

Teaching Digital Design

Applied Information Technology

Stage 2 and 3

Should we teach
Design Elements and Design Principles
independently from each other
or is it a visual process?

UNIT 2AAIT (2013)

Design concepts – Knowledge

elements of design

- line
- shape
- space
- texture
- colour
- 3D form
- Tone

principles of design

- balance
- emphasis (contrast and proportion)
- dominance
- unity (proximity and repetition)
- pattern
- movement

typography

- typeface
- size
- alignment
- format
- Spacing

relationship between elements and principles of design

layout and composition principles

- reading gravity
- rule of thirds
- form of content
- grid and alignment.

UNIT 2AAIT (2013)

Design concepts – Skills

identify and explain design elements and principles in existing works

design development process

- creation of accurate visuals/layouts

- apply layout and composition principles

apply elements and principles of design relevant to a particular task

detailed annotations for designs

- elements and principles of design

- technical requirements

- visual composition

- grid and alignment

modify project to meet a design need/consideration

apply layout grid and alignment.

UNIT 3AAIT (2013)

creative design principles including:

- balance—symmetry, asymmetry, radial
- rhythm
- proportion
- dominance
- harmony/unity/proximity
- repetition
- pattern
- movement
- contrast

elements of design including:

- space—positive and negative
- alignment/position
- line
- texture
- colour
- shape/form
- value.

typography

- relevant language and terminology
- compositional rules
- focal point/centre of interest
- rule of thirds
- leading lines
- framing
- underlying geometric frame work—
- eye flow

UNIT 3AAIT (2013)

Creative application of information design principles

apply information design principles in the creation and promotion of a corporate identity considering:

- ICT solutions across a range of media to suit purpose and intended meaning
- inclusivity
- usability
- currency and accuracy of data

evaluate the effectiveness of the ICT solution against the design criteria
a specified target audience including:

- intent/purpose
- presentation medium
- parameters of design
- content
- navigation structure
- interface
- aesthetics

UNIT 2AAIT (2013)

UNIT 3AAIT (2013)

creative design principles including:

balance—symmetry, asymmetry, radial
rhythm
proportion
dominance
harmony/unity/proximity
repetition
pattern
movement
contrast

elements of design including:

space—positive and negative
alignment/position
line
texture
colour
shape/form
value.

typography

relevant language and terminology
compositional rules
focal point/centre of interest
rule of thirds
leading lines
framing
underlying geometric frame work—
eye flow

UNIT 3AAIT (2014)

Design concepts

Knowledge

It is assumed that students have an understanding of the design principles and elements from Stage 2A.

design elements for digital products

- typography

- colour

relationships/interrelationships between elements and principles of design

user interface features

- logical organisation of content

- Graphical User Interface (GUI) suitable for target audience

- relevant help features available

usability

inclusivity

accessibility.

Design Elements

The basic building blocks used in
visual design

Design Principles

Guidelines to follow when designing
graphics and layouts

space

line

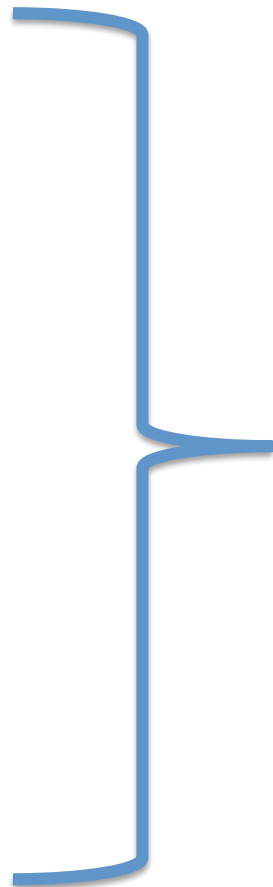
texture

colour

shape

3D form

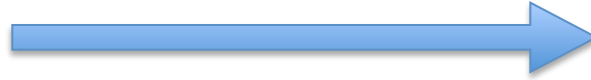
Tone



Balance
Emphasis
Contrast
Proportion
Dominance
Unity
Proximity
Repetition
Pattern
Movement

Line

- Direct a reader's eye
- Connect information
- Separate information
- Highlight information
- Create a pattern when repeated
- Imply movement
- Suggest moods and emotions
- Create a sense of perspective/depth



- **Lines** can be straight or curved.
- How are lines used in the composition on this slide?

