

## Seeing the Elements

### **Design 1**

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This project will involve composing specific structural compositions and utilization of design principles associated with the Principles of Organization and Gestalt theory.

#### Materials:

disposable camera (24 exposures) or your digital camera  
24 images at 4x6 inches -print from CVS or ASAP photo  
cold press illustration board or matt board (white)  
ruler  
paper for preliminary sketches if you want to hash out ideas first?  
2h pencil - keep sharp, and draw softly!  
fine tip sharpie - use for labeling

#### Directions:

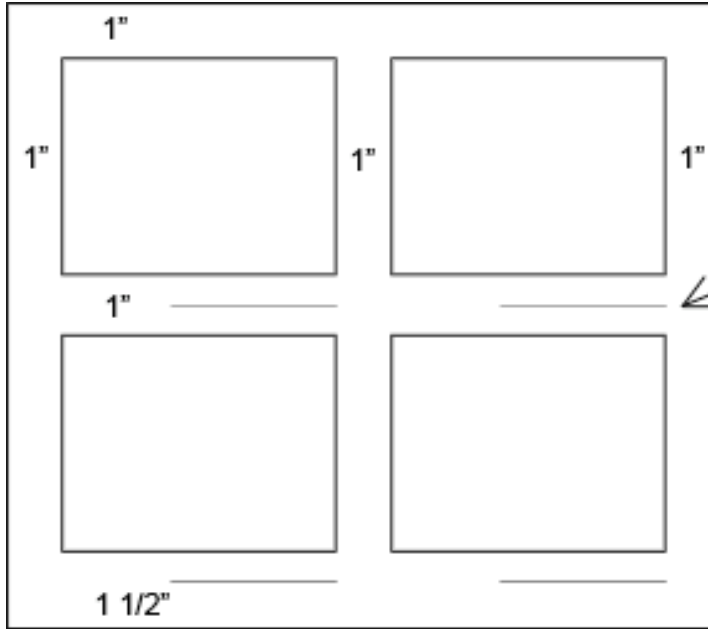
Bring your camera with you everywhere for one day – practice looking around at the things you see. Walk around campus, up 5th street, out to the river. Photograph what you see – try to focus on seeing things differently – a new perspective or something you haven't previously noticed. Think about the gestalt theory from class – look for the use of text, symbols, patterns. Challenge yourself with interesting compositions based on the goals stated below, experiment with emphasis through focussing the lens (if you have one), .

Board #1: Create one photograph for each of the (4) following structural compositions

1. Symmetrical balance
2. Asymmetrical balance
3. Radial balance
4. Golden section rule

Board #2: Create one photograph for each of the (4) following design principles associated with the Gestalt theory and mount together on one board

1. Closure
2. Continuance
3. Similarity
4. Proximity



Label each image  
with appropriate  
principle (2h pencil)

\* label lines must be 1/2" from bottom of image (not noted above)

\*\* I will show you the proper way to label these - just lightly pencil them in for now