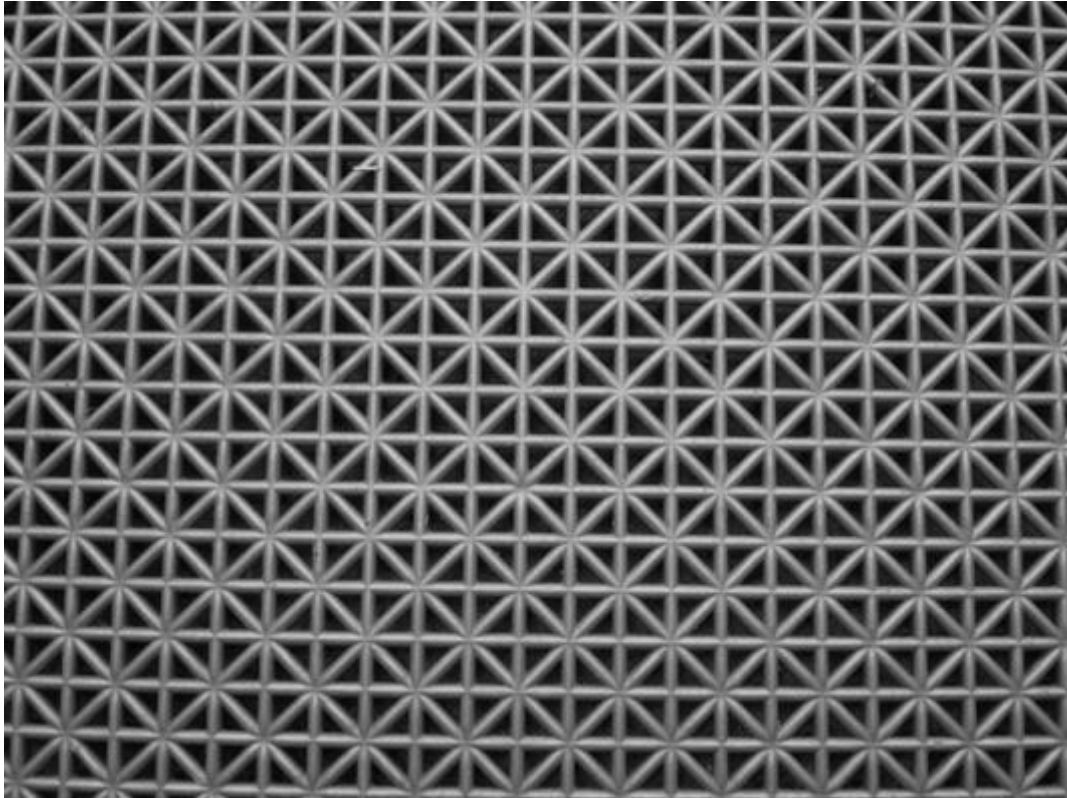


Figure 3.12: Plastic Textures

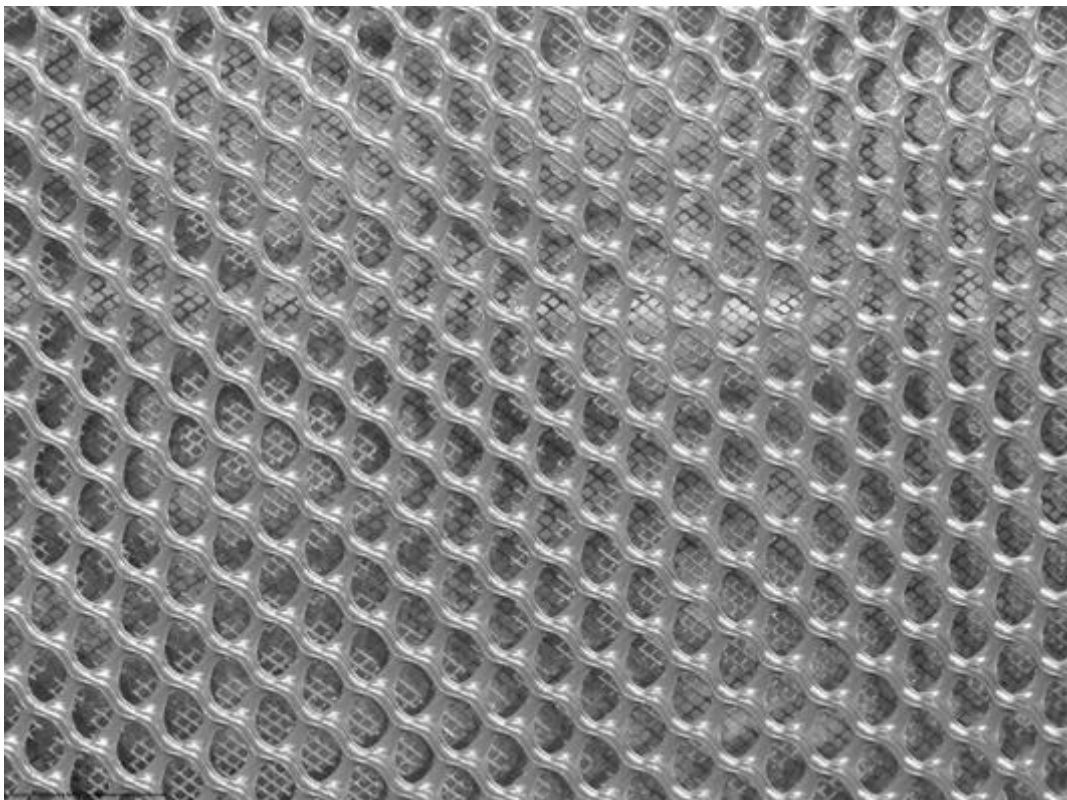


Figure 3.13: Plastic Webbed Netting

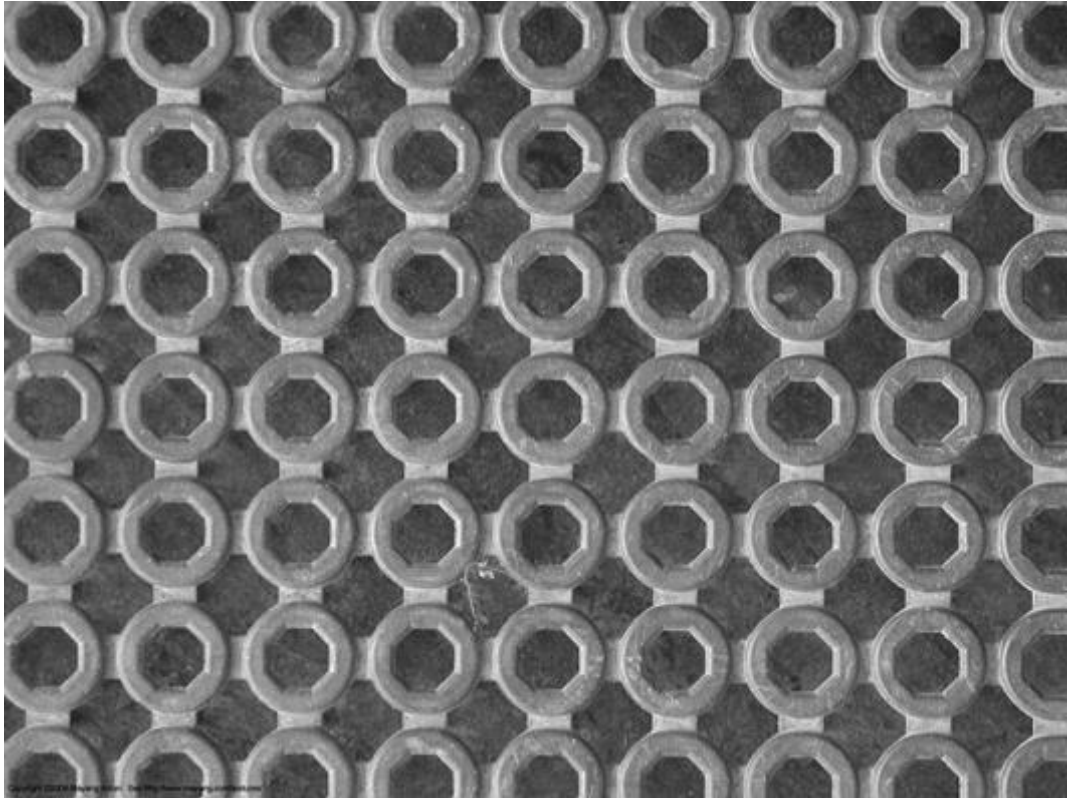


Figure 3.14: Plastic and Related Plastic Floor

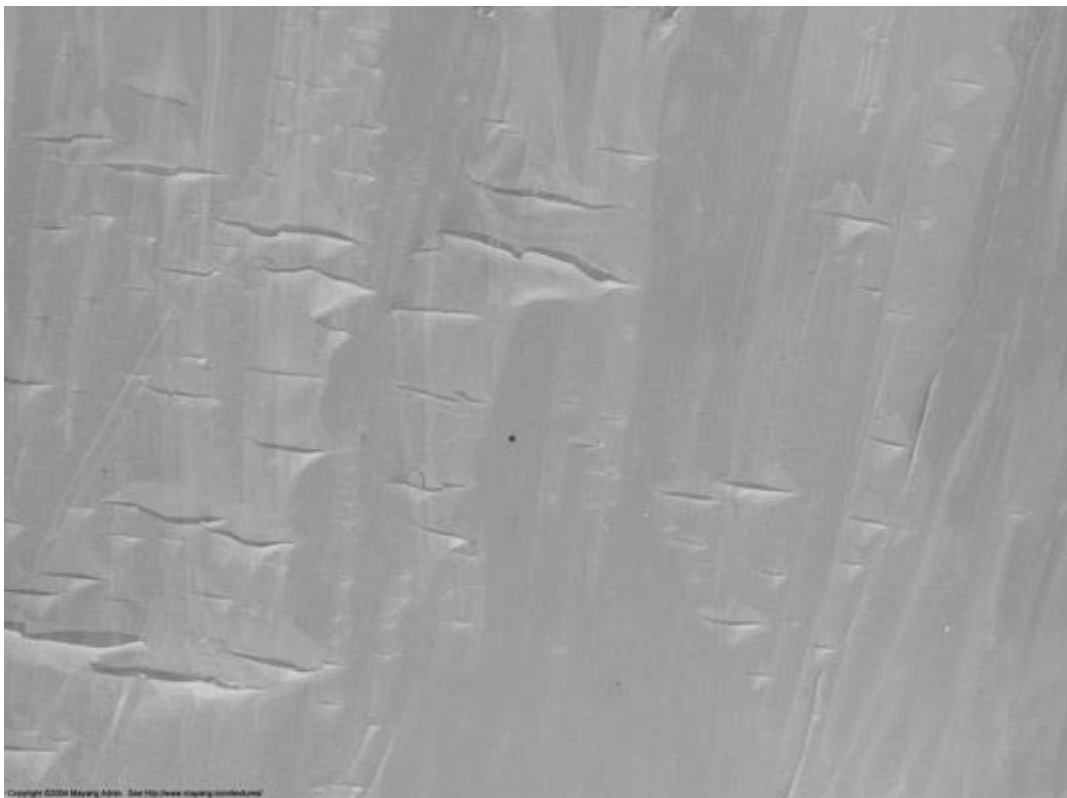


Figure 3.15: Cracked Polythene Covering



Figure 3.16: Paint Effects

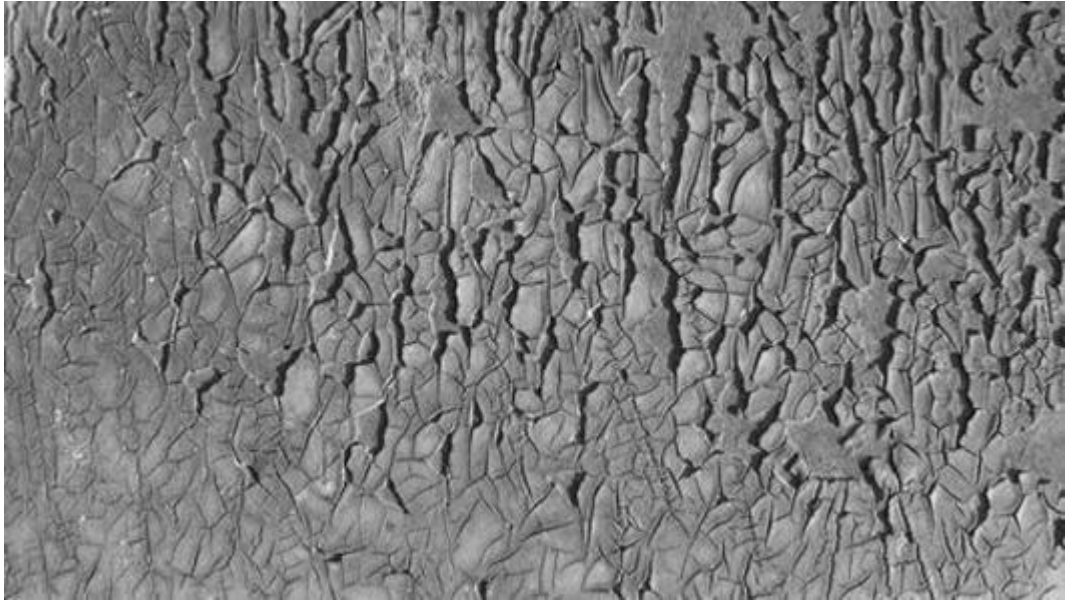


Figure 3.17: Paint



Figure 3.18: Ground Textures



Figure 3.19: WoodPainted



Figure 3.20: Water Texture

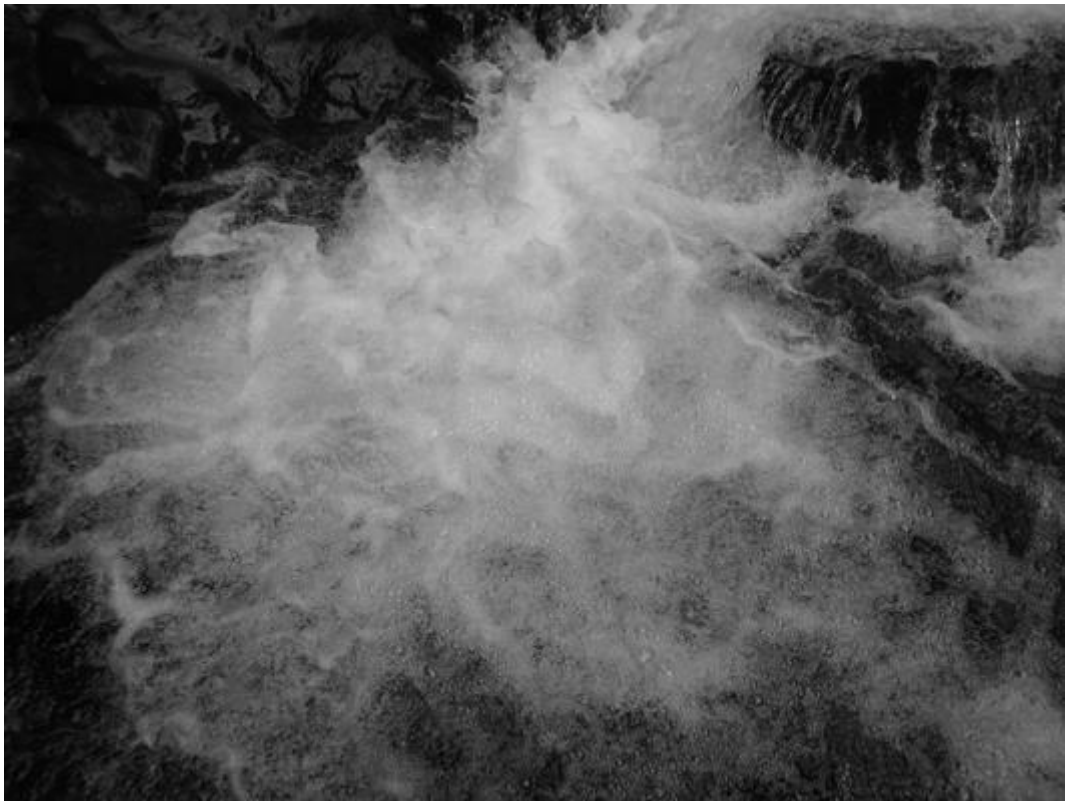



Figure 3.21: Water Texture





Figure 3.22: Water Texture



Figure 3.23: Paper Texture

	Study Notes

	Assessment
1. What is	

	Discussion/ Activity
Refer to	

3.3 Textures And Light Effects

Textures and the Lighting Effects filter create quite artistic effects.

Let's have a look.

The following images are courtesy: <http://digital-photography-school.com>



Figure 3.24: Texture & Lights



Figure 3.25: Texture & Lights



Figure 3.26: Texture & Lights



Figure 3.27: Texture & Lights



Figure 3.28: Texture & Lights



Study Notes



Assessment

1. What is EPS file format?



Discussion/ Activity

Refer to EPS file format files

3.4 Various Kinds Of Textures

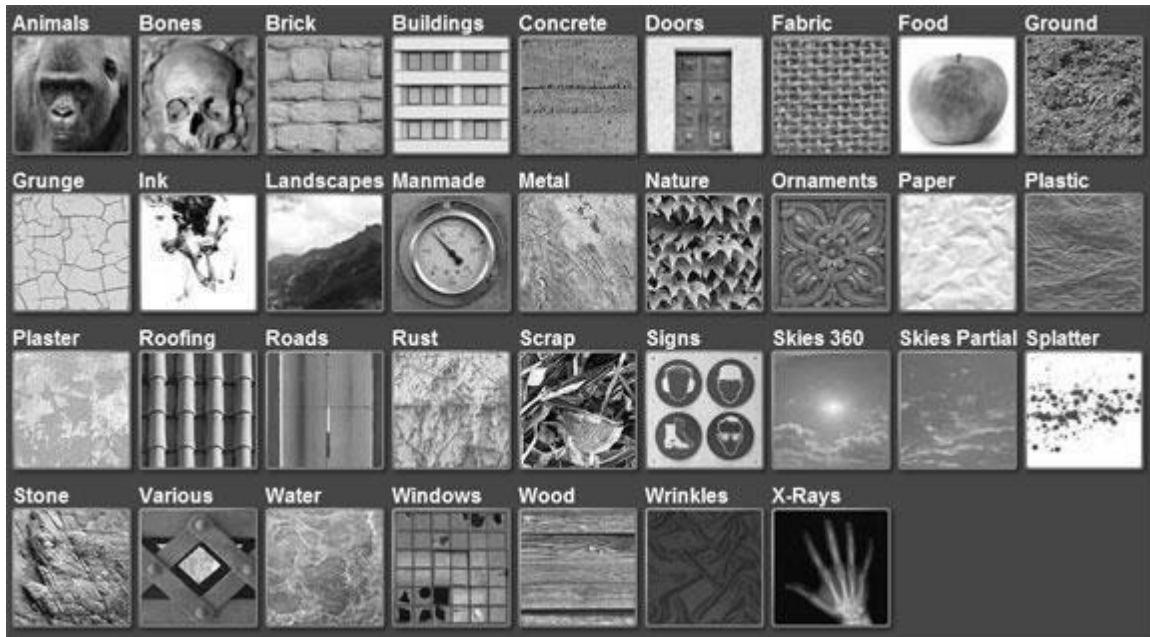




Figure : 3.29 Textures *Courtesy Google*

	Study Notes

	
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	Assessment
1. What is EPS file format?	

	Discussion/ Activity
Refer to EPS file format files	

3.5 Solid Vs Transparent Textures

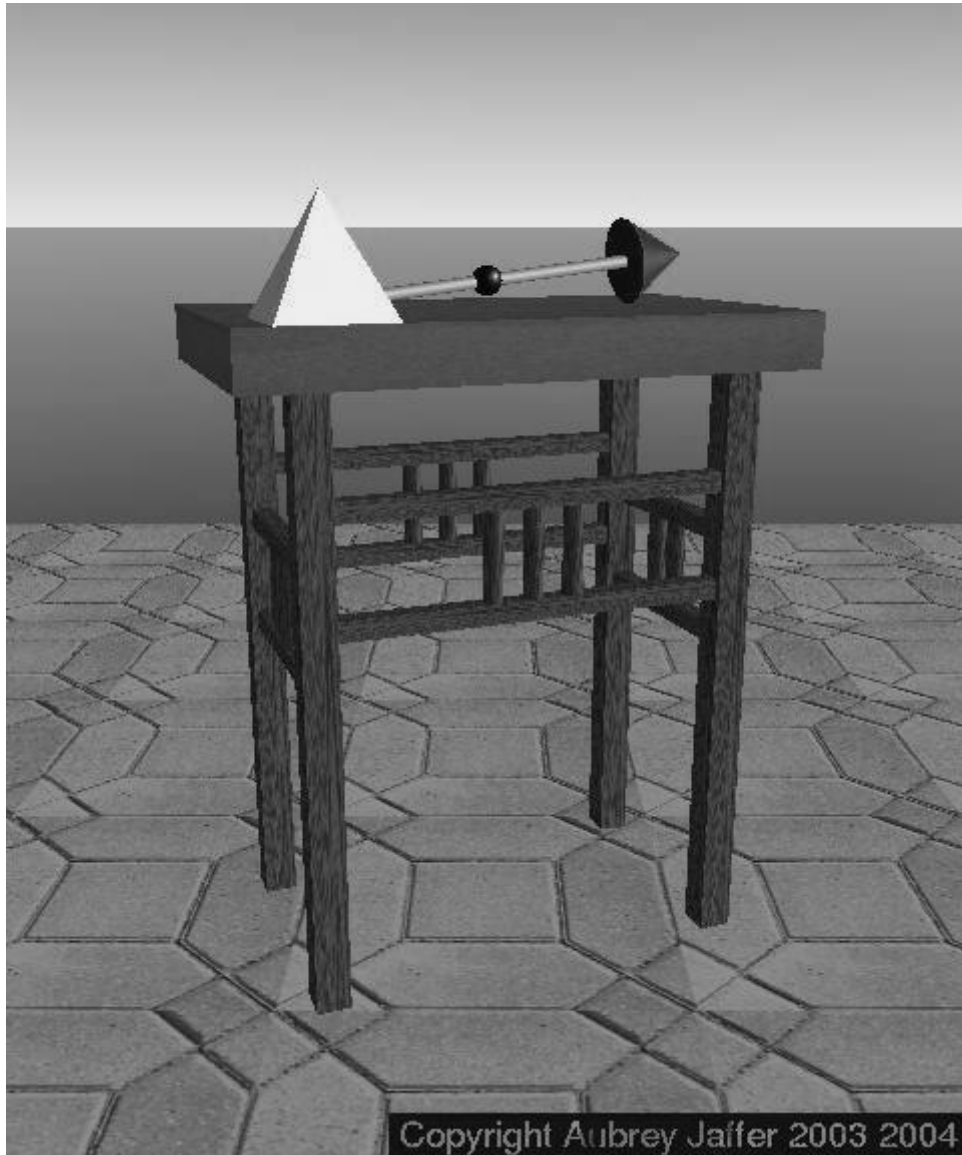


Figure : 3.30 Solid Texture *Courtesy Google*



Figure :

3.31 Solid Texture *Courtesy Google*





Figure :

3.32 Transparent Texture *Courtesy Google*



Figure : 3.33 Transparent Texture *Courtesy Google*

	Study Notes

	Assessment
1. What is GIF file format?	

	Discussion/ Activity
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Refer to GIF file format files

3.6 Wall Textures

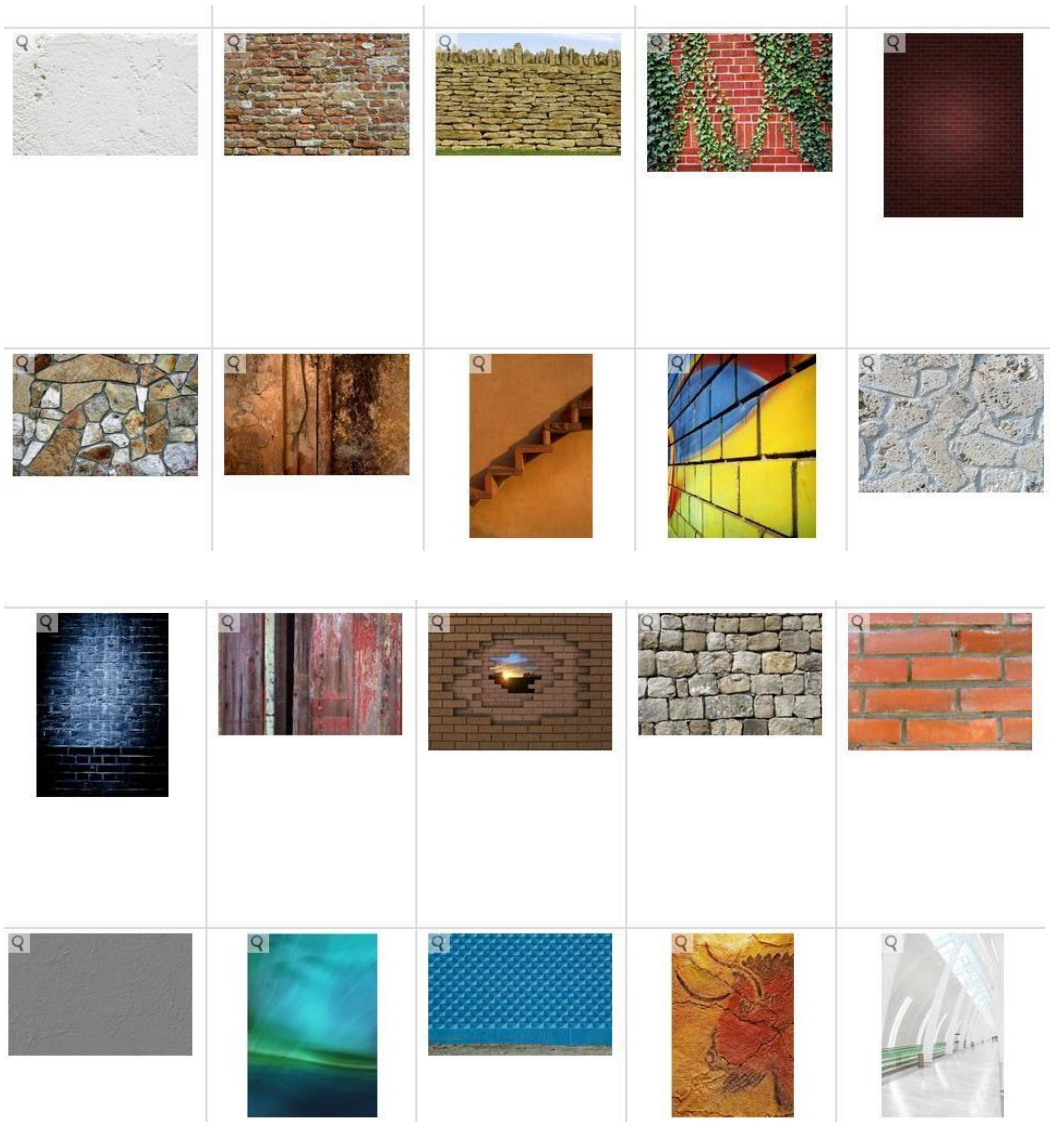






Figure : 3.346 Wall Textures Courtesy <http://www.fotosearch.com>



Study Notes

	Assessment
1. What is JPG file format?	