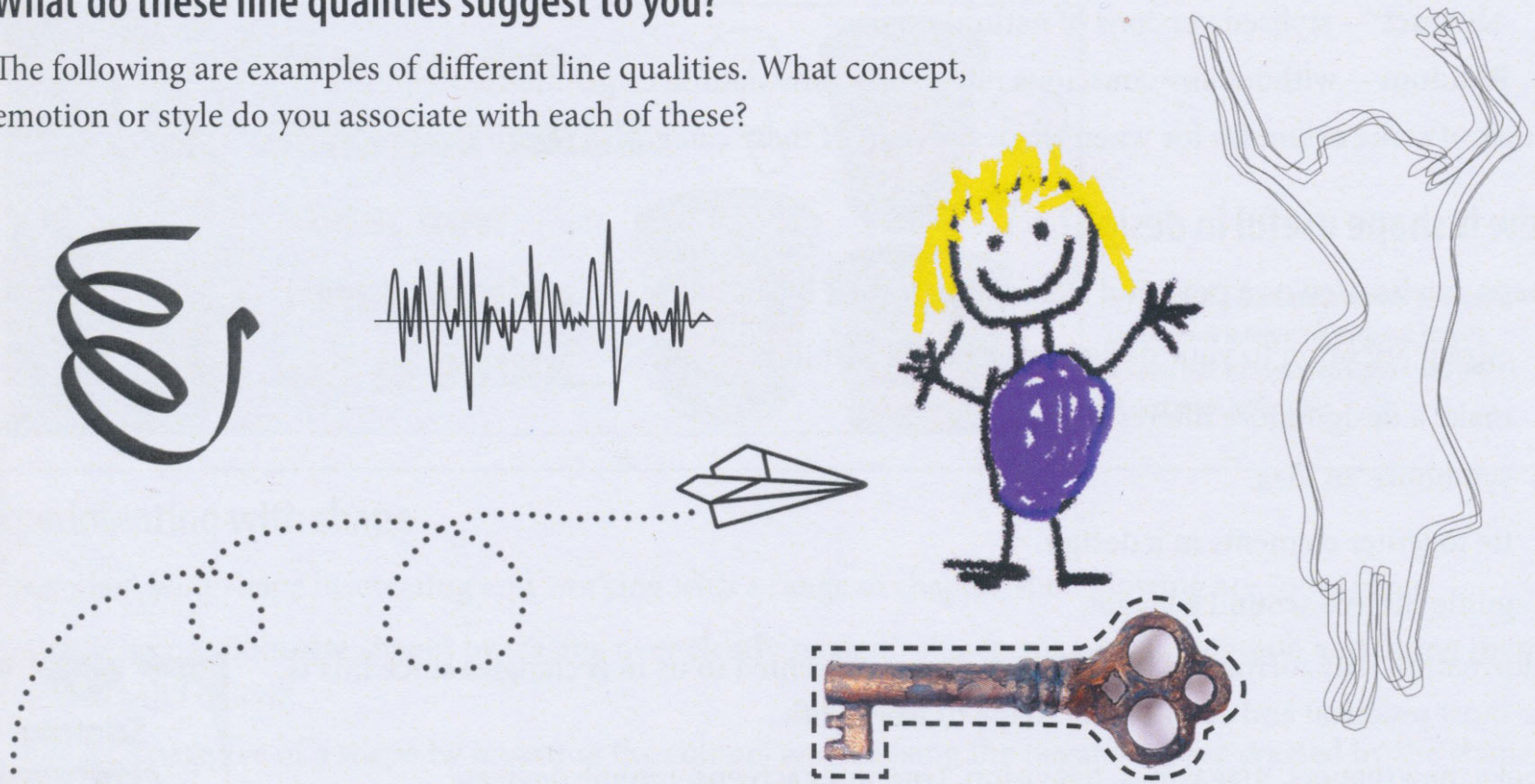


- **Lines** can indicate motion or direction.
- How are lines used in the composition on this slide?



What do these line qualities suggest to you?

The following are examples of different line qualities. What concept, emotion or style do you associate with each of these?



A large blue rectangular area, likely a space for writing answers.

