

# The Golden Rule of Design

---

Keep it **simple**; apply the **one second attraction rule**. Your work needs a **primary image to grab the viewer's attention**, there may be **secondary images** that are found on closer inspection. The subject of your image must be clear enough that your audience recognizes it and has a quick subconscious reaction to it. You want your work to stand out and be a little different, yet conform to some standards of attraction. This is a tough goal because it means that your work has to be the same, but different.

## 4 Basic Design Principles

---

A strong design will look **professional, organized, unified, and interesting**. In this assignment you are to apply the following 4 design principles:

### 1. Contrast

The idea behind contrast is to avoid elements on the page that are merely similar. If the elements (type, color, size, line thickness, shape, space, etc.) are not the same, then make them **very different**. Contrast is often the most important visual attraction on a page.

### 2. Repetition

Repeat visual elements of the design throughout the piece. You can repeat, size, line thickness, shape, spatial relationships, texture, color, line thickness, sizes, etc. This helps develop the organization and strengthens the unity.

### 3. Alignment

Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page. This creates a clean, sophisticated, fresh look.

### 4. Proximity

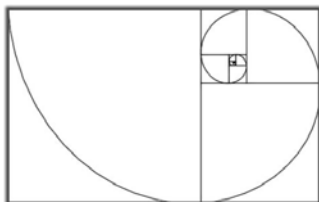
Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps organize information and reduces clutter.

## 5 Compositions

---

### 1. The Golden Mean

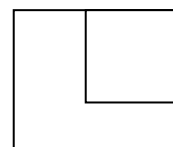
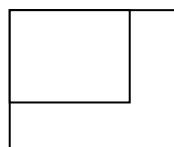
This image is based on a division of space spiraling inward; the divisions are always  $2/3 \times 1/3$ . This image may orient any direction, but the main area of emphasis will always be at the end of the spiral.



The Golden Section is also called the *rule of thirds* or, in painting, the *Golden Mean*.

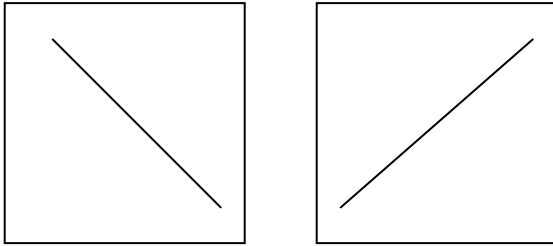
### 2. The Modified L

The main subject matter is confined to a corner and the L is filled with supporting (secondary) image elements. The L can be a variety of widths and orient in any direction.



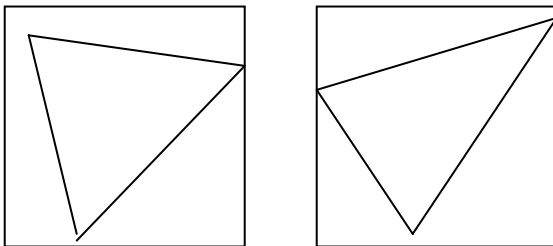
### 3. Strong Diagonal

The strong diagonal grabs your attention and says, “Danger, excitement, anticipation – something is about to happen here!” It plays with our sense of balance, imagine a light pole or a tree that has is resting at an angle instead of upright. Our senses tell us to be on the alert. The danger in this composition is that you may lead your audience right out of your work.



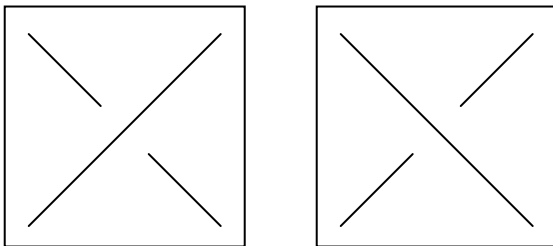
### 4. Triangle

This is a modified diagonal; it is more stable and won't fall over visually. The elements that make up this composition must be carefully balanced to avoid appearing lopsided. This composition will have 3 main elements that create directional lines for the eye to follow. Fill your format, work with the outer borders of your picture plane.



### 5. The Modified X

The Modified X is a cross over of between the static and dynamic image. It has a strong diagonal, countered by an opposing diagonal made of smaller elements. The crossing of diagonals makes it a stable image, not easily thrown off balance.



## Static Vs. Dynamic Compositions

**Static** compositions give the impression of stability and are excellent for conveying the message of long-term reliability and accountability. The downside is that they can also be VERY boring.

**Dynamic** compositions create strong visual movement and are also called “electric” images. They are the opposite of a stable, cautionary design. They imply change, growth, and risk taking.

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_

## Assignment: Design Sample Book

Create a book of samples illustrating each of the 4 basic design principles and each of the 5 Static vs. Dynamic Compositions. This book will have 10 sequential pages. Each page will be clearly labeled and contain a strong sample neatly cut and pasted onto the page. Include a thumbnail diagram supporting each concept.

Label each page and set your book up in the following order.

Cover page	Title, Name, Period, Date, and a supporting image.	Sample Page
Page 1	<b>Contrast</b> – what is the area of strongest contrast?	<p style="text-align: center;"><b>Contrast</b></p> <div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto;"></div> <div style="border: 1px solid black; width: 40px; height: 40px; margin: 10px auto; position: relative;"> <span style="position: absolute; top: -5px; left: 5px;">X</span> </div>
Page 2	<b>Repetition</b> – what elements have been repeated?	
Page 3	<b>Alignment</b> – what elements have been aligned?	
Page 4	<b>Proximity</b> – what elements have been grouped?	
Page 5	<b>Static</b> – The Golden Mean	
Page 6	<b>Static</b> – The Modified L	
Page 7	<b>Dynamic</b> – Strong Diagonal	
Page 8	<b>Dynamic</b> - Triangle	
Page 9	<b>Modified X</b>	
Page 10	Your observations – What types of compositions are most appealing to you?	

Self-Evaluate each section with a diagonal across the box – do not record points

Criteria	Mastery of concepts	Good understanding of concepts	Understands most concepts	Confused about concepts	Incomplete or missing concepts
<b>Labeling:</b> Each page is clearly and neatly labeled with the concept being illustrated.					
<b>Supporting Image:</b> Each page has a neatly trimmed and secured image, which clearly supports the concept for the page.					
<b>Thumbnail Diagram:</b> A small diagram is included on each page; the diagram clearly and neatly illustrates what is seen in the image.					
<b>Observations:</b> your writing shows real consideration of the work you have completed. Correct grammar and convections have been used.					
<b>Presentations:</b> Neat and tidy work, that is clearly and concisely presented with a clear title page.					

\_\_\_\_\_ Your total