	Discussion/ Activity
Refer to JPG file format files	

3.7 Essential Textures

Any texture slot which prevents space to look into VOID space is known as essential texture.

Let's have a look.

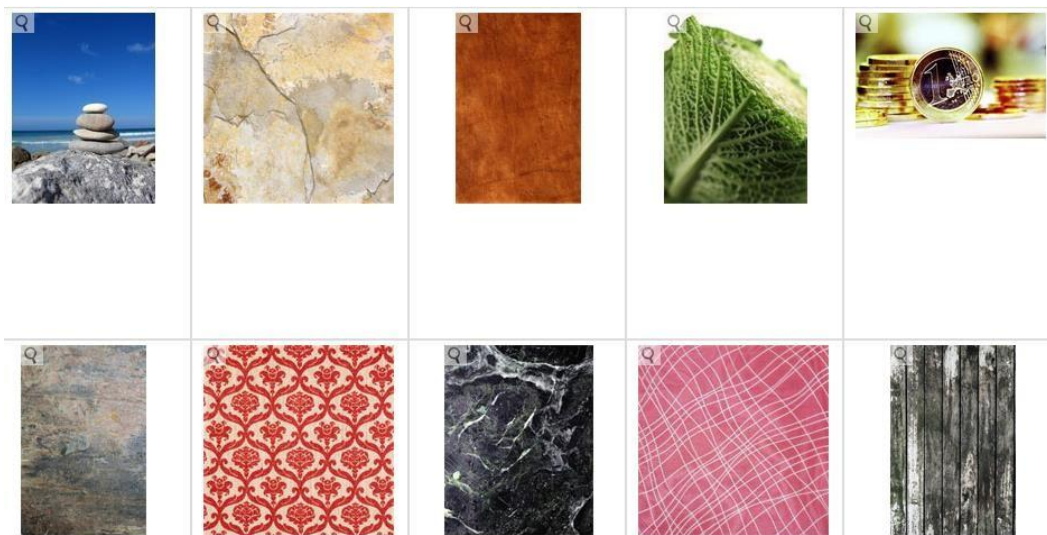





Figure : 3.35 Essential Textures Courtesy <http://www.fotosearch.com>

	Study Notes

	Assessment
1. What is PICT file format?	

	Discussion/ Activity
Refer to PICT file format files	

3.8 Latent Essential Textures

Sometimes the textures are not classed as essential at the mapping stage but which will become essential during play. These textures are known as 'latent essential textures'.



Study Notes



Assessment

1. What is PNG file format?



Discussion/ Activity

Refer to PNG file format files

3.9 Outdoor Textures

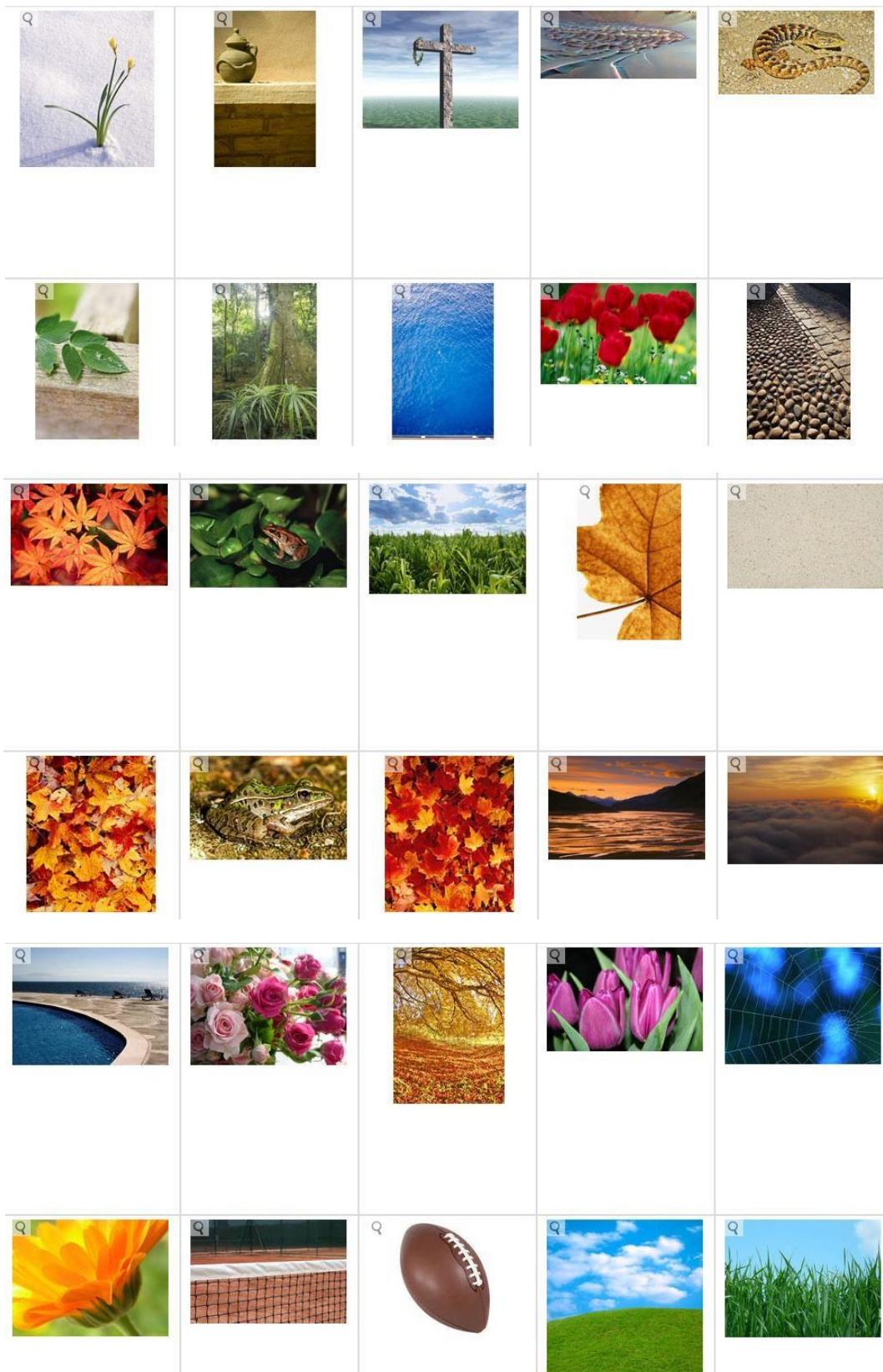


Figure : 3.36 Outdoor Textures Courtesy <http://www.fotosearch.com>



Study Notes



Assessment

1. What is TIFF file format?



Discussion/ Activity

Refer to TIFF file format files

3.10 Summary

Using Textures to create 3D

Textures and lights effects

Various kinds of textures

Solid vs Transparent textures

Wall textures

Essential textures

Latent essential textures

Outdoor textures

3.11 self Assessment test

Broad Question

Not applicable

Short Notes

Not applicable

3.19 Further Reading

Not applicable

UNIT 4 DIMENSION AND PERSPECTIVE



Learning Outcome

After going through this unit, you will learn:

- Here you will understand dimensions and perspectives



Time Required to Complete the unit

The time required to study this Unit is broken as follows

1. 1st Reading: It will need 2 Hrs for reading a unit
2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit
3. Self Assessment: It will need 3 Hrs for reading and understanding a unit
4. Revision and Further Reading: It is continuous process



Content Map

4.1 Introduction

4.2 various kinds of Perspective

4.3 Examples of perspective

4.4 Summary

4.5 Assessment

4.6 Further Reading

4.1 Introduction

When you project a 3D world on to a 2D surface using mathematical system you call it as perspective. A good perspective drawing will give an illusion to eye that it looks real or natural. There are various types of perspective drawings. In linear Perspective there is a clear diminishing of scale as the distance of the viewer increases from the object. Each set of horizontal lines has its own vanishing point. For simplicity artists normally focus on rendering one, two or three vanishing points.

4.2 Various Kinds Of Perspective

4.2.1 What Is Perspective Drawing

We normally know what is “one-point perspective” drawing, “two-point-perspective” drawing, and “vanishing point” in terms of visual art. But now let’s study and understand the mathematical concept of perspective.

Perspective drawing gives you realistic possibilities and makes your art work looks real and brings them to life. You can create illustrations whether its city scene, or just a cube it’s the principle of linear projection that does the wonder.

4.2.2 Linear Projection

In linear projection you put points and lines that lie in 3D into a 2D plane. Have a look into the image of cube below where the points and lines of the cube are projected onto a 2D plane.

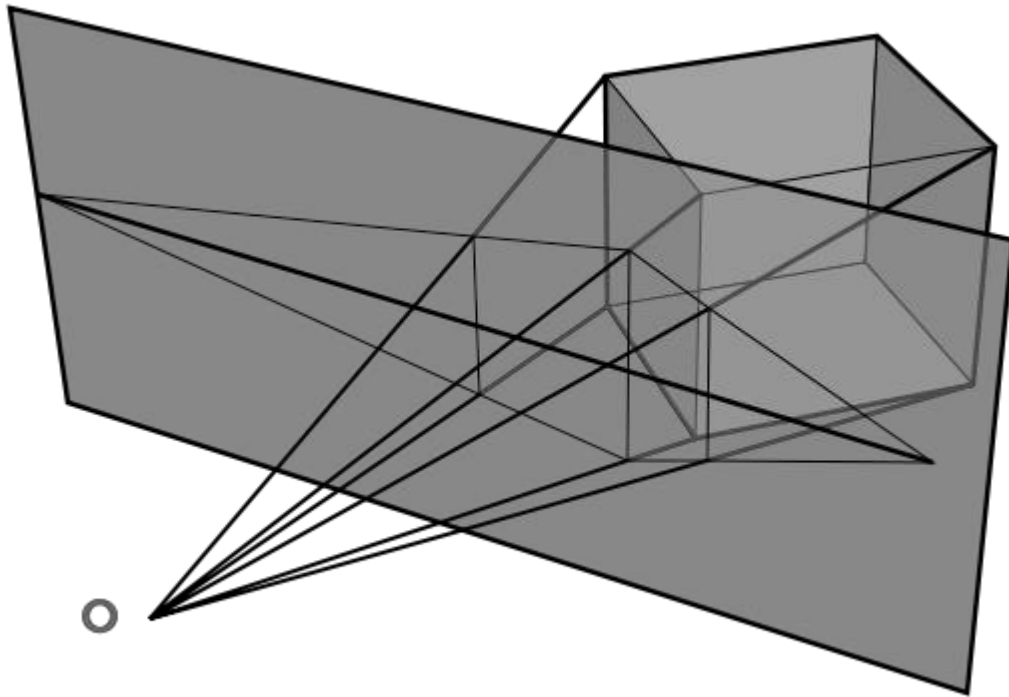


Figure : 4.1 A illustration showing the projection of a cube onto a plane, *Courtesy* <http://en.wikipedia.org/wiki/File:Perspectiva-2.svg>

4.2.3 One-Point Perspective, Two-Point Perspective, Vanishing point

Suppose you want to project lines and points from 3D space into plane. Now here for easiness we call the lines and points Scene and the plane the Canvas.

If lines A and B are not parallel to the canvas while they are parallel to each other the projected image A' and B' on canvas will intersect and this intersection is called the Vanishing Point.

You may find many vanishing points in a perspective drawing that is done as projection. Each of the two or more lines that are parallel may show parallel lines in the scene. But parallel lines on the canvas do not always mean that the corresponding lines in the scene are parallel.

You can say that a one-point perspective drawing just means that the drawing has just one set of lines that are parallel. The logical inference is that the scene only has just one set of parallel lines. In reality scenes can contain more than one set of parallel lines if

it contains parallel lines. But in a drawing a single set of parallel lines is chosen in order to get perspective basis of drawing.

Same way in a two-point perspective drawing you have 2 sets of parallel lines in the scene. And in three-point perspective drawing you have 3 sets of parallel lines.

4.2.4 Other Types Of Projections


Apart from linear projection you also have many other types of projections. There is one common type of projection where you show 3D objects on 2D paper and this can be done in using Parallel projection and this gives a very realistic appearance to your illustrations.

In linear projection we have a point that lies at the eye which is outside the plane. Now imagine you have 2 points A and B in the scene and in front of these points there is a canvas and another point E i.e. the eye is in front of the canvas. Now you need to imagine the line AE and BE. Now as you move the eye i.e. the point E and as point E moves far away from the canvas the lines AE and BE will become more and more parallel. In parallel projection your eye has to be infinitely far so that all these projection lines are actually parallel.

You also have other types of projections like spherical projection also known as stereographic projection, conical projection, cylindrical projection, etc. and they are used in making maps and other applications other than drawing.



Study Notes

 Study Notes	

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Assessment

1. In ILLUSTRATOR from where you can take option of opening a new file?



Discussion/ Activity

Open illustrator and open a new file

Look at the start up screen and read the other options

4.3 Examples On Perspective

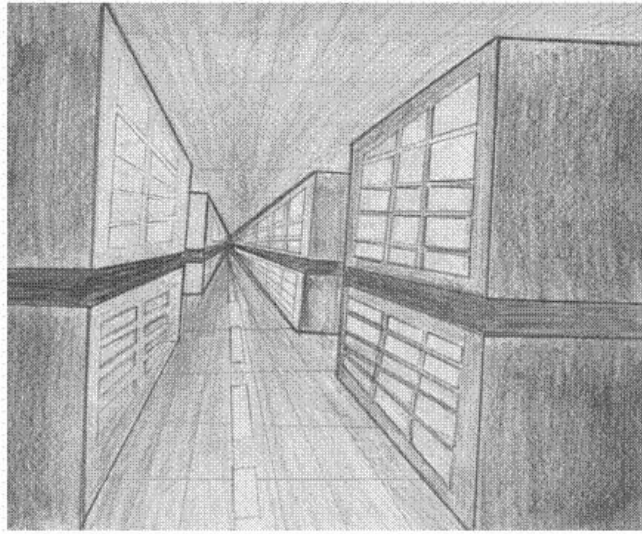


Figure : 4.2 Perspective



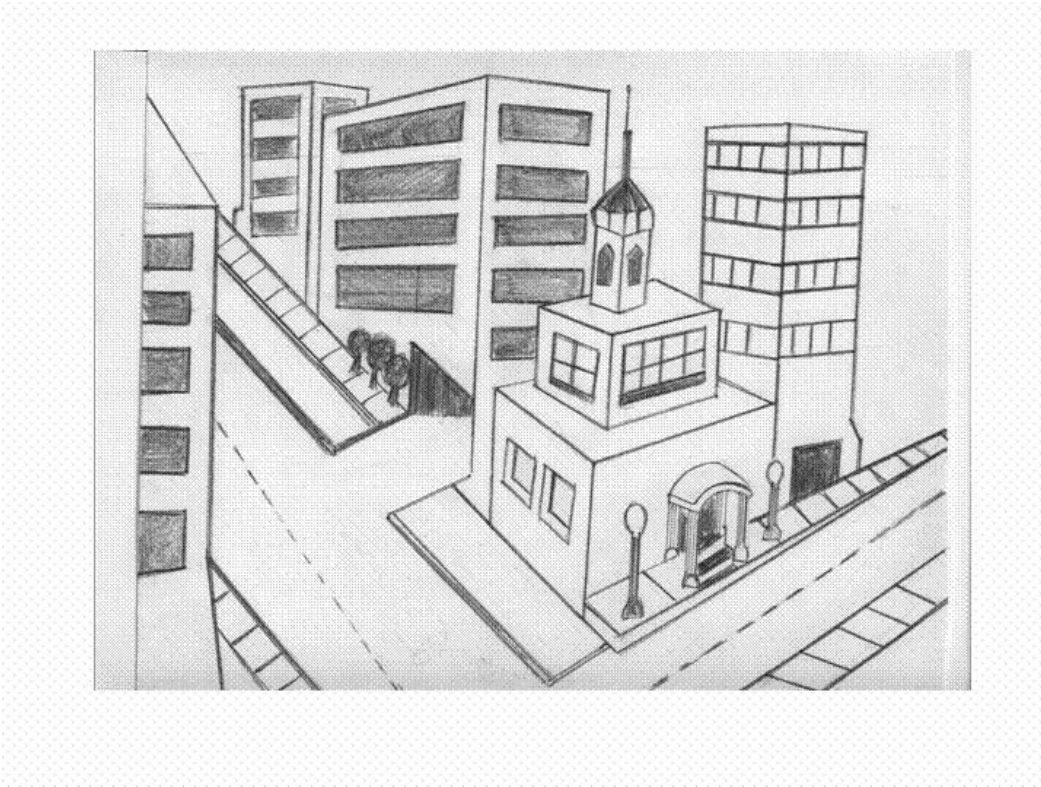


Figure: 4.4 Perspective

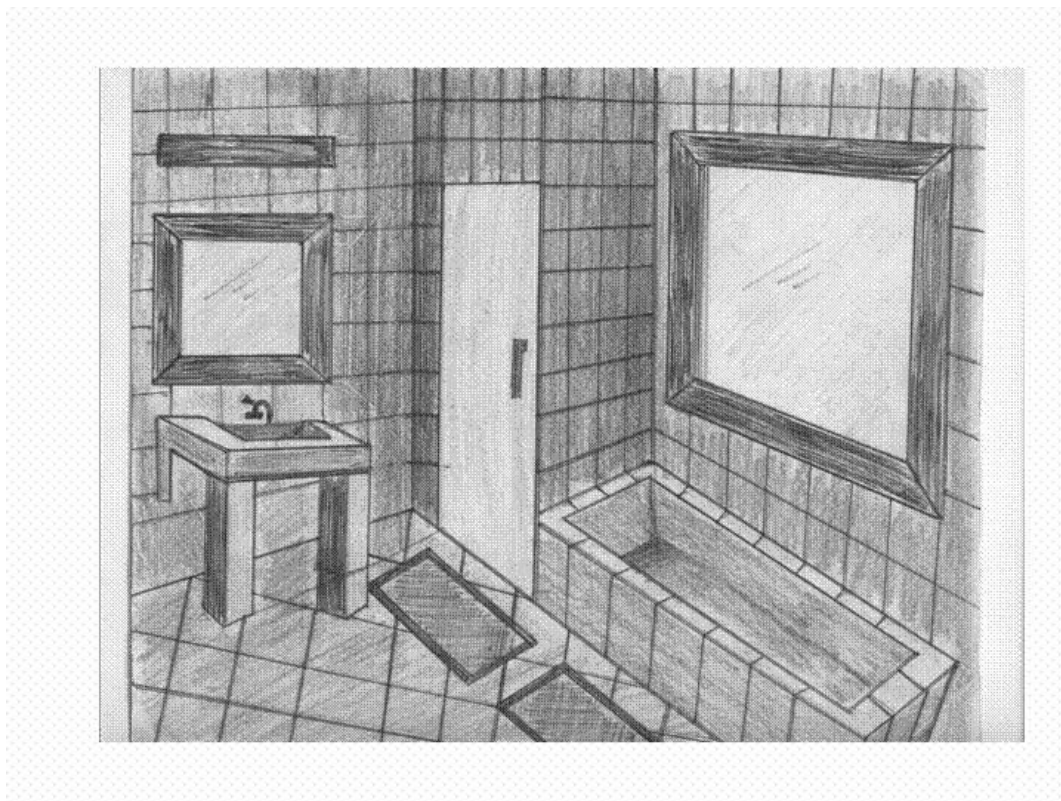


Figure: 4.5 Perspective

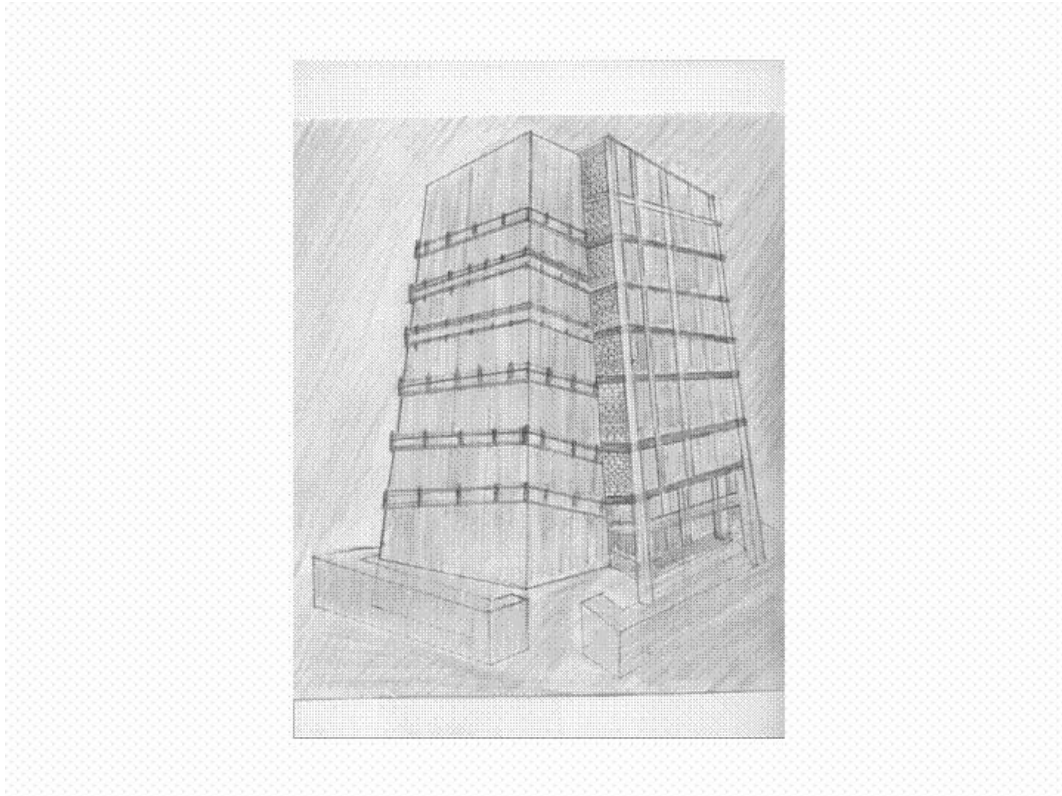



Figure : 4.6 Perspective



Study Notes



	Assessment
1. Name the Interface after opening the illustrator?	

	Discussion/ Activity
Refer to the following interface in illustrator	
<ol style="list-style-type: none">1. Tool Box2. Drawing Window3. Panels by which you work with illustrator4. Title Bar5. Menu Bar	

4.4 Summary

- Various kinds of perspectives
- Examples of perspectives

4.5 self Assessment test

Broad questions

Not Applicable

4.9 Further Reading


Visual Communication


Not Applicable


Assignment

Not Applicable

UNIT 5 GESTALT

	Learning Outcome
<p>After going through this unit, you will learn:</p> <ul style="list-style-type: none">• You will understand Gestalt law in designing• Avoid confusion in your compositions• Concepts of Grouping & Ungrouping• Understanding Unity & Variety• Various aspects of designing appealing compositions.	

	Time Required to Complete the unit
<p>The time required to study thus Unit is broken as follows</p> <ol style="list-style-type: none">1. 1st Reading: It will need 2 Hrs for reading a unit2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit3. Self Assessment: It will need 3 Hrs for reading and understanding a unit4. Revision and Further Reading: It is continuous process	

	Content Map

5.1 Introduction

5.2 Closure

5.3 Continuance

5.4 Similarity

5.5 Proximity

5.6 Similarity/Proximity Collage

5.7 Alignment

5.8 Fine Points

5.9 Summary

5.10 Assessment

5.11 Further Reading

5.1 Introduction

Here we study Gestalt laws as follows:

- Closure
- Continuance
- Similarity
- Proximity
- Similarity/Proximity Collage
- Alignment
- Fine Points

5.2 Closure

A complex object is a group of simple items that the brain puts as one entity. Your brain sends the missing parts if enough of the significant features are visible.