Shape

- Geometric – triangles, rectangles, circles, polygon
- Natural – animal, plant, human, fluid, scenic
- Abstract – stylised versions of natural shapes
- Random – without any conscious reference to any natural and geometric shape

Your Turn

- Using the coloured paper, cut out a variety of geometric shapes of differing sizes.
- How can we use these shapes to demonstrate the following design principles;
 - Balance – (symmetrical, asymmetrical, radial)
 - Contrast
 - Proportion
 - Repetition
 - Movement

Space

- Aim to create space – not to fill it
- Less is more
- People process information more efficiently when it is presented clearly in separate chunks
- Does not have to be white
 - Colour
 - Simple texture



Google Search

I'm Feeling Lucky

iPad mini

Every inch an iPad.



Watch the keynote



Watch the video



Watch the TV ad



Texture

- Natural – tree bark, leaves, rock, sand, skin, fur
- Man-made – fabric, paper, bricks, metal, plastic
- Imperfections – scratches, tears, cracks, rust, stains
- Adding visual texture to a design makes it interesting, not flat, boring, plain areas of colour.

Colour

- The most powerful design element
- Used to attract attention, affect feelings and moods or convey a message.
- **Red** is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
- **Yellow** is the color of sunshine. It's associated with joy, happiness, intellect, and energy.
- **Green** is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.
- **Blue** is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.



Your Turn

- Using the elements of colour, shape and line you will have 60 seconds to demonstrate each of the following Design Principles;
- Movement
- Pattern
- Balance
- Proportion
- Contrast

The Handouts

<http://www.schoology.com>

Access Code

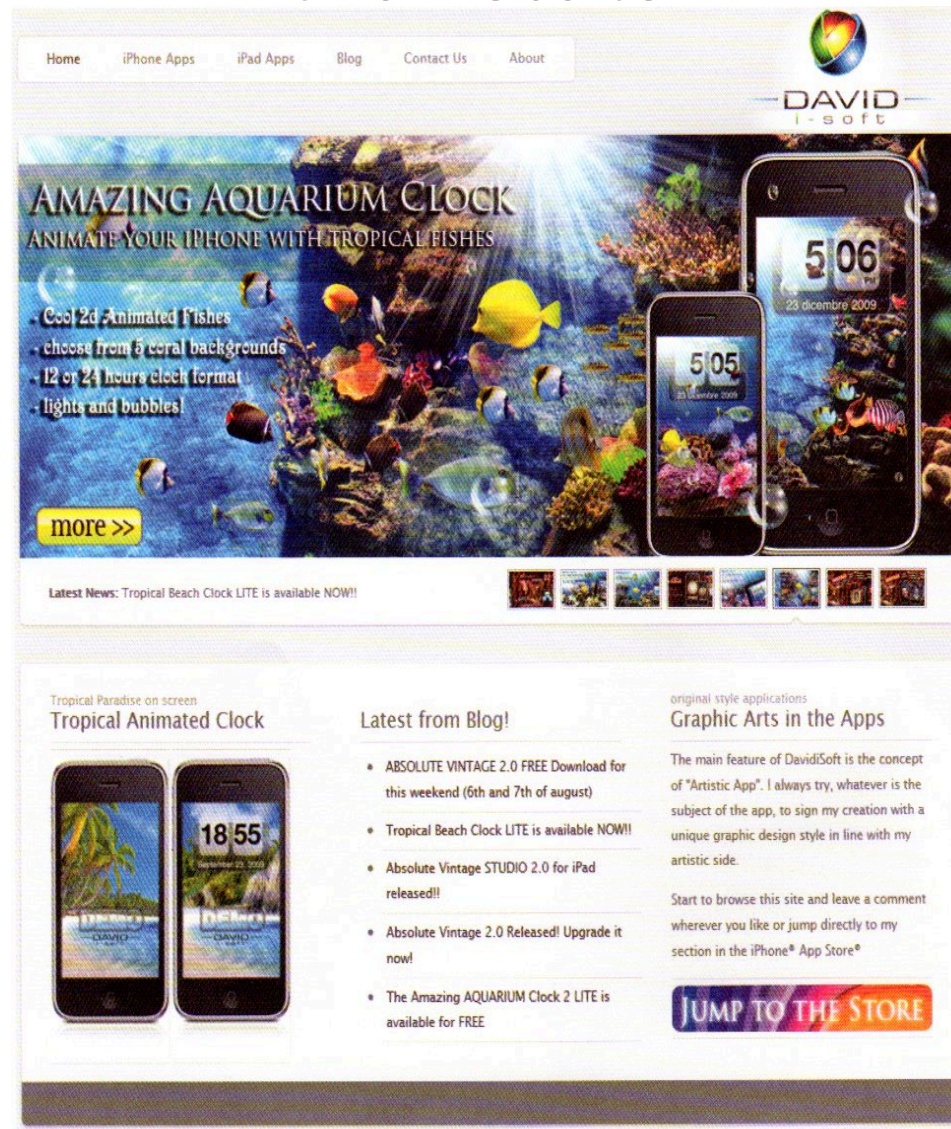
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<http://www.diwebsites.com/pog/index2.html>

