

Principles of Design Booklet Handout

Due date: Wednesday, December 15

Hints for doing the booklet:

It should be on plain white typing paper, standard sized—8 X 11”.

It should have a cover page with the following information: PRINCIPLES OF DESIGN BOOKLET and your name. That’s all.

The booklet **must** be put in a binder or a loose-leaf. The pages should not be loose. You can buy various binders in the bookstore.

It should have at least 14 pages. It must include at least **2** examples of each of the following principles of design:

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|-----------------------------|--------------------------------------|
| 1) Unity and variety | 4) Emphasis and Subordination |
| 2) Proportion | 5) Rhythm |
| 3) Scale | 6) Asymmetrical Balance |
| | 7) Symmetrical Balance |

Get lots of colorful magazines; your illustrations will come from them.

1. Carefully cut out and paste examples of each of the 7 principles of design from magazines. Please try to cut out all the words from the picture. Sometimes you’re not able to do this without destroying the image, so I do understand if a few words are present.

2. Glue the magazine pictures to the white typing paper.

3. **Type the principle of design on the top of the page.**

4. Still on the same page, **but on the bottom**, type an explanation of why this is a good example of that particular principle.

5. Be careful not to misspell any of the principles of design! I take off for spelling mistakes. Watch your grammar, too. Write in complete sentences.

6. **Be neat when you cut and paste. Neatness definitely counts.**

7. Choose **big** rather than small illustrations from magazines. Small is not good when it comes to the booklet.

I will **not** accept printed or handwritten booklets, so make sure you allow yourself plenty of time to do all the necessary typing. You may show me your explanations beforehand, to check on whether they are acceptably written. You may also show me your pictures beforehand, to check on whether they are correct. You can always come to my office and sit down and we’ll go over what you have. I am happy to do that.

Any booklets that are handed in late will be marked down one full grade.