Closure is used a lot in art. It is the quality of the information that allows you to read an image.

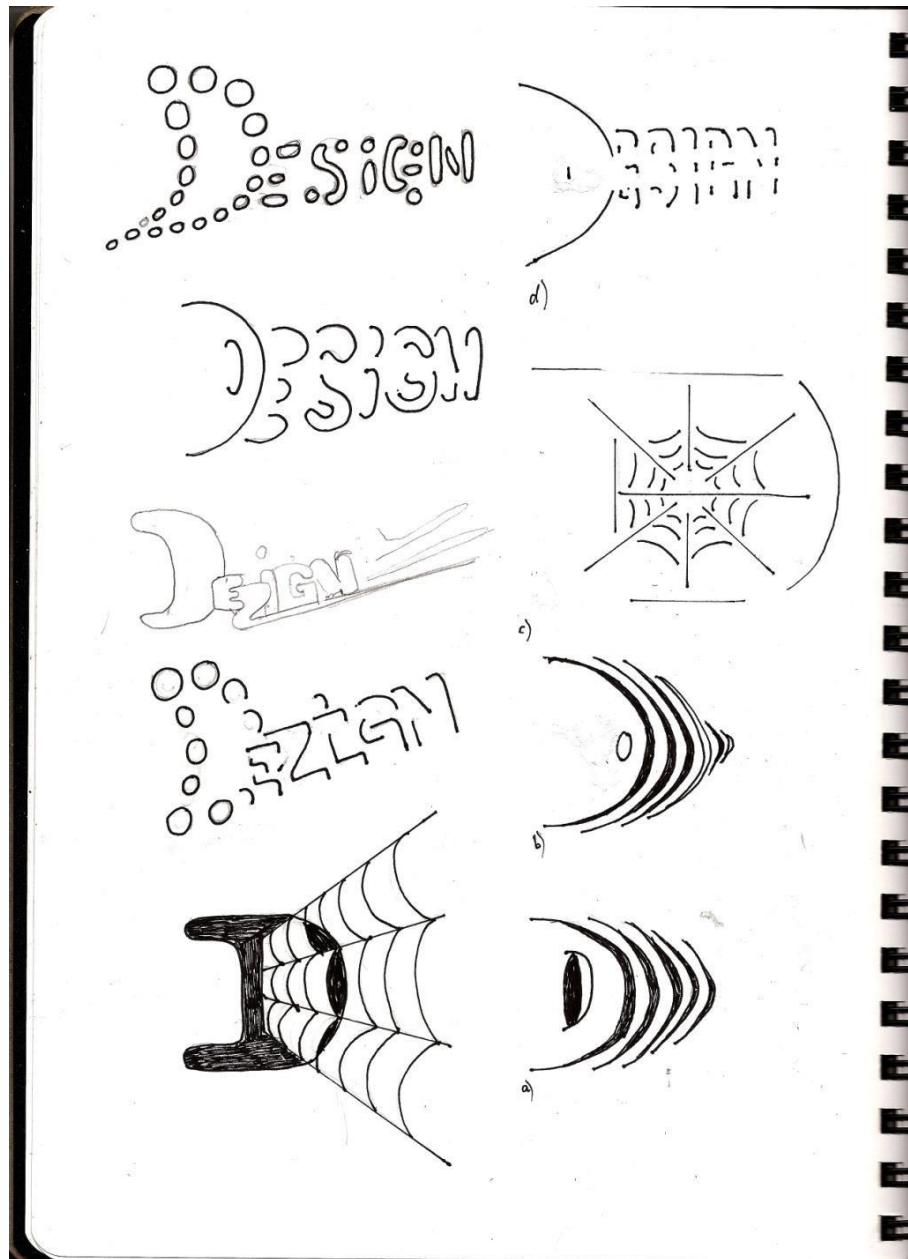




Figure: 5.1 The law of Closure. Courtesy Google



Study Notes

	Assessment
<ol style="list-style-type: none">1. What does undo command do?2. What are cut, copy and paste command for?3. What does clear in edit menu mean?	

	Discussion/ Activity
Open illustrator and create objects and apply edit, cut, copy, paste command	

5.3 Continuance

Continuance is how to direct the viewer's attention when looking at a composition. It is how to make viewer continue looking in a particular direction in a composition till he sees something significant.

Eyedirection: Here as the viewer is looking in a particular direction the other views also fall in the same direction

Paths: You can make a viewer go across the path through maps, roads, tracks, continuous flow of objects.

Perspective: Lines of perspective can be used to direct attention of the viewer to a focal point in a composition.



Figure: 5.2 The law of Continuanace.



Study Notes



Assessment

1. What does outline options do?
2. Give a brief idea about zoom in and zoom out?
3. How are guides and grids useful in illustrator?



Discussion/ Activity

Open illustrator and use the above menu on the objects to see the different view
For e.g. show art board, show/hide edges, show/hide bounding box

5.4 Similarity

Similarity is a powerful grouping concept and as such can contribute significantly towards achieving unity as mind can capture and keep limited information so if you use groups it easy to perceive.

Types of Similarity:

- **Size: Size is the relationship of the area taken up by one shape as compared to the other**
- **Value/Color: Color is a property of light.**
- **Shape: A shape is a self contained defined area of geometric or organic/ natural form. A positive shape in a painting automatically creates a negative shape. A positive shape covers your foreground area**

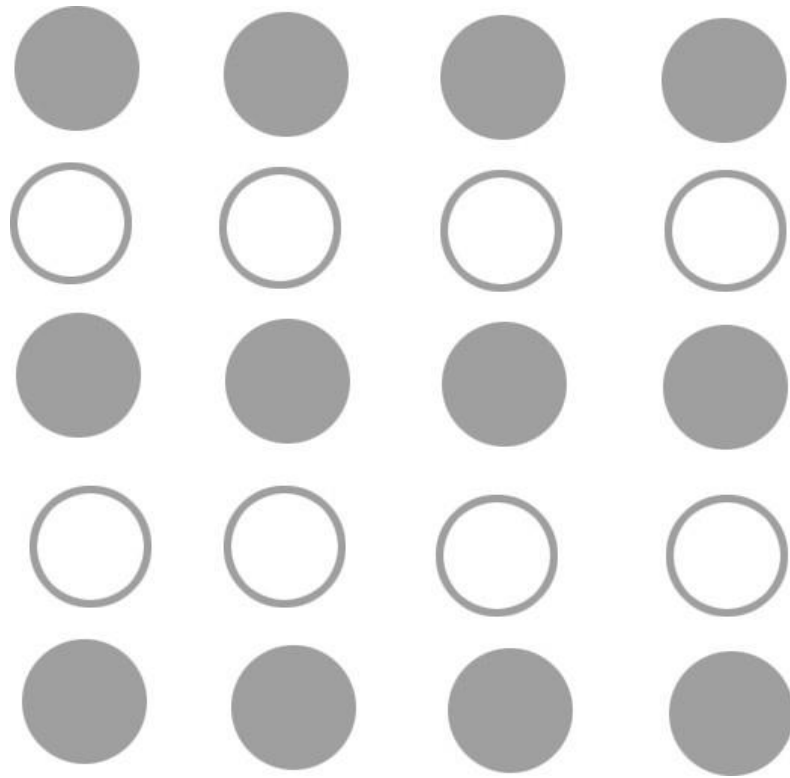




Figure: 5.3 The law of Similarity.

	Study Notes

	
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	Assessment
<ol style="list-style-type: none">1. Name some of the commands in select menu?2. How is same object command in select menu useful?	

	Discussion/ Activity
<p>Open illustrator and create objects and apply select menu command according to the above notes and see how each command is different from other.</p>	

5.5 Proximity

Where items are placed in relation to each other is another important gestalt consideration.

Close edge: **Closer the items more likely they are to be seen as a group.**

Touch: **When items get close enough they touch though they are still two different items attached together.**

Overlap: **Two items happens when they overlap. This leads to formation of complex shapes.**

Combine: **Group various items by using an external element that works to combine the items regardless of other gestalt concepts used.**

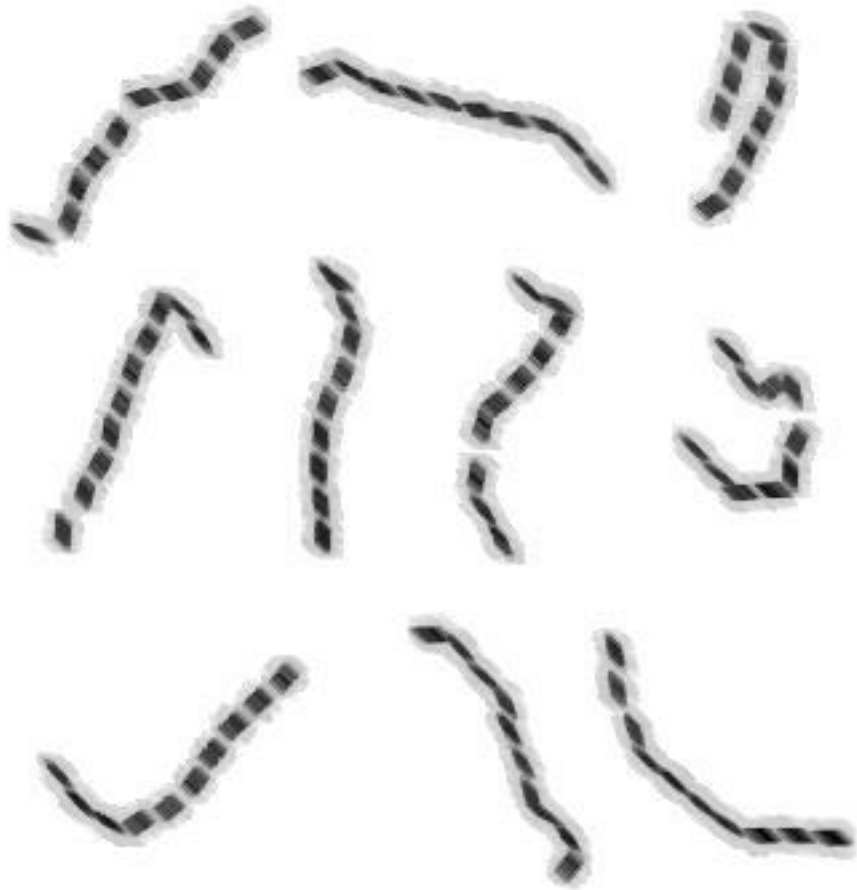



Figure: 5.4 The law of Proximity.



Study Notes

	Study Notes



Assessment

1. What is magic wand tool used for?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with magic wand tool of the same category.

5.6 Similarity/Proximity Collage

Using similarity and proximity now you can make very effective and creative compositions by using the above rules and elements. You can use them according to your creativity and requirement as our main aim is to make the graphic or composition very effective and successful to catch the eyes of the viewers and easily pass our message to the viewer.

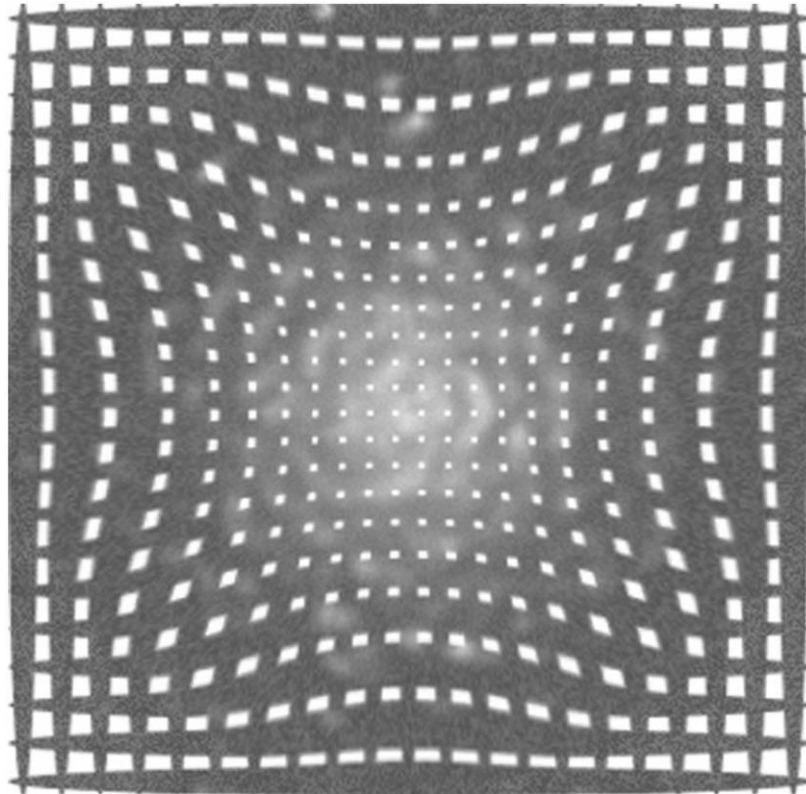





Figure: 5.5 Usage of Similarity and Proximity.



Study Notes

	Study Notes

	Assessment
<ol style="list-style-type: none">1. What is Group and Ungroup command used for?2. What is the use of lock and Unlock command?	

	Discussion/ Activity
<p>Open illustrator and create objects and apply select the objects with Group / Ungroup</p> <p>Lock & Unlock, Hide / Show</p>	

5.7 Alignment

Alignment lines up objects either along their edges or on their centers. Alignment is used widely in organizing all graphic arts. Alignment is used a lot especially in Typography.

There are two major types of alignment:

1. EDGE ALIGNMENT
2. CENTER ALIGNMENT



Figure: 5.6 Assymetrical

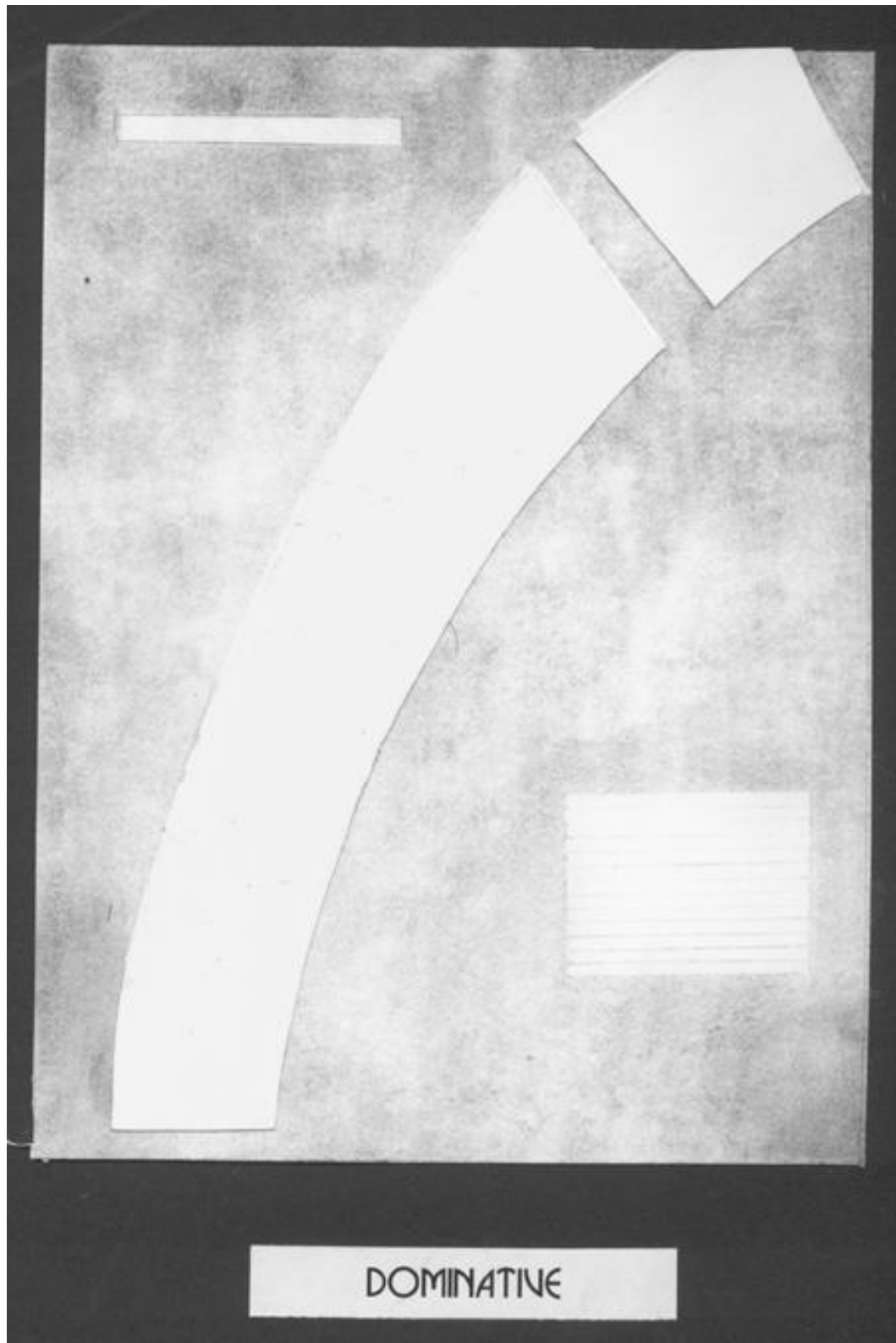


Figure: 5.7 Dominative



Figure: 5.8 Isolative

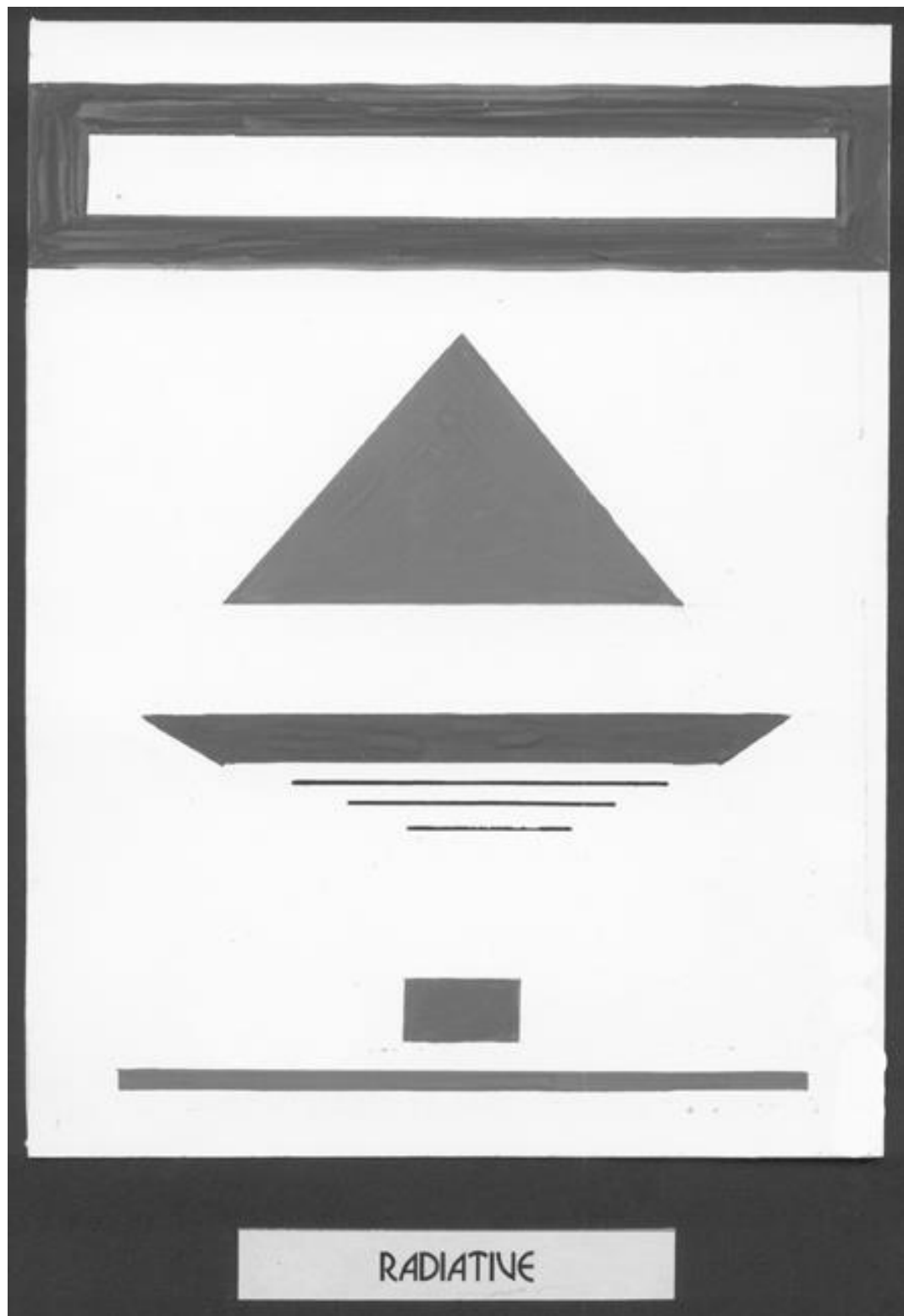


Figure: 5.9 Radiative

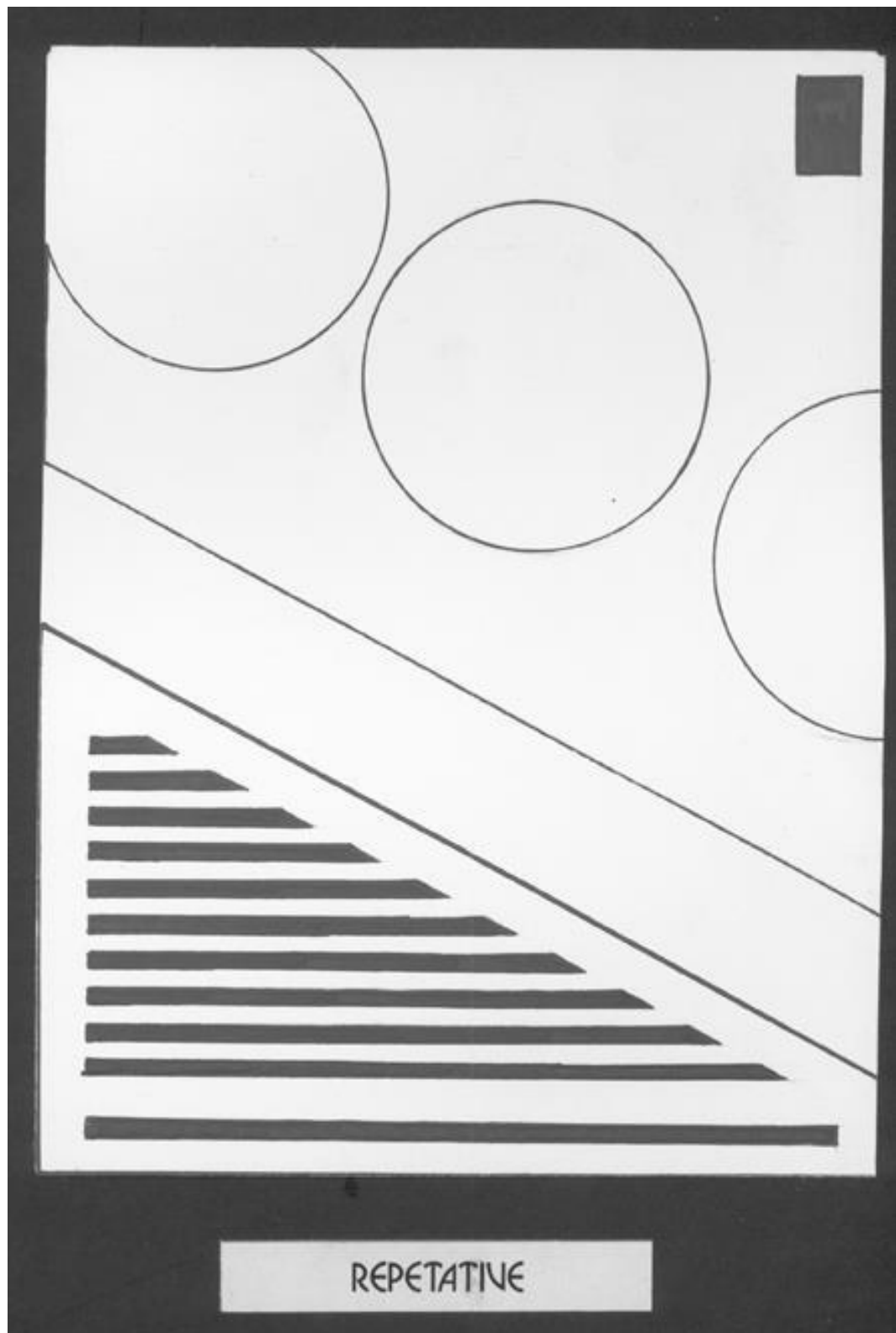


Figure: 5.10 Repetitive



Figure: 5.11 Symetrical

Visual Communication



Figure: 5.12 Alignment of Text with respect to images

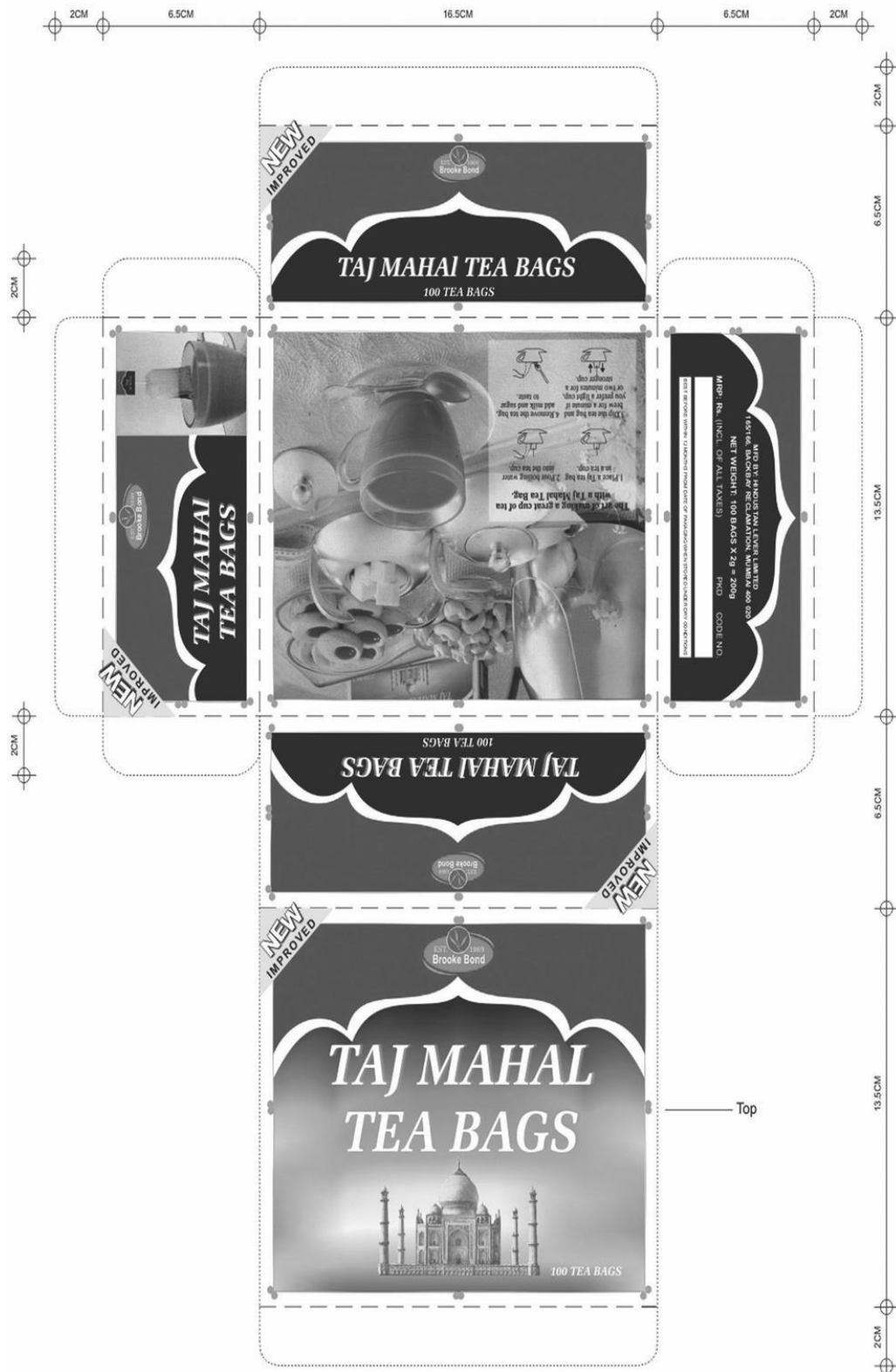


Figure: 5.13 Alignment of Text with respect to images

Visual Communication



Figure: 5.14 Alignment of Text with respect to images

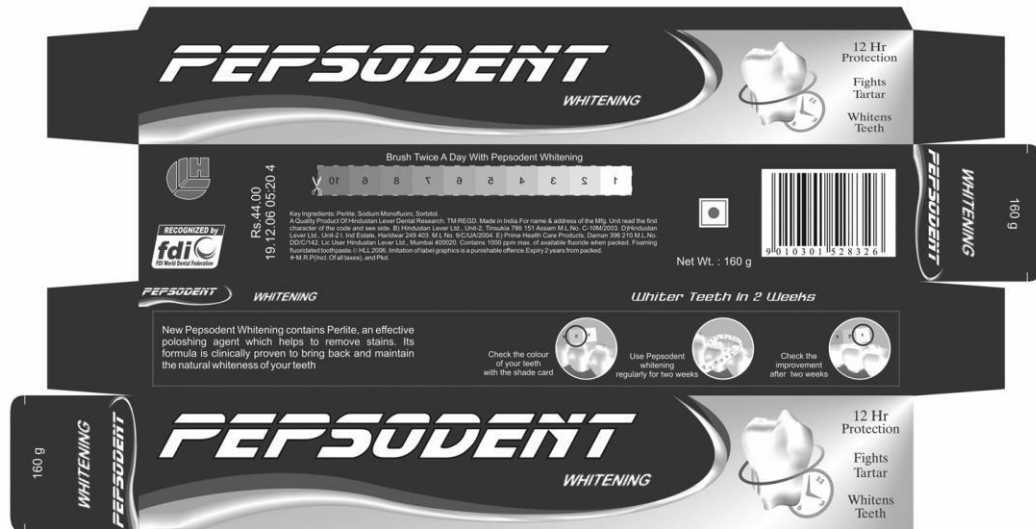


Figure: 5.15 Alignment of Text with respect to images

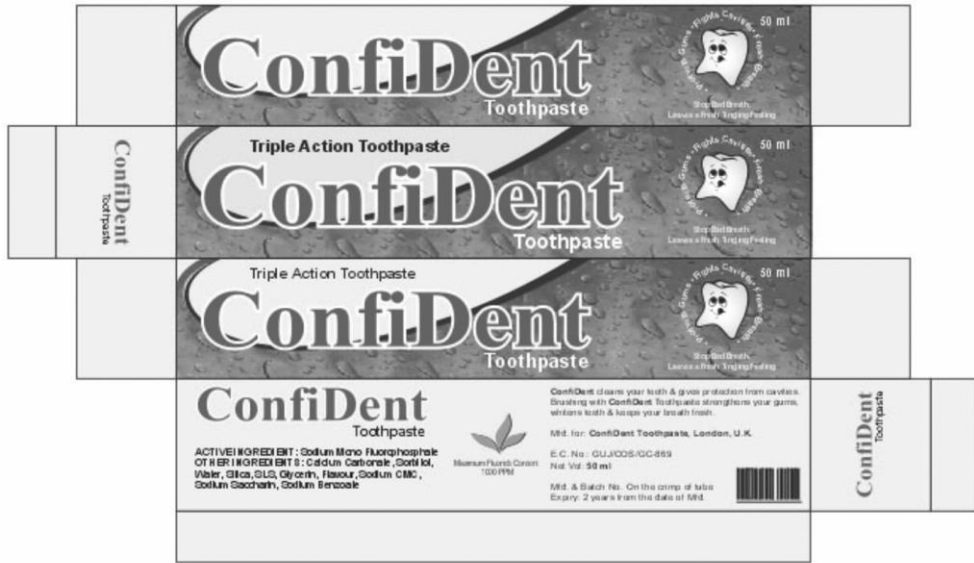



Figure: 5.16 Images showing Alignment.

	Study Notes

	Assessment
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1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

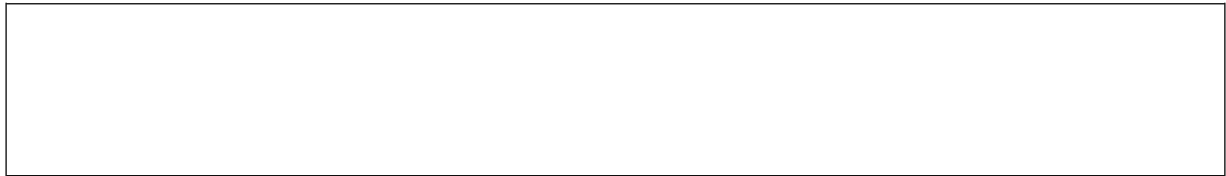
Lock & Unlock, Hide / Show


5.8 Fine Points


The outside edges of pictures also show up and make alignments that are quite obvious. The edges of information within a picture can also align with other edges in a composition. This technique can add subtle touches to a composition.



Study Notes



	Assessment
<ol style="list-style-type: none">1. What is Group and Ungroup command used for?2. What is the use of lock and Unlock command?	

	Discussion/ Activity
<p>Open illustrator and create objects and apply select the objects with Group /Ungroup</p> <p>Lock & Unlock, Hide / Show</p>	

5.9 Summary

- You studied Gestalt law in designing
- Avoid confusion in your compositions
- Concepts of Grouping & Ungrouping
- Understanding Unity & Variety
- Various aspects of designing appealing compositions.

5.10 Self assessment test

Broad Questions –

1. What Gestalt lawessence?
2. Give the finepoints?
3. What is Alignment? And how many types do you have?
4. What is Proximity?
5. Explain Similarity?

5.11 Further Reading

- <http://www.allgraphicdesign.com/graphicsblog/2008/03/04/the-rules-of-the-gestalt-theory-and-how-to-apply-it-to-your-graphic-design-layouts/>
- <http://www.usask.ca/education/coursework/skaalid/theory/gestalt/gestalt.htm>
- <http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm>
- Assignment**
- MAKE ONE ADVERTISEMENT BY USING COMPOSITION**



BLOCK 3:
PRACTICING AND USING
THE DESIGN ELEMENTS





“

*Education is something
which ought to be
brought within
the reach of every one.*

”

- Dr. B. R. Ambedkar



Dr. Babasaheb Ambedkar Open University
'Jyotirmay' Parisar, Sarkhej-Gandhinagar Highway,
Chharodi, Ahmedabd-382481

BCA(DES)-202
VISUAL COMMUNICATION
BLOCK-3
PRACTICING AND USING
THE DESIGN ELEMENTS

Unit 6 DESIGN ELEMENTS



Learning Outcome

After going through this unit, you will learn:

- Learn the building block of Design elements
- How to enhance your designs, painting, art work, images.
- Grasping the principles of design



Time Required to Complete the unit

The time required to study this Unit is broken as follows

1. 1st Reading: It will need 2 Hrs for reading a unit
2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit
3. Self Assessment: It will need 3 Hrs for reading and understanding a unit
4. Assignment: It will need 4 Hrs for completing an assignment
5. Revision and Further Reading: It is continuous process



Content Map

6.1 Introduction

6.2 Overlap

6.3 Shading

6.4 Deep Space

6.5 Linear Perspective

6.6 Basic Concepts

6.7 One-Point Perspective

6.8 Two-Point Perspective

6.9 Three-Point Perspective

6.10 Atmospheric Perspective

6.11 Deep Space Photomontage


6.12 Summary


6.13 Self assessment test

6.14 Further reading

6.1 Introduction

The elements are the components which plays a major role in the formation of design. The principles of design can be thought as of what we do with the elements of design. How we apply the principles of design determine how successful we are in creating a design.

	Study Notes

	Assessment
<ol style="list-style-type: none">1. What is Group and Ungroup command used for?2. What is the use of lock and Unlock command?	

	Discussion/ Activity
---	-----------------------------

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.2 Overlap

We see objects close enough than the covered objects when they partly overlap other.



Figure: 6.1 Collage showing Overlapping



DAEG FAERCH as YOUNG MICHAEL MYERS

Figure: 6.2 Collage showing Overlapping



Figure: 6.3 Collage showing Overlapping



Study Notes



Assessment

1. Define gradient?
2. What is a swatch panel?
3. What is a symbol panel?
4. What are styles?
5. Define pattern?



	Discussion/ Activity
Make use of gradient, symbols, styles, patterns on different objects as shown in study notes	

6.3 Shading

2D objects appear 3 dimensional by shading because of shading the objects appear 3D because of light falling at different angles.

Kinds of light used to shade objects:

The highlight is the part that is light in a round surface. It is inside the edge that so it makes the surface curve.

The transitional light is the center values in the range of highlight and the darkest shadow. It has soft edges on round objects.

Core of the shadow is the darkest part of the shadow An object looks rounder when the core of the shadow is in from the edge.

The edge of the object appears to be away from the core of the shadow due to reflected light

The cast shadow is the shadow the object throws on another surface. This kind of shadow has a hard edge, which can help you distinguish it from a modeling shadow. A cast shadow will be appear darkest when closest to the object casting it.



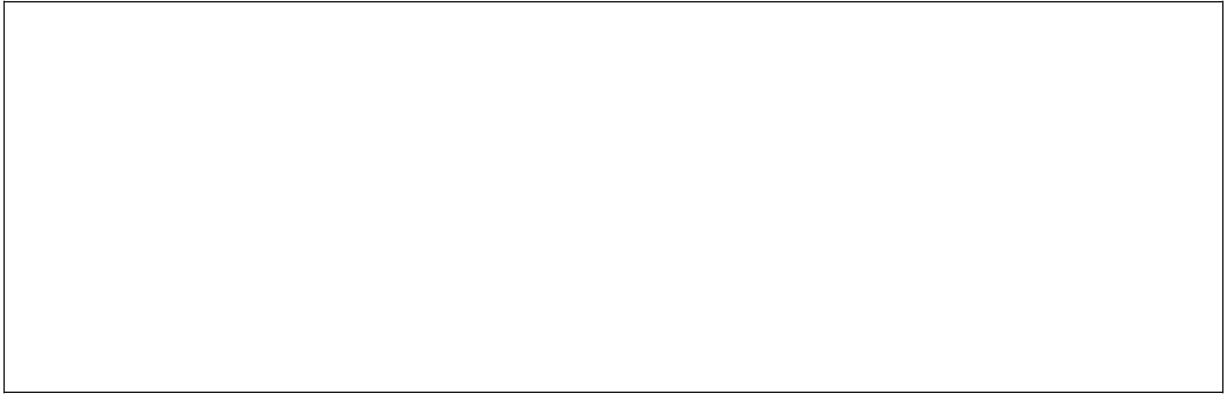
Figure: 6.4 Shading for 3D look



Figure: 6.5 Shading for 3D look



Study Notes



Assessment

1. Define gradient?
2. What is a swatch panel?
3. What is a symbol panel?
4. What are styles?
5. Define pattern?



Discussion/ Activity

Make use of gradient, symbols, styles, patterns on different objects as shown in study notes

6.4 Deep Space

Perspective gives illusion of deep space.

Terms used to describe depth:

Foreground **the area immediately in front of the observer.**

Middle ground **is in the middle. There is no specific measurement for what the limits are.**

Background **is in the distance. The term means behind something. In a landscape it means far away.**



Study Notes

	Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?

	Assessment
<ol style="list-style-type: none">1. What is Group and Ungroup command used for?2. What is the use of lock and Unlock command?	



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group/Ungroup**

Lock & Unlock, Hide / Show

6.5 Linear Perspective

Perspective is an illusion, which happens to our eyes when we see the things from our eye angle. You can see that it seems like the two tracks of railway are meeting somewhere or the horizon is ending somewhere but that is not true. This kind of illusion we called perspective.

Let's have a look at some of the real time clicked snaps by some of the students.



Figure: 6.6 Linear Perspective



Figure: 6.7 Linear Perspective



Figure: 6.8 Linear Perspective



Figure: 6.9 Linear Perspective.



Figure: 6.10 Linear Perspective.



Figure: 6.11 Linear Perspective.



Figure: 6.12 Linear Perspective.

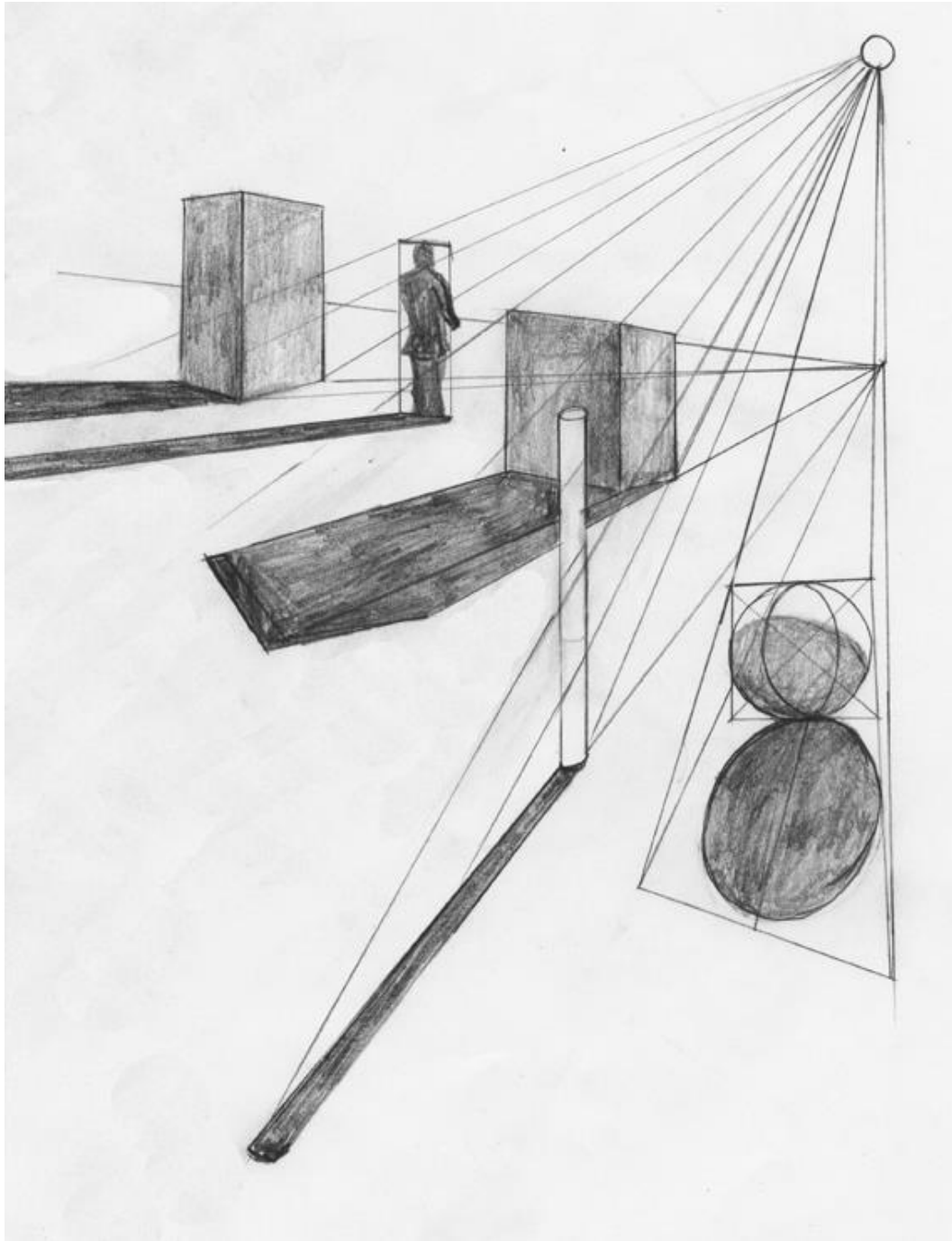


Figure: 6.13 Linear Perspective.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.6 Basic Concepts

Here all the lines pretend to meet on one, two or three points somewhere, these all imaginary points pretend to be on one single line and this line is called HORIZON.

Vanishing is the point where to parallel lines meet to a point. Like person viewing aircraft in the sky, railway tracks meeting at a point when you stand at the track yourself and watch it going endless.

Basic systems of linear perspective:

All parallel lines go to the same vanishing point.

The camera in the snap is the station point and it is the eye of the person who views.

The picture plane is the "window" that is represented by the picture.

At the bottom of the object the ground line is parallel to the picture plane.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.7 One-Point Perspective

Perspective Drawing is an art that represents three-dimensional images on a two-dimensional picture

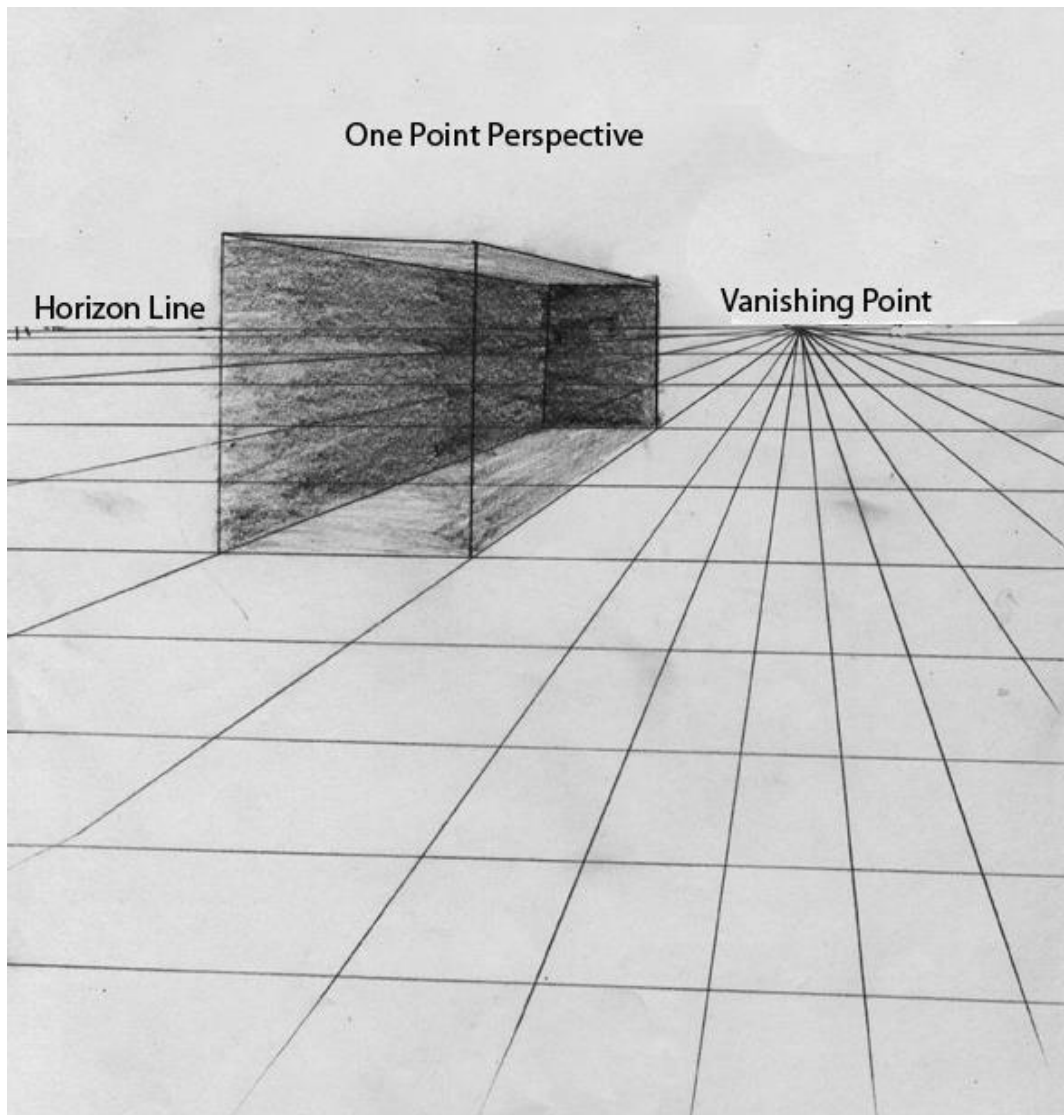


Figure: 6.14 Image showing One-Point Perspective.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.8 Two-Point Perspective

When the 2 sides of the object vanish or disappear on the horizon you call it a two point perspective.

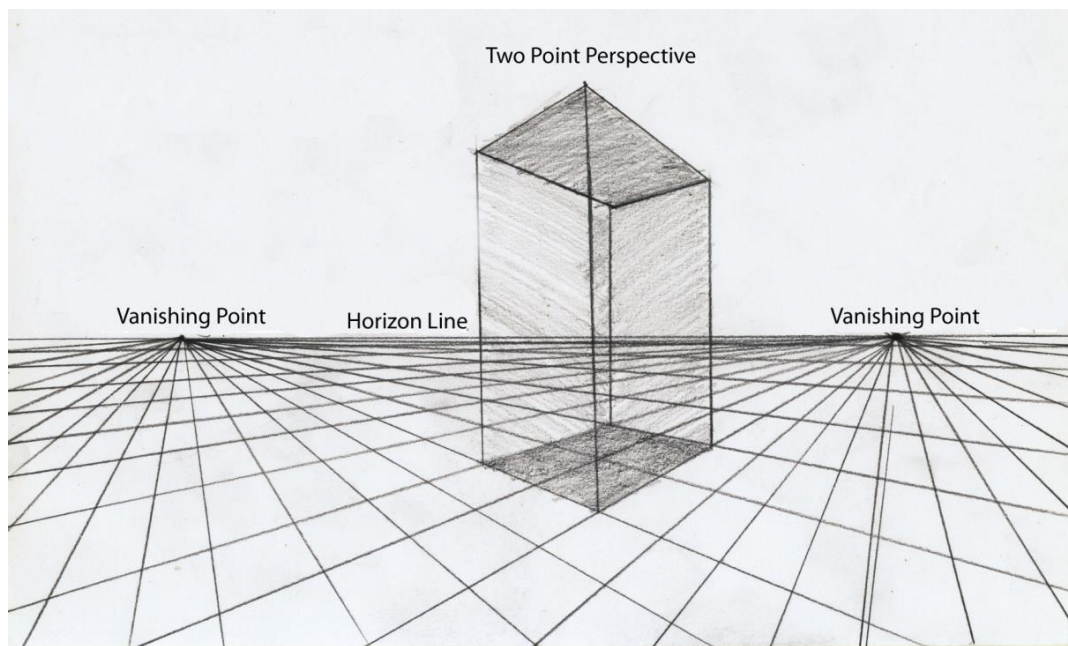


Figure: 6.15 Image showing Two-Point Perspective.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.9 Three-Point Perspective

When the 2 sides of the object vanish or disappear on the horizon you call it a two point perspective.