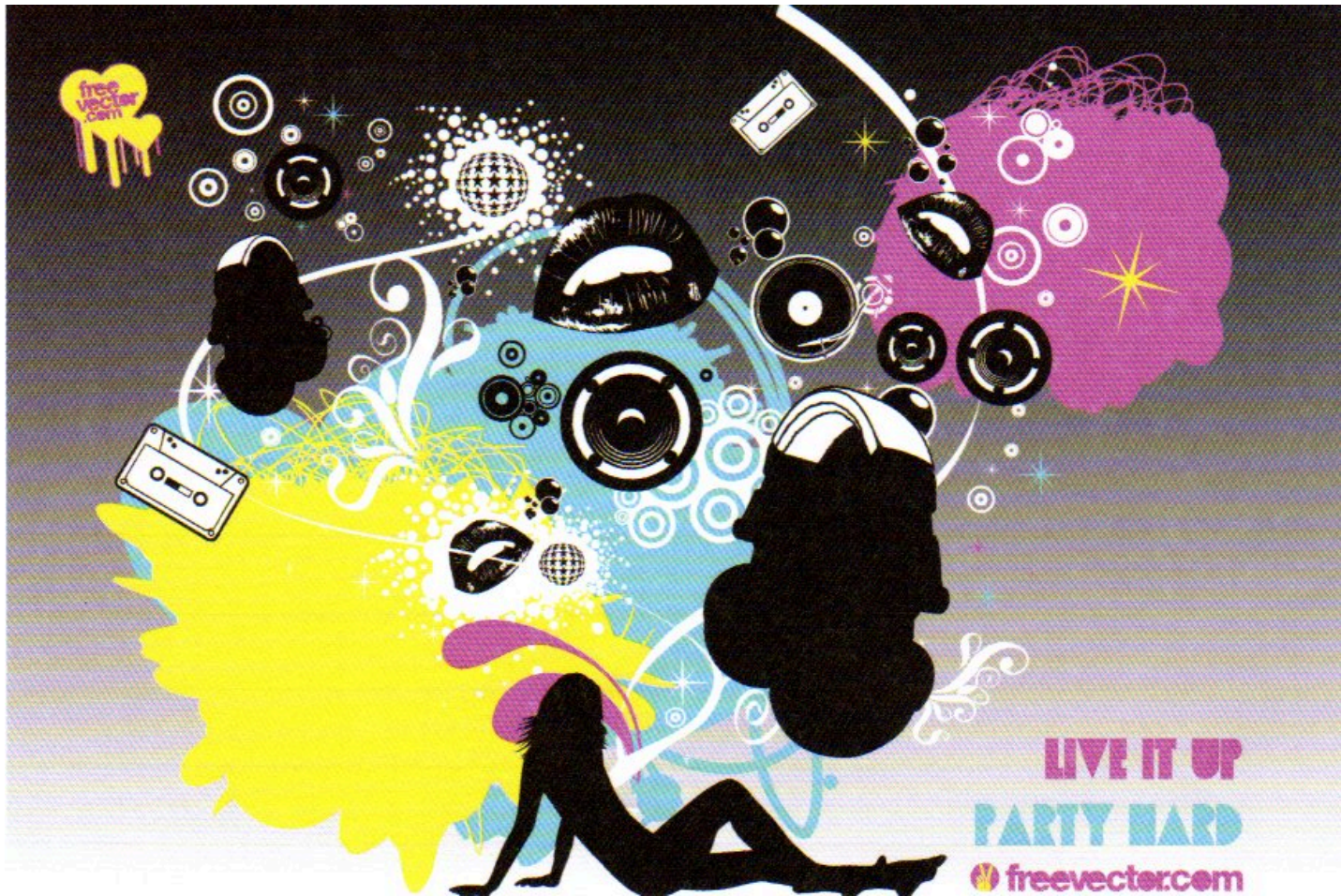
Relationship between Elements and Principles of Design

identify and explain design elements
and principles in existing works

Identify three design principles and three elements of design the graphic designer has used when designing this website



