Name: _____ Date _____

Design Elements & Principles

Level: Introduction to Graphics & Design

Unit: DESIGN PRINCIPLES

Standard: ACCT-IGD-14. Students will identify the five elements incorporated in basic graphic designs and will understand the application of effective color usage

               ACCT-IGD-16 Students will identify and demonstrate page layout terminology.

EQ: How do elements and principles of design enhance communication?

Objective: Students will design two advertments for a product promotion. Using basic design elements, brainstorming skills, and design principles - create one formally designed ad and one informally designed ad that communicates the given message.

Vocabulary: design elements, design principles, design basics

Directions: Use the information below to create the ad to customer specifications.

- ☛ Brainstorm and create 6 thumbnails of layout
- ☛ Thumbnails must be approved before moving to computer
- ☛ Ad must be built in InDesign, may use other programs for the support files/graphics.
- ☛ Save all files in your folder, all supporting files should be saved in this folder
- ☛ Ad size: 8 x 10 (orientation may be tall/portrait or wide/landscape)
- ☛ Color: One ad should be designed using warm colors, the 2nd ad should use cool colors
- ☛ Use the elements and principles of design in the project
- ☛ At end of project, write a brief summary of how you applied the principles of design to your ad, discuss if you would change anything about your final ad.
- ☛ Items that should be turned in:
  - ☐ Final Output for Ad #1 with crop marks
  - ☐ Final Output for Ad #2 with crop marks
  - ☐ Thumbnail sketches with approval
  - ☐ Explanation of principles used

Grade Checklist *(Each Yes Response is worth 10 points)*

	No	Yes
All Six (6) Thumbnails Created		
Thumbnails Approved ahead of time.		
Ad built to correct dimensions.		
Ad #1 built with formal balance.		
Ad #2 built with informal balance.		
Ad #1 displayed correct color usage		
Ad #2 displayed correct color usage		
Ad displays effective use of elements and principles of design		
Ads communicate intended message.		
Thoughtful Explanation submitted		

Total_____ /100

Note: PROOFREAD all work - EACH typo/misspelling will be a <u>deduction of 10 points</u>