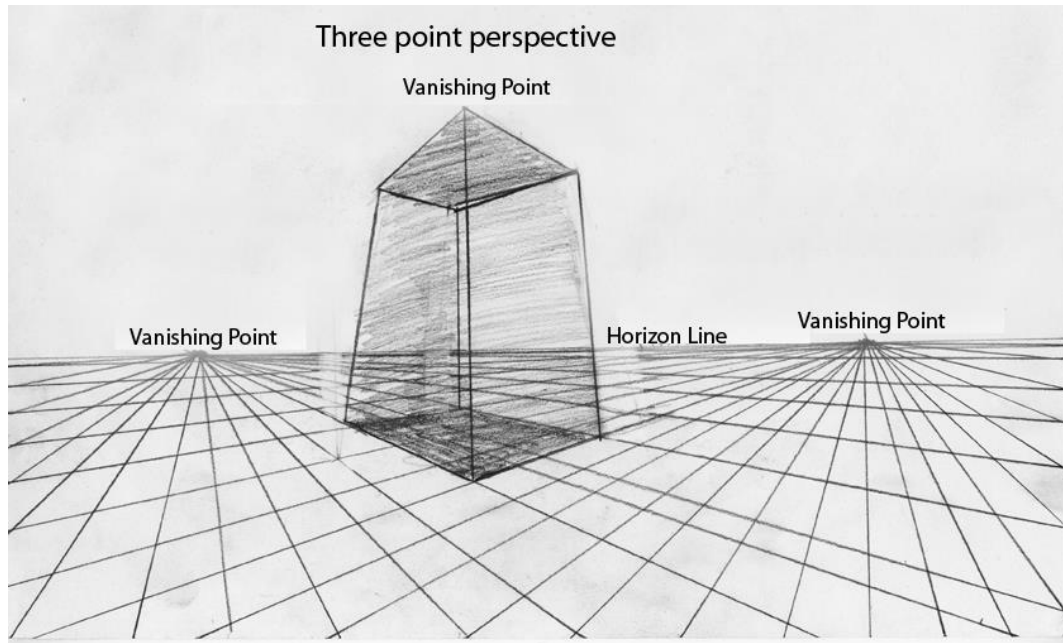


Figure: 6.16 Image showing Two-Point Perspective.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.10 Atmospheric Perspective

When the objects are close to one another they have more intensity of color, detail and value contrast. Atmospheric perspective gets affected by fog, mist, wind, dust, haze light and other environmental factors.

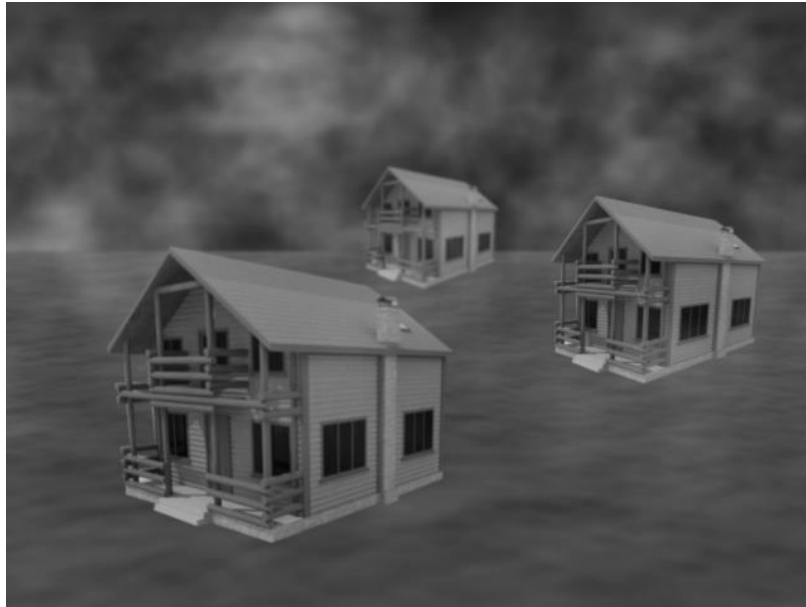


Figure: 6.17 Atmospheric Perspective.



Figure: 6.18 Atmospheric Perspective.

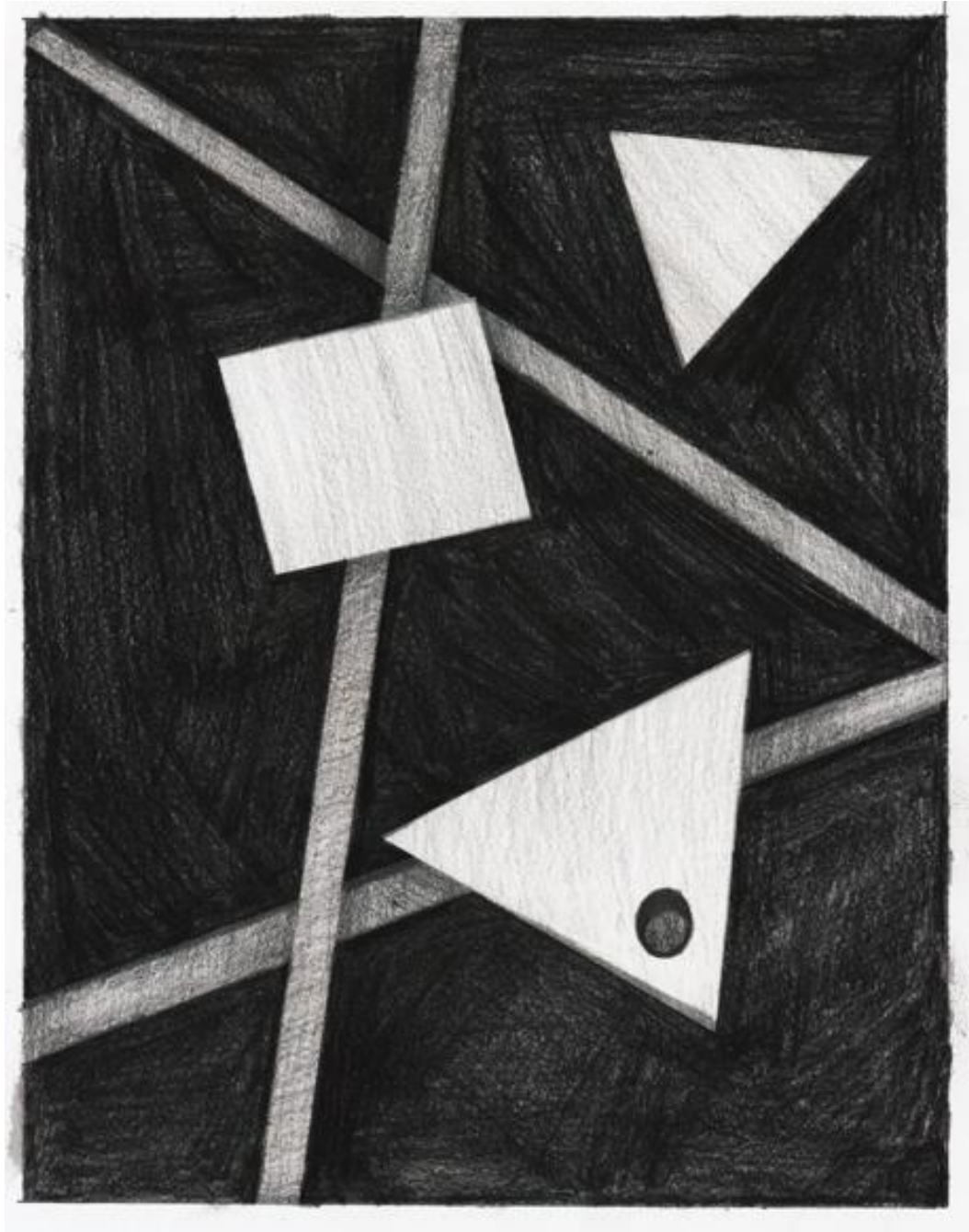


Figure: 6.19 Atmospheric Perspective.



Study Notes



Assessment

1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?



Discussion/ Activity


Open illustrator and create objects and apply select the objects with **Group / Ungroup**


Lock & Unlock, Hide / Show

--

6.11 Deep Space Photomontage

Now make a collage using the concepts you did in this unit. This collage has to cover concepts of Deep space.

	Study Notes

	Assessment
<ol style="list-style-type: none">1. What is Group and Ungroup command used for?2. What is the use of lock and Unlock command?	

--



Discussion/ Activity

Open illustrator and create objects and apply select the objects with **Group / Ungroup**

Lock & Unlock, Hide / Show

6.12 Summary

Thus we can say that the design elements are the visual tools available to the designer. These are the building blocks used to make two-dimensional images.

6.13 Self Assessment Test

Broad Questions –

- 1. Give difference between one and two point perspective?**
- 2. Give definition of Space?**
- 3. What is Linear Perspective?**
- 4. What do you mean by Photomontage?**
- 5. How is shading useful?**

Visual Communication

Visual Communication

Case Study

Not Applicable

Unit 7 PHOTOGRAPHY AND COMPOSITIONS



Learning Outcome

After going through this unit, you will learn:

- **You will understand what is photography**
- **You will learn tips and tricks to create amazing snaps**
- **You will come to know how compositions play a major role in making your snaps appear wonderful**
- **And you will know what makes a good composition**



Time Required to Complete the unit

The time required to study thus Unit is broken as follows

1. **1st Reading:** It will need 2 Hrs for reading a unit
2. **2nd Reading with understanding:** It will need 3 Hrs for reading and understanding a unit
3. **Self Assessment:** It will need 3 Hrs for reading and understanding a unit
4. **Assignment:** It will need 4 Hrs for completing an assignment
5. **Revision and Further Reading:** It is continuous process



Content Map

7.1 Introduction

7.2 Photography tips

7.3 Capture the moment

7.4 If you see it, shoot it!

7.5 Back off and show the terrain.

7.6 Get closer!

7.7 Watch your background.

7.8 Try different angles.

7.9 Put people in landscape.

7.10 Shoot in sunrise and sunset.

7.11 Keep your camera still!

7.12 Slow shutter speed.

7.13 Stop the motion (Action shot!)

7.14 Macro

7.15 Elements of composition in photography

7.16 Types

7.17 Uses

7.18 Basic elements

7.19 Additional elements

7.20 Rules for good composition

7.21 Arrangement of elements

7.22 Making creative compositions

7.23 Summary

7.24 Self assessment test

7.25 Further Reading

7.1 Introduction

You can call photography your vision, imagination, seeing or the capacity to foresee a final result in your mind's eye. And then make it possible

It's how you see, perceive, how you want to look or make it. Seeing is the first thing you do in photography and then you make it. Observation us very important and observation does the whole thing click. Finally clicking is quite easy then.




Study Notes




Assessment


1. What is Group and Ungroup command used for?
2. What is the use of lock and Unlock command?


	Discussion/ Activity
<p>Open illustrator and create objects and apply select the objects with Group / Ungroup</p> <p>Lock & Unlock, Hide / Show</p>	

7.2 Photography Tips

Here are some of the practical photography tips. Use them and create wonders in your photographs and make photography easy and perfect.

	Study Notes

	Assessment
<ol style="list-style-type: none">1. Define and explain the use of paint brush tool, pencil tool, smooth tool2. Define erase tool, wrap tool, twirl tool, pucker and bloat tool	

	Discussion/ Activity
<p>Open illustrator and create objects and apply tools according to the above notes and see how each command is different from other</p>	

7.3 Capture The Moment






Fig 7.1: Moments



Fig 7.2: Moments

Try and capture the moment. Look for expressions or gestures of the person. The quality of light, it elevates the image beyond the ordinary. Rather than do a traditional portrait shot, try and capture an action rather than a pose. Usually, candid moments are better than pulling of a pose. But poses do bring light to a subject. So just look for those signs and capture them to your best ability.

	Study Notes
	Assessment
1. Define various types of symbol tools?	

	Discussion/ Activity
Open illustrator and apply symbol tools according to the above notes and see how each command is different from other	

7.4 If you See It, Shoot It!



Fig 7.3: See it, shoot it



Fig 7.4: See it, shoot it

Don't spend too much time on one perfect shot. Always experiment and take lots of pictures. If you find something interesting, photograph it! Most likely it's a one in a life time opportunity. It's very easy to pass by a good shoot. It might not be the same again when you come back for it. At the end of the day, you will be glad that you took that shot.



Study Notes



Assessment

1. Define artistic text?
2. Define vertical typetool?
3. Define paragraphic text?



Discussion/ Activity

Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other

7.5 Back Off And Show The Terrain





Fig 7.5: Terrain




Fig 7.6: Terrain

Don't just show your friends and fill them in the entire frame. Why not add them to the background as well. Back out and show their surrounding environment. When showing the terrain, it gives the viewer the feel of what is around the subject and the atmosphere of it.

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	

7.6 Get Closer!



Fig 7.7: Close Snap




Fig 7.8: Close up


Just like the reverse of backing up and showing the terrain, sometimes, you just have to get close to focus on what is the most important part. With the advent of Photoshop these days, you can crop a photo to avoid a lot of the dead space that fills up a frame. Focus of the main subject, the background might sometimes clutter the entire scene. Use the camera zoom or move in close for this effect.



Study Notes

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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
<p>Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other</p>	

7.7 Watch Your Background



Fig 7.9: Background



Fig 7.10: Backdrop

The simpler the better. It makes a better picture. It will make your subject stand out more. Almost all the time the background will fill out the entire frame, so always watch out for it. It will make or break your photo.



Study Notes



Assessment

1. Define artistic text?
2. Define vertical typetool?
3. Define paragraphic text?



Discussion/ Activity

Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other

7.8 Try Different Angles



Fig 7.11: Have a look at different angles

Think of how you or other people would shot the scene. Then try something different to make it a better shot. You can come up with a much more creative and interesting photo. Trying a lower angle will make your viewer look small and think everything is big. And having a high angle will make your viewer think they are large and everything around them is small. You can also try and roll the camera or tilt. It makes for a rather interesting and unbalanced effect.



Study Notes



Assessment

1. Define artistic text?
2. Define vertical typetool?
3. Define paragraphic text?



Discussion/ Activity

Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other

7.9 Put People In Landscape

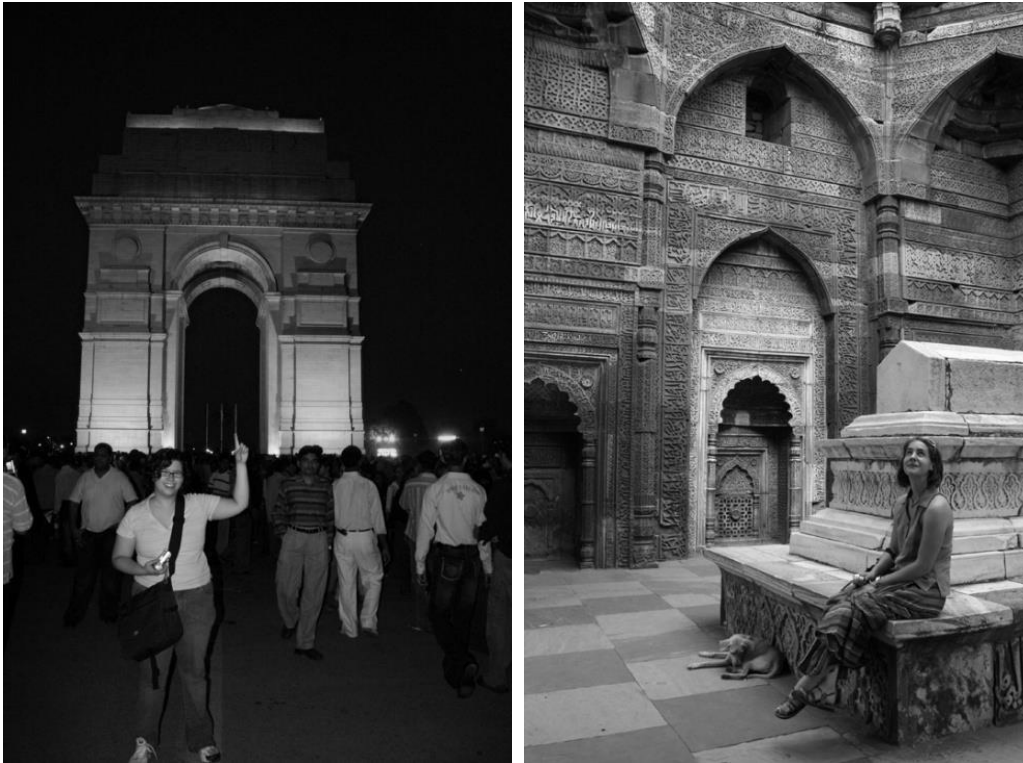




Fig 7.12: Landscapes

When photographing a landscape, it's hard to tell how big the scene is. Adding a person in the scene will really add scale to the landscape. Everyone knows how big a person is so everyone can relate to how big the scene is. Just got to take time into setting up the shot.



Study Notes

	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
<p>Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other</p>	

7.10 Shoot In Sunrise And Sunset




Fig 7.13: Sunrise



Fig 7.14: Sunset Sky

Professionals know that the best time to take a photograph is just the hour before sunrise or sunset. Light becomes very dramatic. It won't have such harsh contrast and brightness as it would in the afternoon. The colour temperature changes as well. Photography always involves light and light always sets the mood of the photo. What better way to shot a photo than to shot in sunrise or sunset. It's always recommended.

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	



Discussion/ Activity

Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other

7.11 Keep Your Camera Still



Fig 7.15: Speed





Fig 7.16: Candle Light

Use a tripod. A blurry photo looks bad because you were shaky or jittery. In low light situations, it's always recommended to use a flash but for professionals, this poses a problem because a flash will kill the light situation right away. In most cases, the best photographs come from low light situations, where the challenge is the perfect light setup looks good but the shutter speed is just too low. So use a tripod to counter this or have very steady hands!



Study Notes

	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
<p>Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other</p>	

7.12 Slow Shutter Speed



Fig 7.17: Electricity



Fig 7.18: Motion

Usually at $1/15$ or lower shutter speed, it becomes a challenge to manage the photo without it getting blurry. But when combined with a panning motion, it will freeze the subject in the middle while the background has a sort of motion blur from the panning motion you have made. This process is called motion blur, things move fast and the shutter speed is slow so it creates a sort of motion in a still image.


Also good for landscape shot. When you are capturing a river or a stream of water. Waterfalls are also good with it, provided you have a tripod. Another good situation for slow shutter speed is when doing a night street scene, you will see that the cars head lights will make streaks in the photo.



Study Notes



	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	

7.13 Stop The Motion (Action Shoot!)



Fig 7.19: Action of a Child running



Fig 7.20: About to do some trick

Another method is freezing the action. With fast shutter speed, freezing the action will show a lot of depth and emotion on how the character feels the time the shot was taken. Nothing beats a good action shot to see how he/she felt that moment they did something.



Study Notes



Assessment

1. Define artistic text?
2. Define vertical typetool?
3. Define paragraphic text?



Discussion/ Activity

Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other

7.14 Macro





Fig7.21: Usage of Macro Lens




Fig7.22: Usage of Macro Lens

Anything small requires a macro lens. It will increase the center of interest and will add depth of field to the background. Really adds more center of interest to the frame.

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
<p>Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other</p>	

7.15 Elements Of Composition In Photography

In order to get a good photo to be clicked you really need to have good Composition as one of the major.

You can take compositions as not a set of rules but as a set of various elements that are required to make a great photograph.

You can take compositions as a set of tools that are very much essential in a good image.

Just as you do not use all the ingredients to make food preparation same way a good photograph will not necessarily require all the elements of compositions at the same point of time.

Let's now study some of the elements of compositions that make a good photography.

Pattern



Fig 7.23: Courtesy *Image by actionlovr*

As you look around you will see that there are lots of patterns and when we give attention and focus to these patterns we can make striking shots than a snap where patterns are there but not highlighted.

Symmetry



Fig 7.24: Courtesy Image by *straightfinder*

As per the scene you have or you choose you can have symmetry in the snap and you can even avoid symmetry.

If you take a shot that has symmetry and make use of strong composition and a conceptualized shot you can make a striking image. But if you scene lacks a concept you might not succeed in achieving this result. You can use both symmetry with good composition and a brilliant idea in a single photograph.

Texture



Fig 7.25: Courtesy Image by *Grant McDonald*

You can make use of textures to give a three dimensional feel to a two dimensional image. When light hits objects at various angles you in particular get amazing textures.

Depth of Field



Fig 7.26: Courtesy Image by orangeacid

The composition of an image greatly depends upon how you use the depth of field and this will dramatically alter the impact of your scene.

Depth of field can actually help you in separating the subject from its foreground and background. Or it can even keep the same subject with respect to the context by showing the surroundings with the help of larger depth of field.

Lines



Fig 7.27: Courtesy Image by stevacek

Lines play a very important element in an image.

Lines catch your attention or your eye to the key focal points in a shot and thus greatly impact the feel of an image.

Lines in different directions like diagonal, Horizontal, Vertical and converging lines create impact in images in different ways. So you should have an eye to spot lines a shot to make your image strong.

Framing





Fig 7.28: Courtesy *Image by* foreversouls

You can use frames to emphasis or highlight the main point of interest in an image and this puts it into a concept that gives depth to an image. That's the reason as to why we frame some of our favorite snaps and hang them on wall or why we put some of our memorable snaps in photo frames.

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	

7.16 TYPES

The importance of a composition is like the importance of the heart in the body. If the arrangement of the elements in the art work is not proper the idea or message cannot be full filled properly. Without the composition or proper arrangement all the elements in the art work can not generate the effect to the viewer that much strongly

- Quadrant
 - Sequential
 - Asymmetrical
 - golden mean
-
- Quadrant: This arrangement divides the area of Art work in to four same size parts.

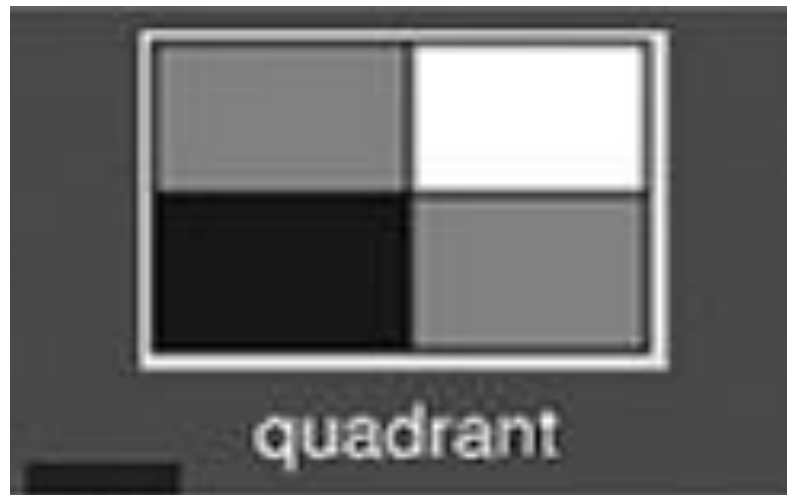


Fig 7.29: Quadrant

- Sequential: Here the data content should be equally placed in the two vertical parts of the page.

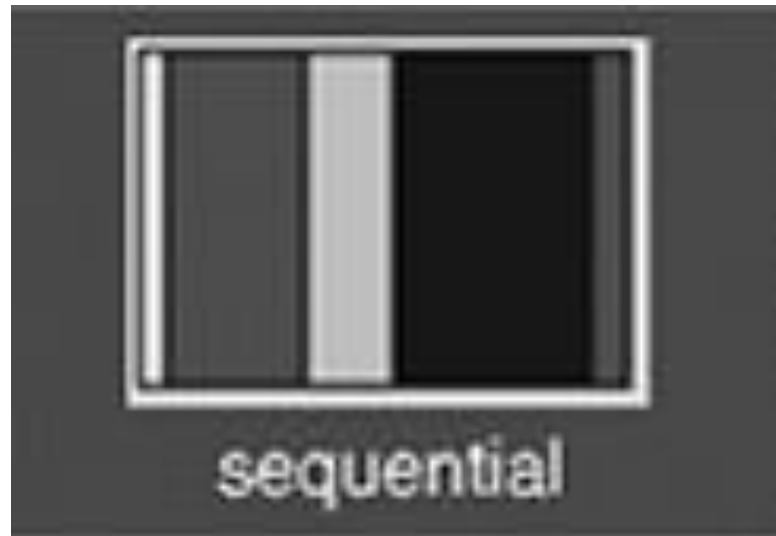


Fig 7.30: Sequential

- Asymmetrical: Here the page is having more data in one side of the page.