Identify four design principles and four elements of design the graphic designer has used when designing this website



layout and composition principles

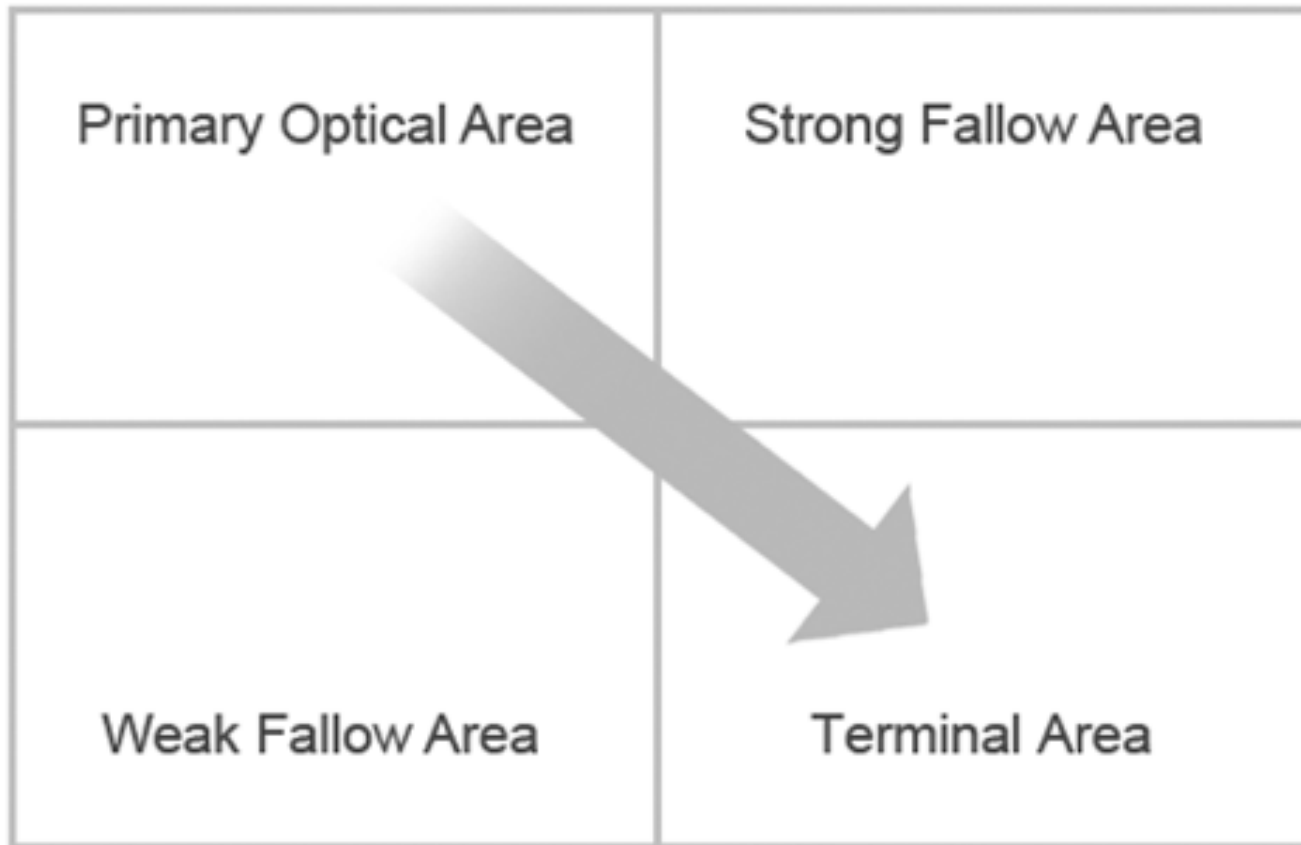
reading gravity

rule of thirds

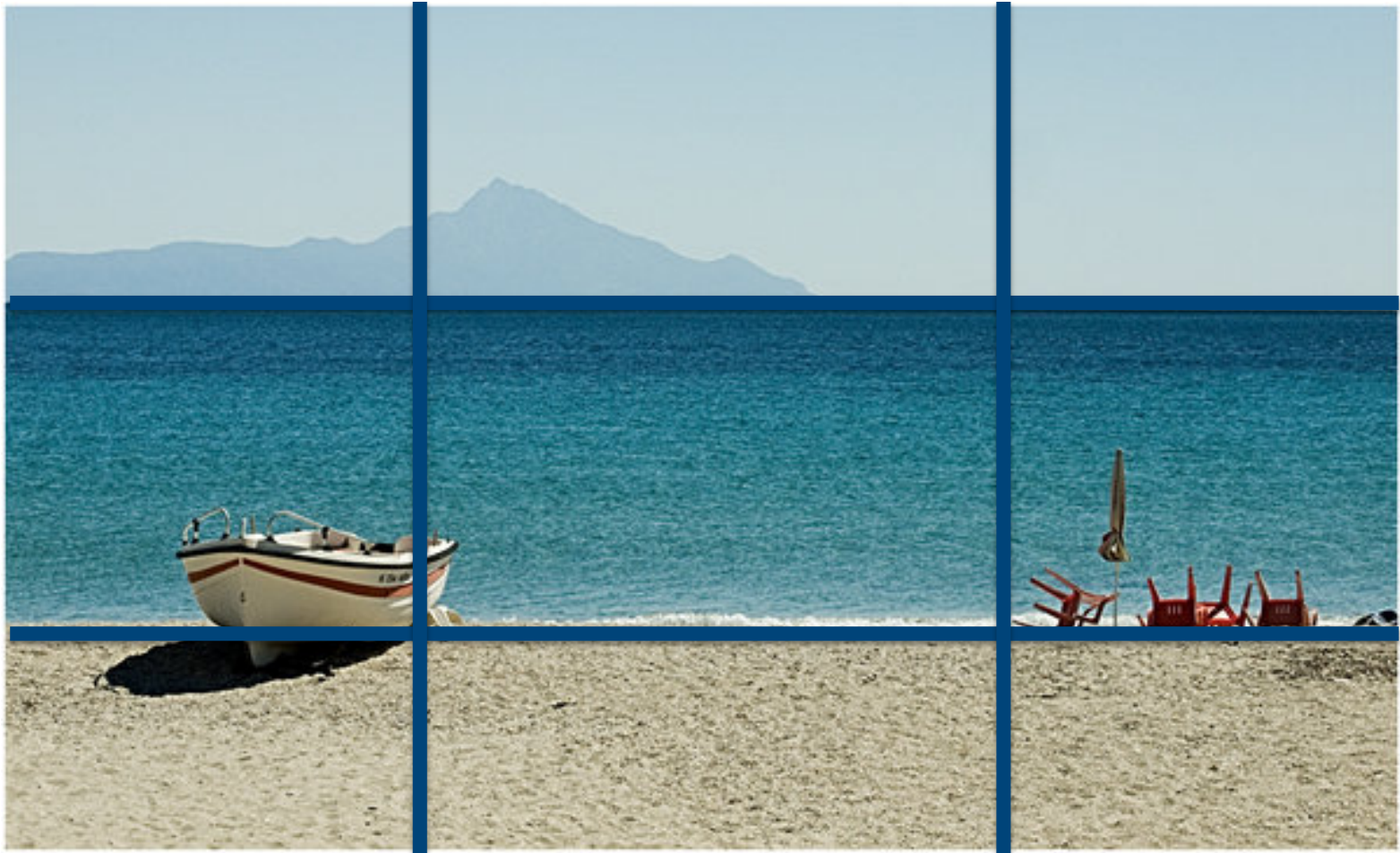
form of content

grid and alignment.

