

KCPA 110: 2D DESIGN
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ASSIGNMENT I: VISUAL LANGUAGE

PHOTOS DUE 9/5

PRESENTATIONS DUE 9/10

Objective: To get acquainted with the “language of art”.

Process: Observe the world around you. With a digital camera, document examples of these 15 key terms from the “language of art” (as described below).

Elements of Art

Line, Shape, Texture

Principles of Design

Harmony, Repetition (of Harmony), Variety, Balance, Proportion, Dominance, Movement, Economy

Gestalt

Similarity, Proximity, Continuity, Closure

In groups of 5, you will present photographic examples of these Elements of Art, Principles of Design, and Gestalt principles. As a group, decide what terms each member is responsible for.

On your own (Due Wed Sept 5):

Each member of the group is responsible for collecting photographic examples of their terms (a minimum of 7 photos per term, the more options you have, the better). For each of the photographs collected, crop the image into a square, and convert it to black and white. Brightness and contrast may be adjusted in Photoshop for the purpose of clarity. No further manipulation of the photograph is permitted.

In your group:

Bring all *edited* photographs to class on Wednesday, September 5th. *As a group* you will discuss your findings and select the 3 photographs for each of the 15 terms that best represent that term. The chosen 45 photos should be organized into a polished Powerpoint presentation. Each student should contribute equally to this project, furthermore, this should be evident in your presentation. You will be graded individually.

Use your text, *Art Fundamentals*, as a reference (and the Design Glossary as a supplemental tool). *Art Fundamentals*: p. 2-4 *Terms* & p. 28-32 *Basic Concepts of Two Dimensional Art & Two Dimensional Media and Techniques*. p. 46-47 *Vocabulary of Form*. p. 48-87 *The Principles of Organization*.

*Please note you are not permitted to set up artificial scenes, use images of artwork, or to use images from the internet. Such action will result in a grade of zero.