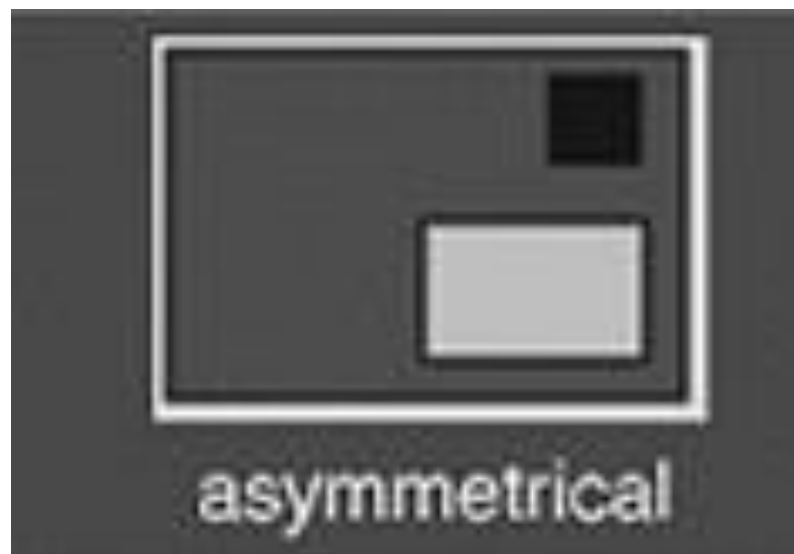


Fig 7.31: Asymmetrical

- Golden mean: Here the data is arranged in the manner so the eyes go to the main object or subject of the art work.

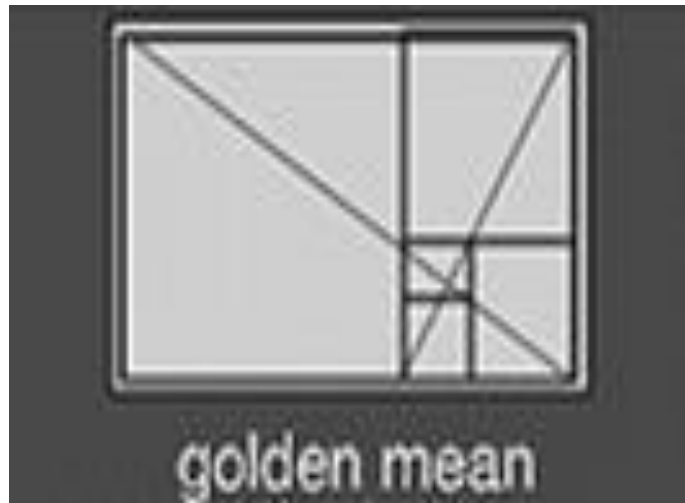




Fig 7.32: Golden Mean

	Study Notes
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	Assessment <ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?
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	Discussion/ Activity Open illustrator and create paragraphic text and apply text command from type menu
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according to the above notes and see how each command is different from other

7.17 Uses

The uses of composition are like unlimited. You can use composition for making good illustrations, advertisements, layouts, graphics, photographs, images, collages and many more designed art works.

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	

7.18 Basic Elements

- Line
- Shape
- Texture
- Space
- Size
- Value
- Color
- Direction
- Perspective
- High lighting

- Line: You can use the lines as a very strong element of the design.

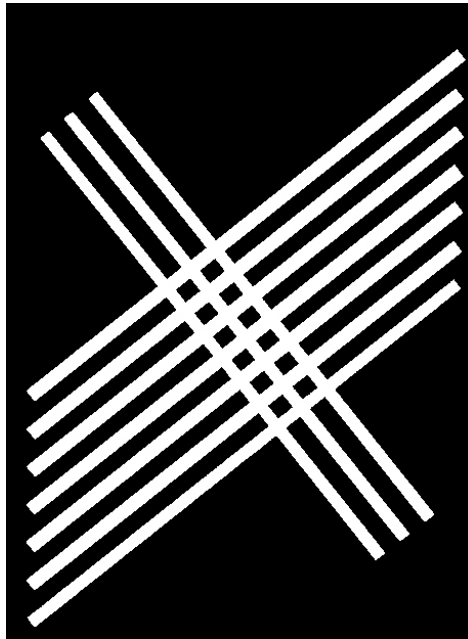


Fig 7.33: Lines

- Shape: Various shapes can be used with the creative styles for the composition.

Shape is anything that has height and width.



the three basic primitive shapes



rectangle



circle



triangle

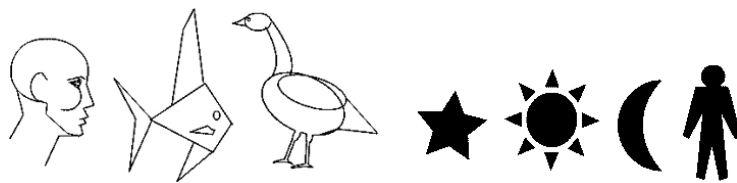


Fig 7.34: Shapes

- Texture: A good texture can make your composition much better.



Fig 7.35: Texture

- Space: The spacing between the elements can make the main concept very strong.



Fig 7.36: Space

Visual Communication

- Size: The size of the main object or subject can be made different for catching the eyes of the viewer.



Fig 7.37: Size

- Value: The Composition you are making must have a value to be passed to the viewer.

1. Immune to Attrition < 5 (>20:00)

2. Not Like This (0:53)

3. Fragments (12:04)

4. There's No Preposition I'd End a Sentence With (6:86)

5. Surfing Tension (17:33)

6. Music Pirate (??:??)

7. Youth in Eurasia (23.4267)

8. Goodnight, I-10 (10:00i)

9. Plight of the Dinosaur Pilot (67:38)

I. 21st Century Stegosaurus (30:02)

II. Cretaceous Car Park (11:13)

10. Of Ashes (Pants on Fire) (13±4i:00)

ADAM PAUL played guitar and sang

JEREMY BORNE played bass guitar

MICHAEL ROBICHAUX played drums

ZACH DUFRENE played guest keyboards, provided moral support

JAK LOCKE recorded and mixed us with infinite patience

ALEX NISNEVICH designed the most kickass cover ev-ahl

DINOSAUR PILOT // pants on fire

DINOSAUR PILOT // pants on fire

pants on fire

dinosaur pilot

A collage of text and illustrations. The text is arranged in a list format, with track titles and credits. The illustrations are scattered around the text, including a man reading a book, a man with a speech bubble, a man with a speech bubble, and a dinosaur. The text 'DINOSAUR PILOT // pants on fire' is repeated vertically on both sides of the collage.

Fig 7.38: Value

Visual Communication

- Color: Colors can make a very effective composition if they are used in a proper and thoughtful manner.



Fig 7.39: Color

- Direction: The direction can show the main message of the graphic very effectively.

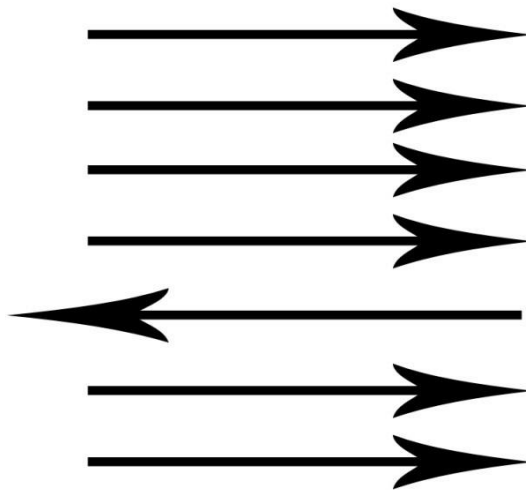


Fig 7.40: Direction

- Perspective: Perspective is the element which can make the composition and the graphic to look like a 3D image.



Fig 7.41: Perspective

- Highlighting: You can highlight the main object or subject to make the graphic very effective.

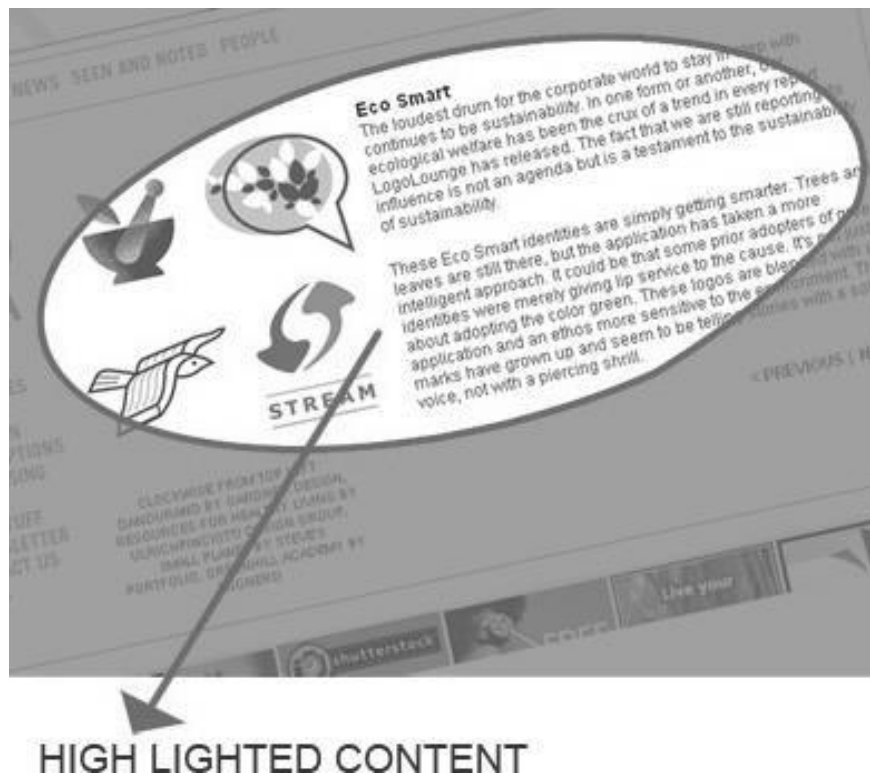




Fig 7.42: Highlighting



	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	


	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	


7.19 Additional Elements

1. Shape and proportion
2. Centre of interest or emphasis
3. Balance between the elements
4. Harmony or consistency among the elements
5. The orientation of elements
6. The area within the field of view used for the picture ("cropping")
7. The path or direction followed by the viewer's eye when they observe the image.
8. Negative space
9. Color

- 10. Text
- 11. Contrast
- 12. Geometry
- 13. Rhythm
- 14. Illumination or lighting
- 15. Repetition
- 16. Perspective
- 17. Breaking the rules can create tension or unease
- 18. Guides and Grids
- 19. Various textures

	Study Notes
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	Assessment
<ol style="list-style-type: none">1. Define artistic text?2. Define vertical typetool?3. Define paragraphic text?	

	Discussion/ Activity
Open illustrator and create paragraphic text and apply text command from type menu according to the above notes and see how each command is different from other	

7.20 Rules For Good Composition

1. Focus: There should be a centre of interest or focus in the work, to prevent it becoming a pattern in itself.



Fig 7.43: Focus

2. Proper Direction: The direction followed by the viewer's eye should lead the viewer's gaze around all elements in the work before leading out of the picture.



Fig 7.44: Proper Direction

3. Centralization or avoiding facing out: The subject should not be facing out of the image.



Fig 7.45: Centralization Or Avoiding Facing Out

4. Space in front: A moving subject should have space in front.

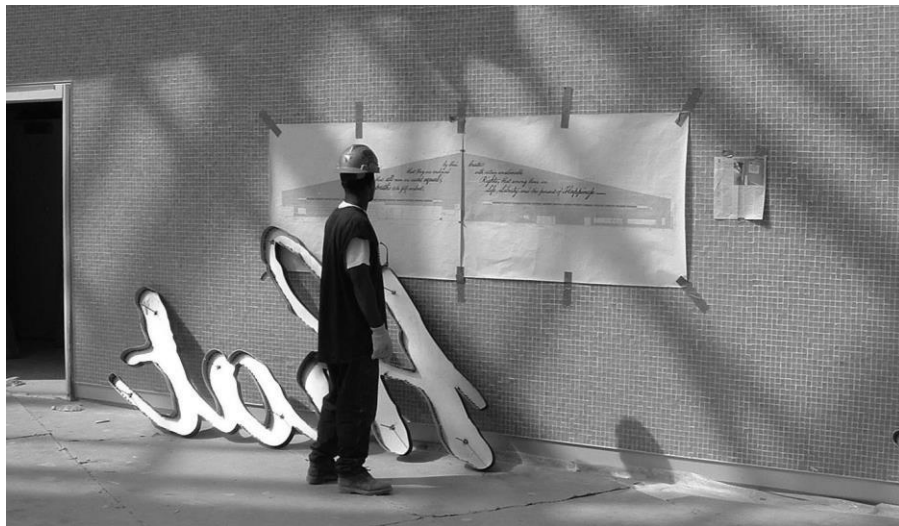


Fig 7.46: Space In Front

5. Exact bisections: Exact bisections of the picture space should be avoided.

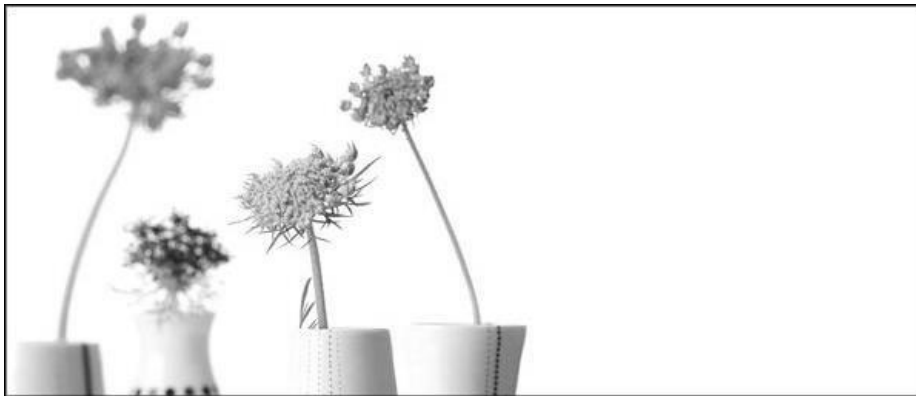


Fig 7.47: Exact Bisections

6. Contrast: Small, high contrast, elements have as much impact as larger, duller elements.

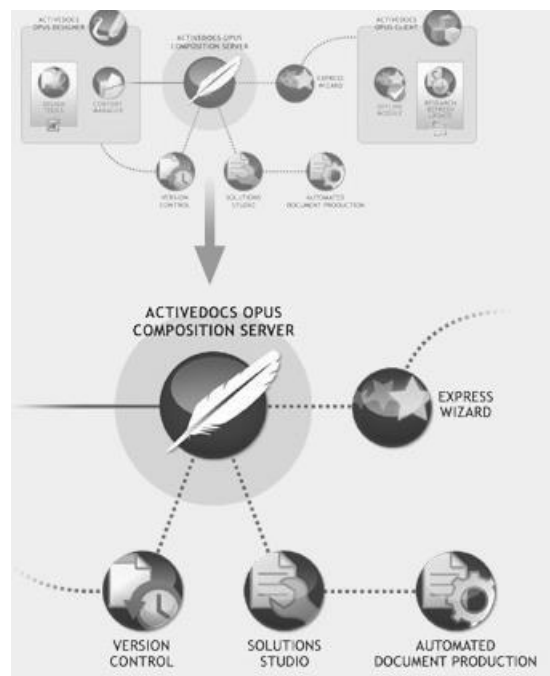


Fig 7.48: Contrast

7. Supportive elements' placing: The prominent subject should be off-centre, unless a symmetrical or formal composition is desired, and can be balanced by smaller satellite elements.

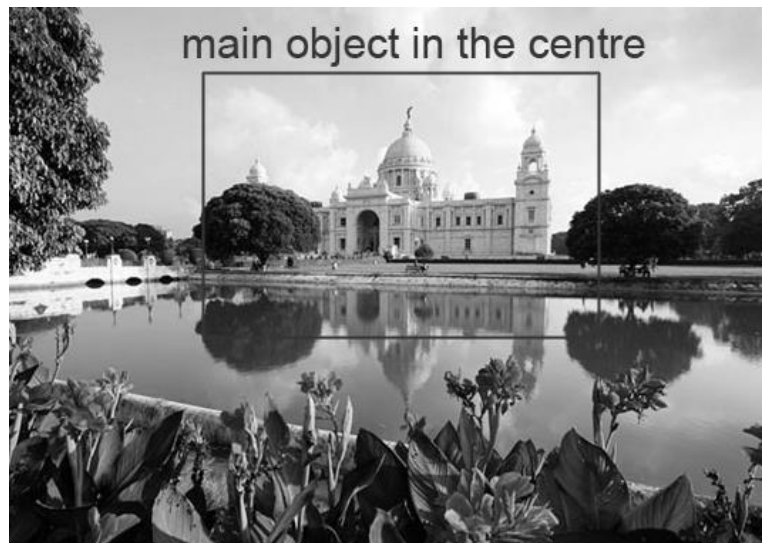


Fig 7.49: Supportive Elements Placing

8. The Horizon: The horizon line should not divide the art work in two equal parts but be positioned to emphasize either the sky or ground.



Fig 7.50: The Horizon

- 9. Rule of thirds:** The rule of thirds is a guideline commonly followed by visual artists.



Fig 7.51: Rule Of Thirds

- 10. Simplification:** Images with clutter can distract from the main elements within the picture and make it difficult to identify the subject. By reducing the unrelated content viewer focuses more on the primary objects.



Fig 7.52: Simplification

11. Limiting focus: In photography, one approach to achieving simplification is to use a wide aperture when shooting to limit the depth of field.



Fig 7.53: Limiting Focus

12. Geometry and symmetry: The "RULE OF ODDS" suggests that an odd number of subjects in an image is more interesting than an even number.



Fig 7.54: Geometry & Symmetry

13. Line and shape: Literal lines do not exist in nature, but are the optical phenomena created when surfaces curve away from the viewer. Nevertheless, shapes that are line-like are used more as elements by artists. You can use the followings:

- Characters
- Symbols
- Forms

Shape is anything that has height and width.

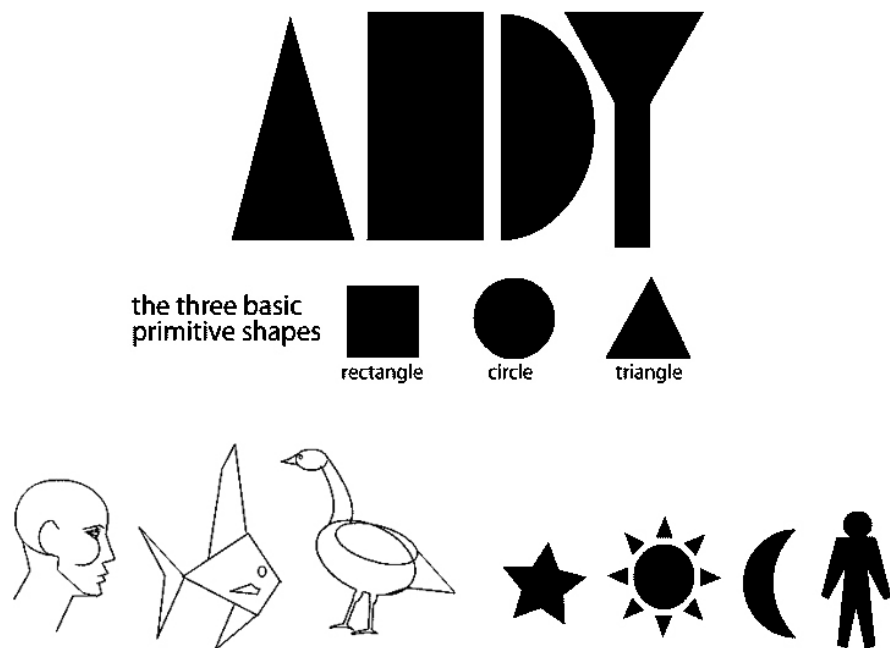


Fig 7.55: Shapes

14. Straight lines: Horizontal, vertical and angled lines all play a role in generating different moods of a picture. The relationship of angle to the size of the frame both work to determine the influence the line has on the image.

15. Curved lines: Curved lines are generally used to create a sense of flow within an image.

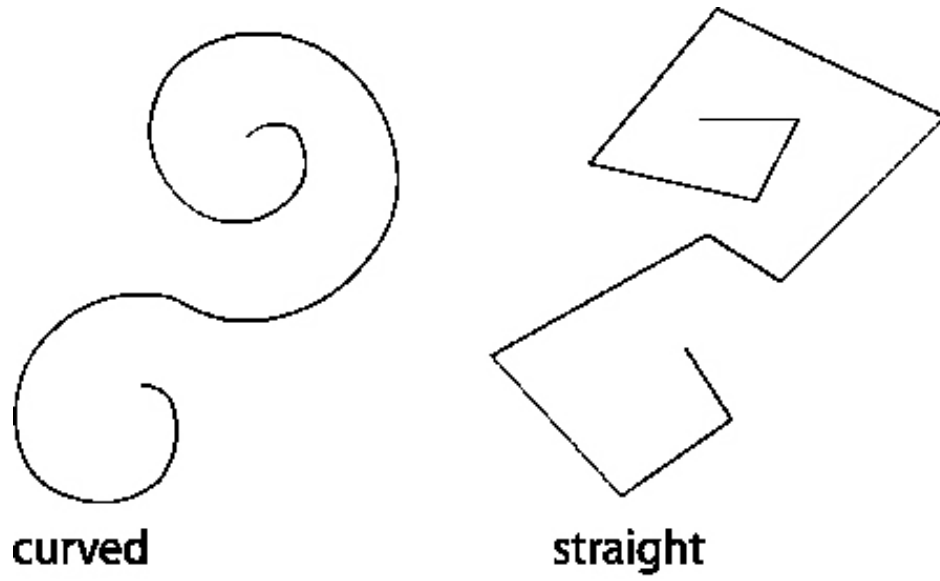






Fig 7.56: Curved & Straight Lines

	Study Notes
	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes

7.21 Arrangement Of Elements

The arrangement of the Elements can be in different ways as per the requirements in the artwork.

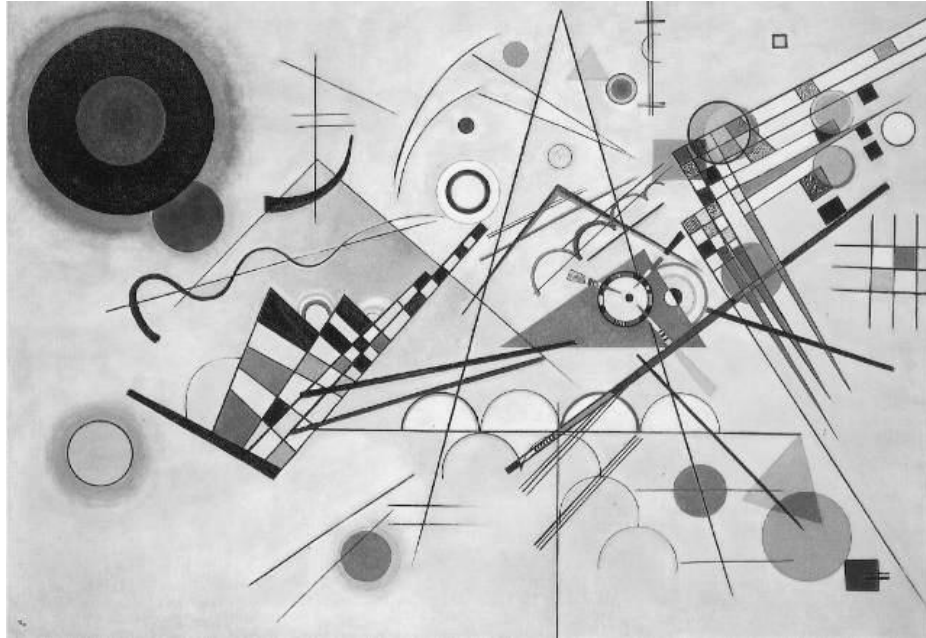


Fig 7.57: Collage



Fig 7.58: Collage



Fig 7.59: Collage

CAHOONS
WHOLESALE JEWELLERS

Inspirational Jewellery





At Cahoon's, the partnership of fresh, innovative thinking and experience in traditional design, has created an evolving, yet timeless selection of high quality, fine jewellery. We are recognized throughout the trade as sole providers of fast selling ranges in sophisticated and hallmarked platinum, gold and sterling silver metals with a wide and colourful assortment of other quality stones and materials. Despite their richness in appearance, all our products are affordable and have been designed to reflect today's ever-changing trends where the emphasis is on quality, up-to-the minute designs and truly competitive pricing. [Read more...](#)

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Sterling silver Guano Pendant Sterling Silver & 9ct Gold 3-Tone Anodised Gold Bracelet 9ct Gold 3-Tone Clip-on Earrings

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Fig 7.60: Collage

	Study Notes
	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes

7.22 Making Creative Compositions

Now you can make very effective and creative compositions by using the above rules and elements. You can use them according to your creativity and requirement as our main aim is to make the graphic or composition very effective and successful to catch the eyes of the viewers and easily pass our message to the viewer.

Let's have a look at some of the creative compositions made by students.