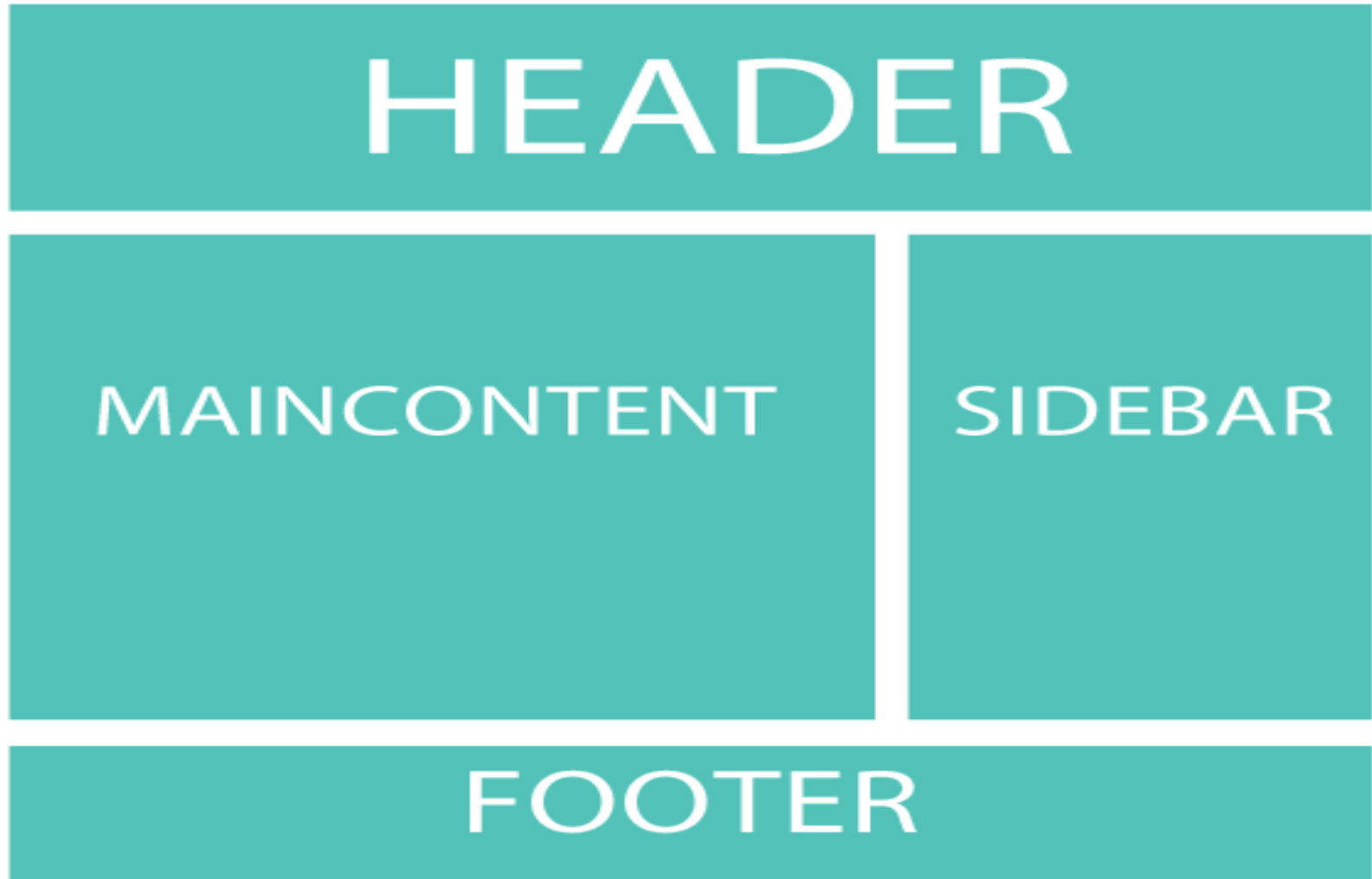
Reading Gravity



Rule of Thirds



Rule of Thirds in Web Design



Grid and Alignment

- Always layout you design using a grid?
- Alignment is one way to organise elements visually.
 - Left aligned, Centre aligned, Right aligned
 - Top aligned, Centre aligned, Bottom aligned

The choice of alignment will depend on other design decisions, however, there is one rule which must be followed.

All elements in your design must be **precisely** aligned

Your Final Task

- Returning to the website for the Amazing Aquarium Clock
- Redesign the website to increase its aesthetic appeal and online presence, and its competitive edge.
- Annotate your sketch to clearly show how you have used the elements of design to achieve the design principles incorporated in the new website

It is the WHY

Not the what

www.aitwa.com

Introduction to Digital Design Processes & Principles

Published by
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