Fig 7.61: Collage

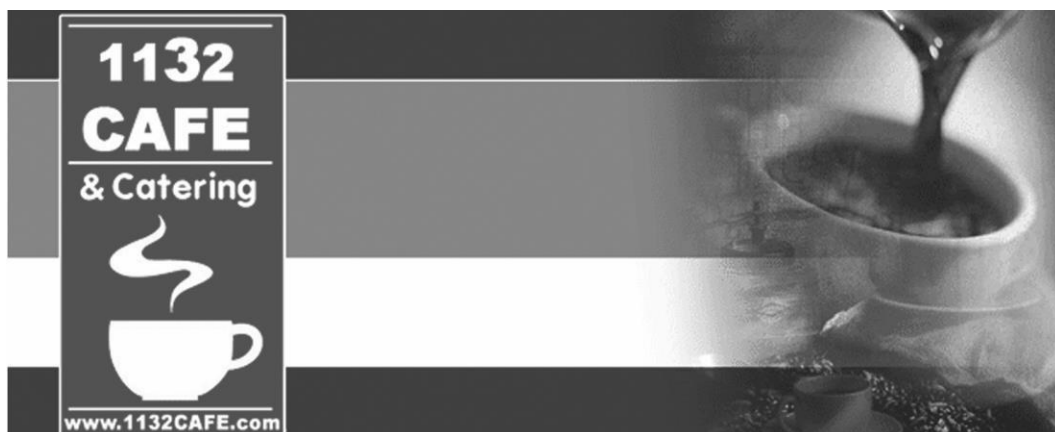


Fig 7.62: Collage



Fig 7.63: Collage



Fig 7.64:

Collage

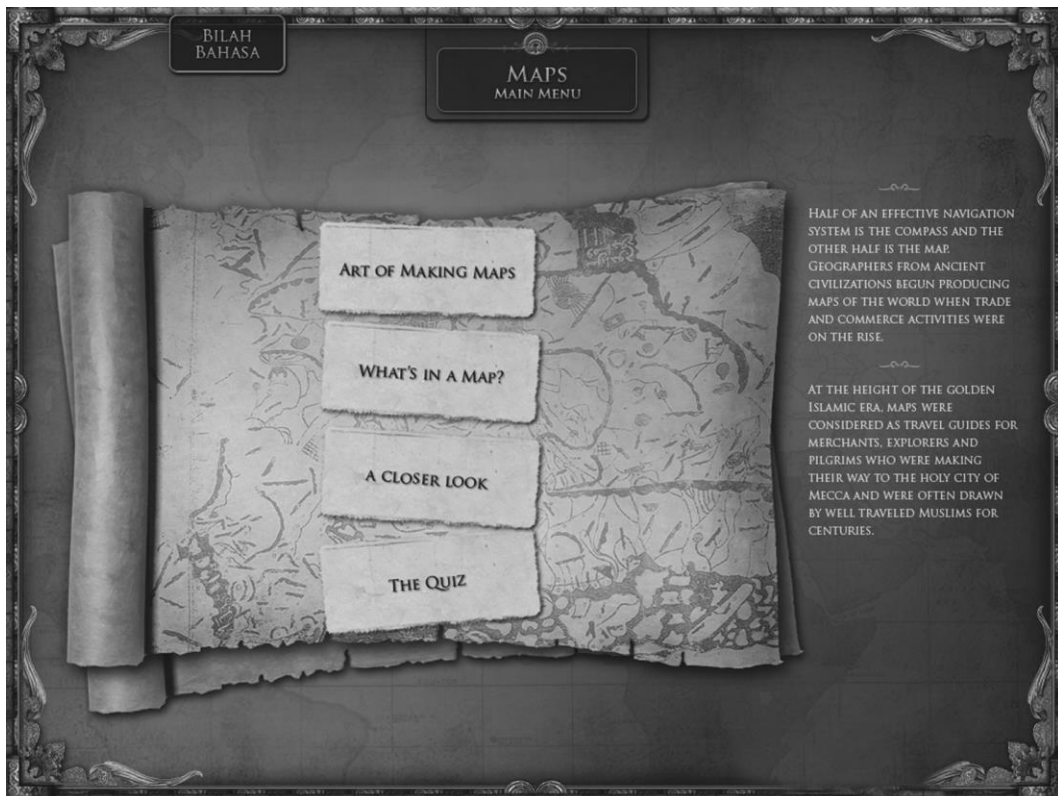






Fig 7.65: Collage



Fig 7.66: Collage

	Study Notes
	Assessment

1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes

7.23 Summary

- Photography tips
- Capture the moment
- If you see it, shoot it!
- Back off and show the terrain.
- Get closer!
- Watch your background.
- Try different angles.
- Put people in landscape.
- Shoot in sunrise and sunset.
- Keep your camera still!
- Slow shutter speed.
- Stop the motion (Action shot!)
- Macro
- Elements of composition in photography
- Types

- Uses
- Basic elements
- Additional elements
- Rules for good composition
- Arrangement of elements
- Making creative compositions

7.24 Self Assessment Test

1. What is photography?
2. Write a note on tips on photography.
3. What makes a good composition?
4. How do you make a creative composition?
5. Write down the basic elements of composition

Short notes

1. **Photography tips**
2. **Capture the moment**
3. **Macro**
4. **Elements of composition in photography**
5. **Basic and additional elements**

7.25 Further Reading

- **Creative Nature & Outdoor Photography** by Brenda Tharp
- Galen Rowell's Inner Game of Outdoor Photography
- The Best Camera
- **Ansel Adams: The Camera**
- **Ansel Adams: The Negative**
- **Ansel Adams: The Print**

Ansel Adams: An Autobiography



BLOCK 4:
**UNDERSTANDING AND
PRACTICING DESIGN PROCESS**





“

*Education is something
which ought to be
brought within
the reach of every one.*

”

- Dr. B. R. Ambedkar



Dr. Babasaheb Ambedkar Open University
'Jyotirmay' Parisar, Sarkhej-Gandhinagar Highway,
Chharodi, Ahmedabd-382481

BCA(DES)-202
VISUAL COMMUNICATION

BLOCK-4

**UNDERSTANDING
AND
PRACTING DESIGN PROCESS**

Unit 8 THE DESIGN PROCESS



Learning Outcome

After going through this unit, you will learn:

- How to go about doing designing
- Work with 2D artwork
- Create applications



Time Required to Complete the unit

The time required to study thus Unit is broken as follows

1. 1st Reading: It will need 2 Hrs for reading a unit
2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit
3. Self Assessment: It will need 3 Hrs for reading and understanding a unit
4. Assignment: It will need 4 Hrs for completing an assignment
5. Revision and Further Reading: It is continuous process



Content Map






- 8.1** Introduction
- 8.2** Research and Information
- 8.3** Editing
- 8.4** Form
- 8.5** Thumbnail Sketches
- 8.6** Media/Techniques
- 8.7** Opaque Projectors
- 8.8** Mechanical Aids
- 8.9** Collage
- 8.10** Ink Drawing
- 8.11** Combining Collage and Drawing
- 8.12** Content
- 8.13** Goals of Good Design
- 8.14** Summary
- 8.15** Self Assessment test
- 8.16** Further Reading

8.1 Introduction

The same basic process is used to design everything. The three components of the design process are idea, shape and Content. Let's study that in depth. Design as a noun refers to a graph for the manufacture of an object (as in architectural blueprints, engineering portrayal, production process, circuit diagrams) at the same time as "to design" refers to making this plan. No generally-accepted definition of "design" exists, and the term has dissimilar connotations in different fields. However, one can also design by directly constructing an object (as in ceramic, engineering, management, and graphic design). With such a broad sense, there is no universal language or joined institution for designers of all disciplines. This allows for many contradictory philosophies and approaches toward the subject.



The person designing is called a *designer*, which is also a word used for people who work efficiently in one of the various design areas, usually also specifying which area is being dealt with (such as a *fashion designer*, *concept designer* or *web designer*). A designer's series of performance is called a design process. The scientific study of design is called design discipline.

	Study Notes
	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes
	Assessment



8.2 Research and Information

The association between design and production is one of agreement and executing. In theory, the plan should expect and remunerate for potential troubles in the performance course of action. Design involves analytical and creativity. In contrast, manufacture involves a regular or pre-planned process. A design may also be a straightforward figure that does not comprise a makeup or manufacturing procedure, even though operational information of such process is typically expected of designer. In some belongings, it may be pointless and/or difficult to remain for the most recent object with a large multidisciplinary in order essential for such designs to also have a systematic specialized in sequence of how to produce the creation.

Design and make up are entangled in many creative professional careers, meaning analytical is part of implementation and the turn around. As the cost of reorganization increases, the need for straightening out plan from construction increases as well. For example, a high-budget development, such as a skyscraper, requires straightening out (design) architecture from (creation) construction. A Low-budget plan, such as a locally printed organization social gathering incitement flyer, can be rearranged and printed dozens of times at the short cost of little sheets of paper, little drops of ink.

Design Methods is a broad area that focuses on:

Exploring potential and constraints by focusing significant thoughts skills to research and describe crisis spaces for alive products or services—or the formation of new categories.

Redefining the condition of plan solutions which can guide to improved strategy for conventional intends performance (realistic, manufacturing, architectural, etc.)

Managing the procedure of exploring, important, creating artefacts repeatedly in excess of period

Prototyping probable scenarios, or solutions that incrementally or considerably get better the innate condition

Understanding the preference development.



In order to make an art work or an application research is very crucial as it gives you various strengths as follows:

Visual Communication

- Client understanding
- Output to be generated
- Trend
- Techniques
- TA
- Information
- Filtration process
- What's imp?
- Success of the output
- Acceptance

Based upon the research there is lot of information that one's collects and is left with now the process of editing starts.




Study Notes



Assessment

1. Explain difference between design and production?
2. Explain design methods for professional careers?

	Discussion/ Activity
Find out various types of information used for design process	

8.3 Editing


Editing is the development of selecting and preparing written, visual, audible, and film standard used to communicate in sequence from side to side the process of improvement, concentration, association, and other modifications in a variety of medium, performed with an goal of producing a accurate, constant, exact, and whole production. There are different viewpoint positions in publishing. Normally, one finds subordinate perspective assistant's exposure to the senior-level editorial workers and directors who informs to higher management editors. Senior managerial editors are accountable for just beginning a product to its finishing discharge. The slighter the journal, the more these roles sprint jointly. In the book publishing manufacturing, editors arrange compilation, manufacture authoritative editions of a characteristic author's workings, and sort out and supervise assistance to a multi author book. Finding marketable ideas and presenting them to appropriate authors are the responsibility of a sponsoring editor. Obtaining copy or recruiting authors such as: an *acquisitions editor* or a *commissioning editor* for a publishing house.





A "light edit", or else identified as a "slight transform", may be regarded as changes that do not substantively vary the subject matter, letters, manner, organization, characters, or former fundamentals of rational assets that are supposed by the person responsible. Such changes would comprise spelling or grammar in a way that does not move away from the author's work. The peak editor from time to time has the heading executive editor or editor-in-chief. This person is usually accountable for the substance of the periodical. An exemption is that huge media typically have a split editor for the editorials and estimation pages to divide reports and content.

Once you have done enough research and you have enough of information, now is the time when you start the filtration process. Out of all that information that you have i.e. called as raw information you need to filter and decide what information is important to you; what information is relevant to you. So you start removing and keeping only relevant information, this process is known as editing.

You need to be sharp here and also based upon the research and trend prevailing you are required to do editing such that in the end the information you are left with is appropriate.

	Study Notes

	Assessment
1. Explain Editing in detail	

	Discussion/ Activity
Take some of the designs or articles from any periodicals and try to edit yourself in a manner that the content should not be changed	

8.4 Form





Form is an element of fine art. At its most basic, a form is a three-dimensional geometrical shape (i.e.: sphere, cube, cylinder, cone, etc.), as different to a *shape*, which is two-dimensional, or *even*. In a broader sense, form, in fine art, means the complete of a portions observable parts *and* the method those parts are joint. In this background, form allows us, as viewers, to psychologically confine the work and understand it.


Finally, form refers to the visible elements of a piece, self-governing of their meaning. For example, when viewing Leonardo's *Mona Lisa*, the recognized elements therein are: color, dimension, lines, mass, shape, etc., while the feelings of obscurity and plot the piece suggest are *casual* products of the viewer's imagination.



Form In the visual arts, form is a smooth, covered part of an artwork created from end to end line, texture, colour or an part covered by other shapes. Likewise, a form can refer to a three-dimensional work of art or object within a three-dimensional work of art. The visual skill are art forms that create workings which are chiefly visual in life, such as drawing, painting, sculpture, printmaking, design, crafts, and often modern visual skill (photography, video, and filmmaking) and architecture. These definitions should not be taken too firmly as many creative regulation (performing arts, conceptual art, textile arts) involve aspects of the visual arts as well as arts of other types. Also included within the visual skill are the applied arts such as industrial design, graphic design, fashion design, interior design and decorative design. Education in the visual arts has usually been from side to side difference of the apprentice and intensive course organization. In Europe the Renaissance movement to increase the prestige of the artist led to the academy system for training artists, and today most train in art schools at a tertiary level. Visual arts have now become an elective subject in most education systems.

Concept takes shape and results in a form. You need to work with the form till all problems are solved. Finally your product emerges after this physical process. The success of the product is dependent on careful planning and production.

	Study Notes
	Assessment
1. Define and explain Form	
	Discussion/ Activity
Refer to various types of form	
	Study Notes






	Assessment

8.5 Thumbnail Sketches

Thumbnails are reduced-size versions of pictures, used to help in recognizing and organizing them, serving the same role for images. In the age of digital images, visual search engines and image-organizing programs normally use thumbnails. Art directors and graphic designers use the term "thumbnail sketch" to explain a small drawing on paper (usually part of a group) used to discover numerous thoughts rapidly. Thumbnail sketches are similar to drawing, but may include as much detail as a small sketch.

The word "thumbnail" is a reference to the human thumbnail and comprise towards the small size of the image or picture, similar to the size of the human thumbnail. While the earliest use of the word in this sense dates back to the 17th century, the American Heritage Dictionary of Idioms is reported to have documented that the expression first appears in the mid-19th century to refer to 'a drawing the size of the thumbnail'. The word was then used symbolically, in both noun and adjective form, to pass on to anything small or concise. The use of the word "thumbnail" in the specific context of computer images as 'a small graphical representation, as of a larger graphic, a page layout, etc.

The first visual forms of an idea are thumbnail sketches or simple drawings. It is important that they are drawn quickly since you want to record your ideas while they are fresh in your mind. This is also a known as brainstorming.

	Study Notes
	Assessment
1. Define and explain Thumbnail sketches	
	Discussion/ Activity
Refer to various types of Thumbnail sketches	
	Study Notes
	Assessment



8.6 Media/Techniques

Drawing is a resource of building an image, using any of a wide variety of tools and techniques. It generally involves making marks on a surface by applying pressure from a tool, or moving a tool across a plane using dry media such as graphite pencils, pen and ink, inked brushes, wax color pencils, crayons, charcoals, pastels, and markers. Digital tools which reproduce the effects of these are also used. The main techniques used in drawing are: line drawing, hatching, crosshatching, random hatching, scribbling, stippling, and blending. An artist who do extremely well in drawing is referred to as a *designer*.

In order to come to an function or before starting the design process you need to have a look into the media and techniques that are available to you. As you have no idea as to how the final design would come out if you are not aware of the techniques, also the methods determine the quality of the final design. So it's important to know the media and techniques involved.

In drawing, "media" refers to both the substance that is yourself applied and to the support onto which it is applied. The media applied can be many things but the method of application is a stick type object with a point (not a brush) that transfers particles of *media* to the base. The point of the stick can be minute as it can be large. The medium applied can be graphite, pastel, ink among other things. Bases can be paper, plaster, canvas, wood or basically anything that accepts the medium applied from the point of the stick.

Common drawing media

- Chalk
- Charcoal soft or hard
- Conté
- Crayon
- Graphite (can be pencils which are small or large sticks similar to charcoal)

Visual Communication

- Human finger (with ink or paint)
- Marker
- Pastel
- Pen and ink
- Pencil

Common bases for drawing

- Canvas
- Card
- Metal
- Paper
- Plaster
- Walls (typically for murals)
- Wood

In painting, "media" refers to both the type of paint used and the base (or ground) to which it is applied. A paint's medium refers to what carries a paint's pigments, and is also called a "vehicle" or a "base". A painter can mix a medium with solvents, pigments, and other substances in order to make paint and control consistency.

Common paint media

- Acrylic paint
- Blacklight paint
- Fresco
- Gesso
- Glaze
- Gouache
- Ink
- Latex paint
- Magna paint
- Oil paint

Visual Communication

- Primer
- Sumi
- Tempera
- Vinyl paint (toxic/poisonous)
- Vitreous enamel
- Watercolor
- stencils

The art of written words and typography is traditionally an ink and printed form on paper or is creatively written with many forms of media.

Common writing media

- Marker
- Nib (pen)
- Pen and ink
- Pencil
- Quill

Common bases for writing

- Card
- Paper
- Ruled paper

In photography a photosensitive surface is used to capture an optical still image, usually utilizing a lens to focus light. Some media include:

- Digital image sensor
- Photographic film
- Potassium dichromate
- Potassium ferricyanide & ferric ammonium citrate
- Silver nitrate

In the art of printmaking, "media" tends to refer to the technique used to create a print.

Common media include:

- Aquatint
- Engraving
- Embossing (paper)
- Etching
- Inkjet printing (sometimes called giclée printing)
- Laser printing
- Letterpress (literature)
- Linocut
- Lithography
- Monotype
- Offset printing
- Photographic printing
- Printing press
- Screen-printing
- Woodcut

ENLARGING

Here you draw the thumbnail to full size.





GRIDS


When the horizontal, vertical and diagonal lines in both the directions intersect or cross each other you get a grid formation.

- Grid is the basic and exact space division of the work area in all software.
- Grids create illusions by joining lines
- You can divide 2d space into 3dimension space also by using grid.
- Grids are useful to make complex designs.
- Types of grids
 - Isometric

Visual Communication

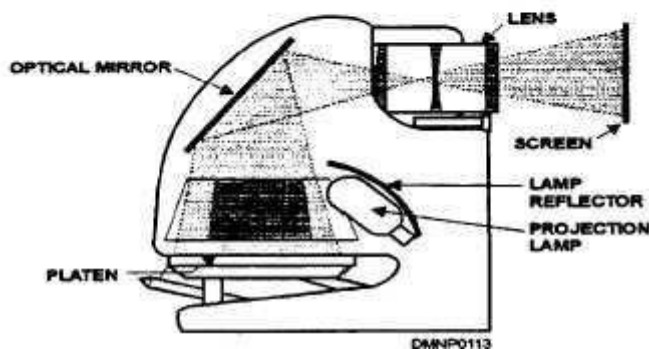
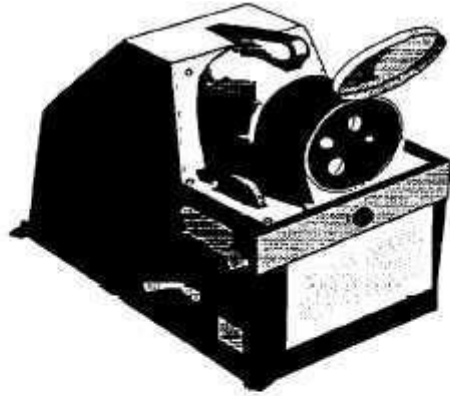
- Orthographic
- Vertical
- Horizontal

	Study Notes
	Assessment
1. Define and explain media and techniques	
	Discussion/ Activity
Refer to various types of drawing media and writing media	
	Study Notes

	Assessment

8.7 Opaque Projectors

Opaque projectors are very useful when you want to enlarge your images or artwork. These are also used a lot by photo artistes and zerox industry as you get enlarged images. They do a projection on the surface you want and to the size you specify. It does the magnification. The opaque projector, epidioscope, epidiascope or episcope is a device which displays opaque materials by shining a bright lamp onto the object from above. A system of mirrors, prisms and/or imaging lenses is used to focus an image of the material onto a viewing screen. Because they must project the reflected light, opaque projectors need brighter bulbs and larger lenses than visual projection projectors. Care must be taken that the materials are not damaged by the heat generated by the light source. Opaque projectors are not as common as the modern "visual projection".



Opaque projectors are typically used to project images of book pages, drawings, mineral sample, etc. They have been produced and marketed as artists' enlargement tools to allow images to be transferred to plane such as prepared canvas, or for lectures and discourses.





The opaque projector is an originator to the overhead projector. The light source in early opaque projectors was frequently limelight. Incandescent light bulbs and halogen lamps are most commonly used today. In the early and middle parts of the 20th century, low-cost opaque projectors were produced and promoted as toys for children.


In educational settings, the specific role of the opaque projector has been outmoded by the document camera, a lighted table with a fixed video camera above it. The image from the camera is displayed using a separate projector. The document camera is also called a desktop presenter unit or opaque projector.

At the beginning of the 20th century, projection was split into two classes: "*If the light traverses the object, the projection is said to be diasopic, if by reflected light, episcopic.*".

Two main classes of opaque projectors thus existed:

1. the episcopes, which solely projected images of opaque objects
2. the epidiascopes, which were capable of projecting images of both opaque and transparent images.

	Study Notes
	Assessment
1. Define and explain Opaque projectors	
	Discussion/ Activity
Refer to various types of Opaque projectors	
	Study Notes

	Assessment

8.8 Mechanical Aids

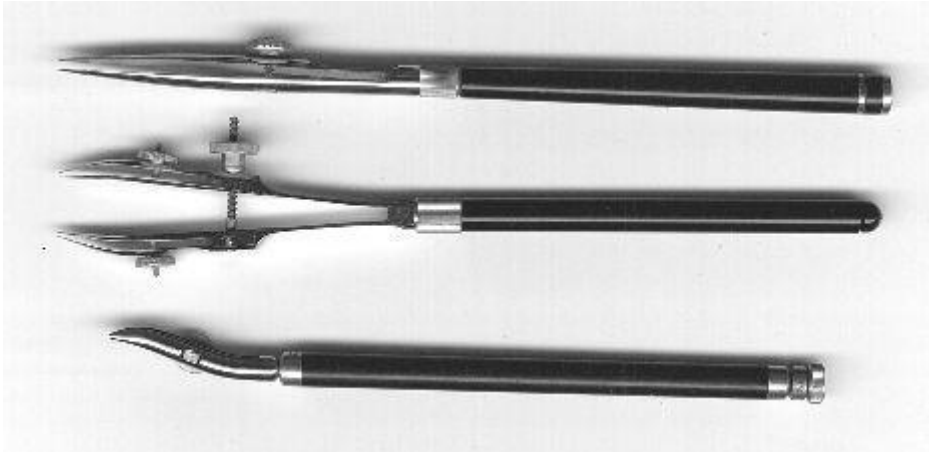
There are a number of devices that can greatly assist the drawing process:

- Ruler
- Circle guide
- Compass
- French curves
- Drafting triangles and protractors

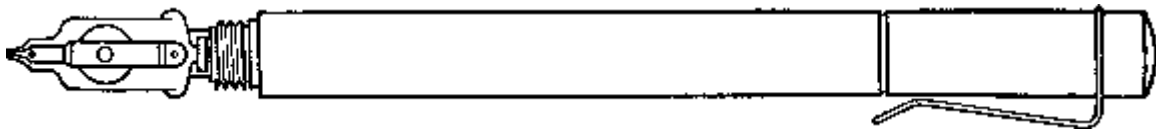
Drawing pen

Early drawing pens were made similar to tongs, with a screw to adjust the distance of the two legs which held the Indian ink. I remember the time when the two legs even had to be smoothed with a sharpen stone to undo the wearing from the very inconsiderate paper. For my map drawing I also had a double pen (for avenue) and a freewheeling pen for elevation curves.

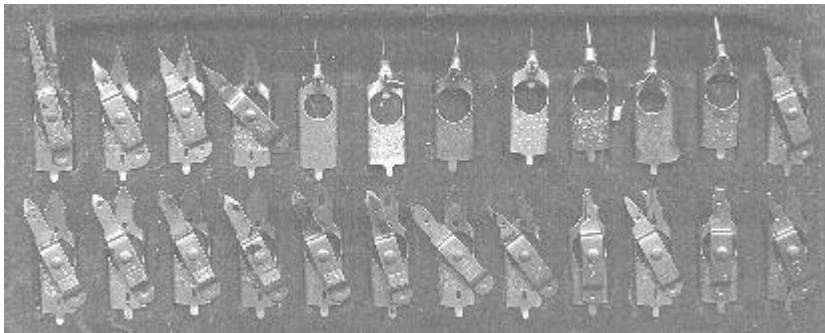
Visual Communication



The pen at this drawing fountain pen could easily be exchanged for writing with types for narrow and wide lines.

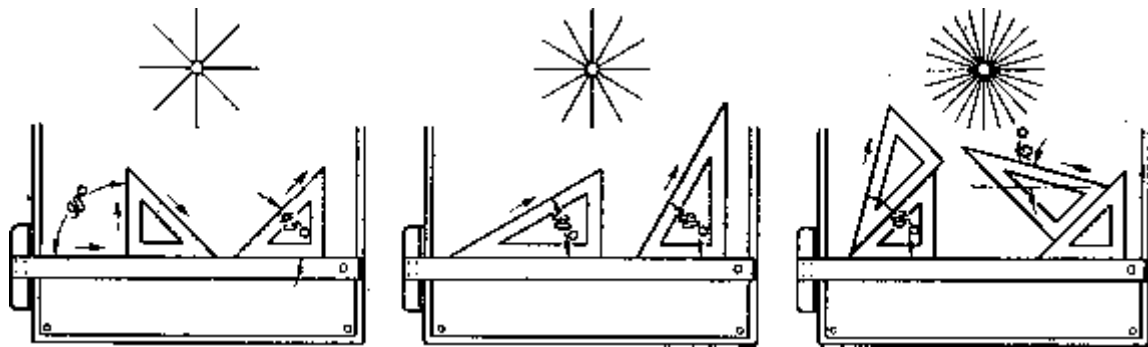


This was my set of pens for a number of years...

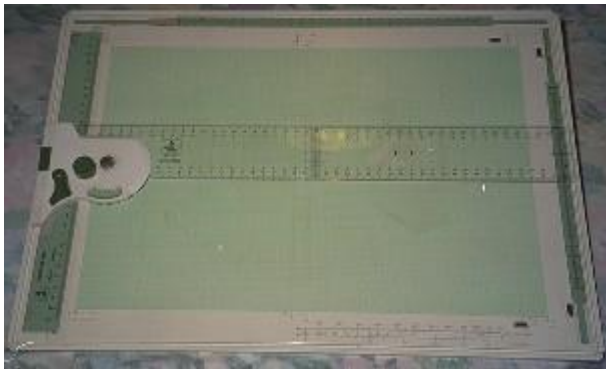


Square and T-square

layperson and students most time are confined to simple forms of a drawing board with a t-square to draw horizontal lines (the board was not square enough to allow for verticals also). Angles in steps of 15 degrees require 2 squares with 90-45-45 degrees and 90-60-30 degrees.



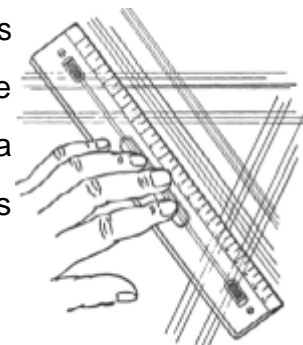
For the desktop A2 and A3 sized drawing tablets became available with a combination of T-square and protractor. I still have an A3 sized in use.



Ruler

For working on the desk a ruler is still a handy tool. Most time it is combined with a 1:1 scale with tick marks at every mm. For typographic purpose also rulers with pica, points etc. are still in use.





Convenient tools on the desk are parallel moving rulers. One type has (rubber coated) rollers to guide the movement. Another type connects two parallel half-rulers with two legs forming a parallelogram with the ruler. The type with the rollers often is combined with a mechanism to slip the ruler step by step.




A more elaborate example is pictured hereafter. This is a multipurpose tool especially for students... Even math formulas and trigonometric tables are available. With the various holes on the long edge a compass can be simulated.

Scale

Since various drawing scales were needed, the tool combined 6 scales, for example, 1:200, 1:50 etc. Also very strange scales for rural maps could be found: 1:1440 and 1:2880.

	Study Notes
	Assessment
1. Define and explain various types of mechanical aids used for visual arts	
	Discussion/ Activity
Refer to various types of mechanical aids	
	Study Notes

	Assessment

8.9 Collage

A collage is a work of formal art, mainly in the visual arts, made from an assemblage of dissimilar appearance, thus creating a fresh work.

A collage may include newspaper clippings, ribbons, bits of colored or hand-made papers, portions of other artwork, photographs and additional found objects, glued to a piece of paper or canvas. The beginning of collage can be traced back hundreds of years, but this technique made a striking repetition in the early 20th century as an art form of improvement.

The term *collage* derives from the French "colle" meaning "glue". This term was coined by both Georges Braque and Pablo Picasso in the beginning of the 20th century when collage became a individual part of modern art.

Early example

Techniques of collage were first used at the time of the invention of paper in China, around 200 BC. The use of collage, however, suspend about especially partial until the 10th century in Japan, when calligraphers began to apply glued paper, using texts on surfaces, when writing their poems.

The technique of collage appeared in medieval Europe during the 13th century. Gold leaf panels started to be applied in Gothic cathedrals around the 15th and 16th centuries.

Gemstones and other precious metals were applied to religious images, icons, and also, to coats of arms. Despite the pre-twentieth-century use of collage-like application techniques, some art authorities argue that collage, properly speaking, did not emerge until after 1900, in conjunction with the early stages of modernism. Collage is an artistic concept associated with the beginnings of modernism, and entails much more than the idea of gluing something onto something else. In this perspective, collage was part of a methodical reexamination of the relation between painting and sculpture, and these new works "gave each medium some of the characteristics of the other,"

Collage with wood








What may be called wood collage is the dominant feature. The wood collage is a type that emerged somewhat later than paper collage. Kurt Schwitters began experimenting with wood collages in the 1920s after already having given up painting for paper collages. The principle of wood collage is clearly established at least as early as his 'Merz Picture with Candle', dating from the mid to late 1920s.

Much wood collage art is noticeably smaller in scale, framed and hung as a painting would be. It usually features pieces of wood, wood shavings, or scraps, gathered on a canvas (if there is painting involved), or on a wooden board. Such framed, picture-like, wood-relief collages offer the artist an chance to explore the qualities of depth, natural color, and textural variety instinctive in the material, while drawing on and taking advantage of the language, conventions, and historical resources that arise from the tradition of creating pictures to hang on walls. The technique of wood collage is also sometimes combined with

painting and other media in a single work of art.

When a composition carries an idea or a concept its known as collage.

	Study Notes
	Assessment
1. Define and explain collage art in detail	
	Discussion/ Activity
Refer to various types of collage techniques	
	Study Notes

	Assessment

8.10 Ink Drawing

If you want to make very refined and line based art work then you should do it with ink using different methods and styles of applying it. You can use various types of pen nibs if you are working with ink, but before you start using ink you make sure that your design is final as the once you have used ink it will not be possible to modify it. So you need to be just careful while working with ink.



Ink is a liquid or glue that enclose pigments and/or dyes and is worn to color a shell to

Visual Communication

create an image, text, or design. Ink is used for drawing and/or writing with a pen, brush, or quill. Thicker inks, in paste form, are used broadly in letterpress and lithographic printing.

Ink can be a composite standard, collected of solvents, stain, coloring, resins, lubricants, and other materials. The components of inks give out many reason; the ink's transporter, rinse, and other additives organize stream and breadth of the ink and its form when gets dried.

Ink formulas vary, but commonly involve four components:

Colorants

Vehicles (binders)

Additives

Carrier substances

Inks generally fall into four classes:

Aqueous

Liquid

Paste

Powder

You can use:

- Felt pens
- Roller ball and ball point pens
- Technical pens
- Metal nibs

Many antique cultures about the globe have separately exposed and invented inks for the reason of writing and drawing. The information of the inks, their guidelines


and the method for their manufacture comes from archaeological examination or from written text itself.





The history of Chinese inks can be traced back to the 18th century BC, with the utilization of natural plant (plant dyes), animal, and mineral inks based on such resources as graphite that were floor with water and applied with ink brushes. Confirmation for the initial Chinese inks, comparable to modern inksticks, is around 256 BC in the end of the Warring States Period and produced from dirt and animal glue.

The India ink used in earliest India since at least the 4th century BC was called masi, and was made of overcooked skeleton, pitch, terrain, and other material. Indian documents written with ink have been unearthed in Chinese Turkestan. The practice of writing with ink and a sharp pointed needle was common in early South India. Several Jain sutras in India were compiled in ink.

Cross Hatching and Stippling are the two basic method for the formation of quality and surface in an ink drawing. These are traditional practice that have been used by artists for centuries. They can be practiced in a firmly guarded method, as in our drawing.

Drawing, it should help to reveal how cross hatching and stippling are combined for a tonal and textural effect. A range of cross hatching and stippling method can be used to give tone and texture to the walls and roofs. These practice are not used separately from one another, but are shared to increase their effectiveness.

	Study Notes

	Assessment
1. Define and explain ink used for drawing	
	Discussion/ Activity
Refer to various types of ink drawing techniques	
	Study Notes
	Assessment

8.11 Combining Collage And Drawing

Drawing are very refined and they have lot of detailing, on the other hand collage has a lot of solid areas, it has lot of variety and lot of collections in terms of composition, so when you combine the two unique media what you get is a new composition that has skill of drawing as well as strength of collage.

Merge collage with painting, ink with watercolors, and other arrangement of art resources that flicker the thoughts.

shatter out the skill equipment and support drawing and creativity with projects that combine two or three medium, or art equipment. Learning how to coat different substance also widen problem-solving skills. The input is to have a powerful enough surface to work on that will support the extra weight of different materials. Drawing needs the patience to allow different layers to dry before continuing with the artwork.

Depending on the materials the drawing will be used in creating work, they will want heavy watercolor paper, canvas panels, or any paper suggested for use with acrylic or oil paints (even if you won't be using these paints the plane will be strong enough to hold the different layers without bending or folding).

Anything can be used in mixed media art – acrylic paints, poster paints, watercolor paints, chalk pastels, oil pastels, magazines and postcards, photographs, aluminum foil, colored tissue paper, gift wrapping paper, beads, feathers, old jewelry, ribbon, yarn, etc. The goal is to create an interesting visual image.

When combining collage with drawing, you will want to place thinner coating first and then lay the heaviest resources on top. Before starting a piece of art, you will want to think through a couple of things. One thing you should think about is what resources are available and what you want to use. It helps to collect materials and have them nearby.

Another thing that young artists will want to consider is the color scheme of their project. Projects that use different tints and shades of the same color are an easy way to synchronize a piece. The color of the piece of artwork is important because it will help to


bring balance and unity.





When you will want to start with the lightest layer first. That means that you should start by painting or coloring the background. This doesn't need using one color to cover the whole backdrop. You can start by coloring patterns, geometric shapes, or blocks of colors. Your aim is to cover the whole page or panel with color.

Let the paint to dry finally. Next, believe adding collage elements with cut up photographs, magazine pictures, or gift-wrapping. Glue thin layers of colored tissue over the first layer, let the colors to show through and mix to create new colors. Elements like colored tissue, plastic wrap, and aluminum foil can be wrinkled to add visual importance through surface.

The final things to add to the artwork are the heaviest pieces, the elements that will stick out from the paper or canvas. Apply things like pieces of jewelry, ceramic tiles, and fiber to the furthest layer. Judge adding tempera and acrylic paints over some of those elements to knot the top layer in with the bottom layer.

Mixed media allows you to discover your creativity by playing with different colors and textures while creating a unique piece of artwork. By layering different materials, you are also engaged in problem-solving, learning how to combine and attach objects.

	Study Notes

	Assessment
1. Define and explain collage with drawing	
	Discussion/ Activity
Refer to various types of collage and drawing	
	Study Notes
	Assessment

8.12 Content

The content has to be checked continuously. The process is a success only when the end result is as per the concept.

Non-objective Art is an additional way to transfer to Abstract Art or Nonrepresentational Art. Fundamentally, the artwork does not stand for or portray a person, place or thing in the normal world. Usually, the content of the work is its color, shapes, brushstrokes, size, scale, and, in some cases, its process.

There are several ways you could go on this, but my doubt is that one will get you better results than the others.

I could tell you that skill plays a large part in making our lives considerably rich. Imagine, just for a minute, a world without content and art! (You may think "So what?" but please consider the impact that lack of graphics would have on your favorite video game.) content inspire different parts of our brains to make us laugh or provoke us to riot, with a whole range of emotions in between. Content gives us a way to be creative and state ourselves. For some people, content is the whole cause they get out of bed in the morning. You could say "content is something that makes us more thoughtful and well-formed individual being."

On the other hand, content is such a huge division of our everyday lives that we may barely even stop to think about it. Look at the desk or table where you are, right this minute. Someone designed that. It is content. Your shoes are content. Your coffee cup is content. All practical design, well done, is content. So, you could say "content is something that is both useful and (hopefully) aesthetically agreeable to our eyes."

You might say " content is in a stable state of transform, so nobody can really join behind what it is." The invariable change part is proper, but the not fasten it down part is going to get you an awful status. It may even lift a comment or two about your being some kind of method.

You might even say "content is one-sided, and means somewhat different to every single person on earth." This, too, is the fact. I would concern alongside this move towards, but, as it would have need of a stack of paper from here to cite all of your references.

Content, now, gets a little trickier. Content is idea-based and means:

- What the artist meant to represent,
- what the artist actually *did* represent and
- How we react, as individuals, to both the planned and actual messages.

Moreover, content includes ways in which a work was influenced--by faith, or policy, or culture in universal, or evens the artist's use of substances--at the time it was created. All of this aspect, together, makes up the content side of art.





Again, we are discussing content using one picture as an example, but the same constraint applies to any piece of art.

Just be sure that your main argument includes "Art is form and content." You can surely think of some vast examples using works of art that you know and/or enjoy. Now Go get fast on that paper and, next time, don't wait until the last minute.



Study Notes

	Study Notes

	Assessment
1. Define and explain content in art	
	Discussion/ Activity
Refer to various types of content in art	
	Study Notes
	Assessment

8.13 Goals of Good Design

Now you need to think what a Good Design Comprise off?

The Goals of good design are the apparatus used by an artist or designer to create a useful composition or design. The Goals are: balance, movement, repetition, emphasis, simplicity,

contrast, proportion, space, and unity. The difference between a weak design and a strong one is completely reliant upon the artist's information of the design principles and how well he/she applies them. We will take a gaze at each of this ideology in a sequence of art instruction.

In the learning of design we should note there is no longer a straightforward line among fine art and applied art anymore. All art, whether it is Web design, industrial design, fine art, sculpture, commercial art, or graphic art, is focus to the same *principles of good design*. Graphic artists create their designs and page layouts using the same design principles the fine artists use. Just as a fine artist organize different apparatus within a painting to create a enjoyable work of art, so it is with the graphic artist. The artist may use a vase of flowers, a bowl of fruit, or a figurine to design a lovely still life work of art. The graphic artist will use headlines, bodies of text, photos, illustrations, and clipart images to arrange a page or Web site.

The basis of all design is the arrangement of the elements of a work of art, using the design principles. It is the bringing together of various components into one area and arranging them in such a way as to create a composition, layout or design that is both unified and pleasing to look at. For example every artist whether they realize it or not is familiar with the *elements of a composition*. These are:

- Line - an actual or implied mark, path, mass, or edge, where length is dominant
- Form - the mass of the shapes
- Texture - the structure and minute molding of a surface (rough, smooth, etc.)
- Value - the degree of lightness or darkness of a given color
- Color - a pigment
- Shape - any flat area bound by line, value, or color

The elements are what the artist uses to create a work of art. But it is HOW the artist brings these elements to together and arranges them upon the surface of a canvas that creates the

work of art. A design is the result of the application of the principles of design.

The *principles of design*, sometimes referred to as *the principles of organization* are:

- Balance - a feeling of equality of weight, attention, or attraction of the various elements within the composition as a means of accomplishing unity
- Movement - the suggestion of action or direction, the path our eyes follow when we look at a work of art
- Repetition and rhythm - the act of repeating an element either regularly or irregularly resulting in a rhythm of the repeating elements
- Emphasis - the stress placed on a single area of a work or unifying visual theme
- Simplicity (a.k.a. visual economy) - the elimination of all non-essential elements or details to reveal the essence of a form
- Contrast - the difference between elements or the opposition to various elements
- Proportion - the relation of two things in size, number, amount, or degree
- Space - the interval or measurable distance between objects or forms (two dimensional or three dimensional)
- Unity - the relationship between the individual parts and the whole of a composition

Many artists use these principles more intuitively than intellectually but are nevertheless subconsciously aware of them and their impact upon a composition.

8.14 Summary

- Research and Information
- Editing

Visual Communication

- Form
- Thumbnail Sketches
- Media/Techniques
- Opaque Projectors
- Mechanical Aids
- Collage
- Ink Drawing
- Combining Collage and Drawing
- Content
- Goals of Good Design

8.15 Self Assessment test

1. What do you mean by research and information?
2. How does research and information help?
3. What is required to make a good design?
4. Write a note on Ink drawing.
5. What is a collage?

Short Notes

1. Write a note on thumbnail sketches
2. Write a note on opaque projectors
3. Write a note on mechanical aids
4. Write a note on goals of good design
5. Write a note on ink drawing

8.16 Further Reading

Unit 9 RULES OF DESIGN



Learning Outcome

After going through this unit, you will learn:

- How to go about doing designing
- Work with 2D artwork
- Create applications



Time Required to Complete the unit

The time required to study thus Unit is broken as follows

1. 1st Reading: It will need 2 Hrs for reading a unit
2. 2nd Reading with understanding: It will need 3 Hrs for reading and understanding a unit
3. Self Assessment: It will need 3 Hrs for reading and understanding a unit
4. Assignment: It will need 4 Hrs for completing an assignment
5. Revision and Further Reading: It is continuous process



Content Map

9.1 Introduction

9.2 Audience

9.3 Layout

9.4 Type Design Rules

9.5 Image

9.6 Color





9.7 Summary

9.8 Self Assessment test

9.9 Further Reading

9.1 Introduction


The same basic process is used to design everything. The three components of the design process are Concept, Form and Content. Let's study that in depth.

	Study Notes
	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes

	Assessment

9.2 Audience

Audience plays a major role in how your end result shapes. Color, size, fonts, compositions, elements, images; information largely depends upon the kind of audience you are addressing to. So you need to understand the target audience, as they are the ones who's acceptance will lead to your success of creation. So your designs always and largely depend and are based upon the audience.

	Study Notes
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	Assessment – question related to this topic
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1. What does page setup allows you to redefine?



Discussion/ Activity – tutorial related to this topic





Refer to various options in the page set up box

9.3 Layout

- Layout is the part of design that deals in the arrangement of style of content on a page.
- Page layout skills have expanded to electronic media as well as print media. The Electronic page is better known as a Graphical User Interface (GUI)
- Page layout for interactive media is often called Interface Design.
- This usually includes interactive elements in addition to text and still images.
- A page layout may be designed in a rough paper and pencil sketch before producing, or produced during the design process to the final form



Study Notes

	Assessment
1. Define and explain Universal Design	
	Discussion/ Activity
Refer to various types of Universal Design	
	Study Notes
	Assessment

9.4 Type Design Rules

You have to keep in mind the following points when you talk of type design rules


- Type Anatomy
- Type Classification
- Type Measurements
 - Size
 - Leading
 - Kerning
 - Tracking
 - Baseline shift
- Alignment
 - Left
 - Center
 - Right
 - Justify



Study Notes



	Assessment – question related to this topic
1. What is Adobe Portable Document Format?	

	Discussion/ Activity – tutorial related to this topic
Save a vector and bitmap data in Adobe Portable Document Format	

9.5 Image

- White space, rules and images, pull quotes, large initial caps, decorative caps.
- Maintain consistency.
- Use a grid.
- Use dynamic image.
- Use graphic devices to.
- Add color images and graphic devices
- Keep the style of imagery consistent.
- Find a balance between imagery and copy.
- Proper resolution.
- Know the limitations of the medium.

Halftones


- Newspapers print at 85 line screen
- Avoid uneven ink coverage
- Be delicate
- Pay attention to detailing
- Cost
- Time


Visual Communication


- Memory
- So Halftones are effective.

Line Art

Use line art in most mediums. Line weights should not be too thin and also avoid too much detailing and jaggies.

	Study Notes

	Assessment – question related to this topic
1. What is export command use for?	

	Discussion/ Activity – tutorial related to this topic
Export illustrator files in the above formats	

9.6 Color

Qualities of color

Additive and subtractive colors models

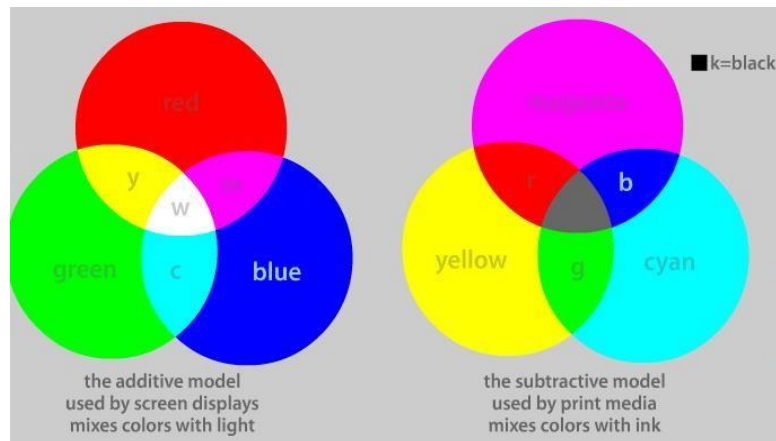


Fig 6.1: Additive & Subtractive Color Models

Basic color harmonies

- Warm colors
- Cool colors
- Contrast
- Compliment
- Tertiary colors
- Achromatic (gray shades)
- Monochromatic (working with specific colors with saturation and tints)

Color contrast

Depends upon hue, saturation and value of colors



Study Notes



Assessment – question related to this topic

1. What is export command use for?



Discussion/ Activity – tutorial related to this topic

Export illustrator files in the above formats

9.7 Summary

So follow the rules of Design in order to come down to design and artwork that is appealing, creative and different.

9.8 Self Assessment test

1. What do you mean by rules of design?
2. Give all the type of 2d art work?

3. What is layout?
4. What is leading?
5. Write a note tracking?

Shortnotes

1. audience
2. **layout**
3. **type design**
4. **image**
5. **color**

9.9 Further Reading

- <http://www.writedesigonline.com/resources/design/rules/type.html>
- http://edweb.sdsu.edu/Courses/ET650_Online/MAPPS/GDBasics.html

Assignment

Now use appropriate color in your collage, poster, or art work. Decide upon the color theme, based upon the concept, idea, color theory and Target Audience.

Glossary /Key Terms

Courtesy: http://www.photoflashgraphics.com/glossary_of_graphic_terms.htm

Algorithm

A detailed sequence of steps for solving a logical or mathematical problem or performing a task.

Additive Colour

A colour produced by light falling onto a surface, as compared to subtractive colour. The additive primary colours are red, green and blue.

Anti-alias

The blending of pixel colours on the perimeter of hard-edged shapes, like type, to smooth undesirable edges (jaggies).

Artwork

All original copy, including type, photos and illustrations, intended for printing. Also called art.

CIE-Lab

A colour standard based on imaginary primary colours XYZ, which are purely theoretical and independent of device-dependent colour gamuts such as RGB and CMYK. The virtual colours have been selected so that all colours which can be perceived by the human eye lie within their colour space.

CMYK

Acronym for cyan-magenta-yellow-black. A colour model that describes each colour in terms of the quantity of each secondary colour (cyan, magenta, yellow), and "key" (black) it contains. The CMYK system is used for printing.

Colour Balance

Refers to amounts of process colours that simulate the colours of the original scene or photograph.

Colour Cast

Unwanted colour affecting an entire image or portion of an image.

Colour Correct

Adjust the relationship among the process colours to achieve desirable colours.

Colour Gamut

Range of hues possible to reproduce using a specific device, such as a computer screen, or system, such as four-colour process printing. colours.

Colour Model

Way of categorizing and describing the infinite array of colours found in nature.

Composition

(1) In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing. (2) In graphic design, the arrangement of type, graphics and other elements on the page.

Crop

Visual Communication

To cut off part of an image, such as unneeded sections of a graphic or extra white space around the borders.

Crop Marks

Lines near the edges of an image indicating portions to be reproduced. Also called cut marks and tic marks.

DPI (Dots-Per-Inch)

Acronym for dots per inch. A measure of screen and printer resolution that is expressed as the number of dots that a device can print or display per linear inch.

Duotone

A colour mode which adds a single accent colour to a grayscale image.

EPS

Encapsulated Post Script, a known file format usually used to transfer post script information from one program to another.

Encode

To convert a graphics file from one size to another, either larger or smaller, for purposes of printing, editing, or transmitting electronically.

Graphic Design

Arrangement of type and visual elements along with specifications for paper, ink colours and printing processes that, when combined, convey a visual message.

Graphics

Visual Communication

Visual elements that supplement type to make printed messages more clear or interesting.

Grayscale

A sequence of shades ranging from black through white, used in computer graphics to add detail to images or to represent a colour image on a monochrome output device.

Hue

A specific colour such as yellow or orange.

Indexed Colour

Indexed formats are formats which are mapped to a smaller colour palette - 256-colours or less. All GIF images - whose bit depths can range from 1 to 8 - are, by definition, indexed images. In an indexed image, colours are stored in a palette, which is sometimes referred to as a colour lookup table. The indexed image's palette contains all of the colours that are available for the image.

Layout

A sample of the original providing (showing) position of printed work (direction, instructions) needed and desired.

Layered

In Photoshop, a layer is a section of information within a file. For example, a RGB file consists of at least four layers: the combined RGB layer, a Red layer, a Green layer, and a Blue.

Leading

Visual Communication

Amount of space between lines of type.

Logo (Logotype)

A company, partnership or corporate creation (design) that denotes a unique entity. A possible combination of letters and art work to create a "sole" entity symbol of that specific unit.

Lossless Compression

The process of compressing a file such that, after being compressed and decompressed, it matches its original format bit for bit.

Midtones

In a photograph or illustration, tones created by dots between 30 percent and 70 percent of coverage, as compared to highlights and shadows.

Multichannel

Colour mode in which each multiple channel in Photoshop uses 256 levels of gray.

Pickup Art

Artwork, used in a previous job, to be incorporated in a current job.

Positive Film

Film that prevents light from passing through images, as compared to negative film that allows light to pass through. Also called knockout film.

Proof

Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.

Res-up

The process of increasing the size of a compressed graphics file to a high resolution image with tools like Genuine Fractals PrintPro from LizardTech.

Resolution

Sharpness of an image on film, paper, computer screen, disc, tape or other medium.

RGB

Acronym for red-green-blue. The three colours of light which can be mixed to produce any other colour. Coloured images are often stored as a sequence of RGB triplets or as separate red, green, and blue overlays though this is not the only possible representation (see CMYK).

Scale

To enlarge or reduce a graphic display, such as a drawing or a photographic image, by adjusting its size proportionally.

Sharpening

In Photoshop, a variation of a traditional compositing technique used to sharpen edges in an image. It is useful for images intended both for print and online.

Visual Communication

Subtractive Colour

Colour produced by light reflected from a surface, as compared to additive colour.
Subtractive colour includes hues in colour photos and colours created by inks on paper.

Tint

Screening or adding white to a solid colour for results of lightening that specific colour.

Visually Lossless Compression

The process of compressing a file such that some data is lost after the file is compressed and decompressed, although the loss is not detectable to the eye.