

## Lesson 2 Design Concept

### Connect: **Intro for lessons**

Have you ever imagined a life without design? This pressing question challenged our artist from around the globe thus creating magnificent artworks as we have today. The following are our learning goals for this week

- Observe examples of influential graphic designs
- Derive design fundamentals used in a picture
- Explain how a design made an impact based on observable hints.

From a blog written by Nick Carson, 11 designs that rocked the world he pointed out graphic designs that made an impact to the world.

<https://www.creativebloq.com/design/designs-rocked-world-7133689>

### **01. World War I recruitment posters**

In the first half of the 20th century, and particularly the First World War, posters were a particularly striking form of propaganda, stoking the war effort on both sides of the Atlantic. Blanket recruitment drives employed the winning combination of powerful illustration and stark, direct messaging to drive millions of young men to their nearest recruiting station.

### **02. Che Guevara poster**

When Irish artist Jim Fitzpatrick developed a simple design based on Alberto Korda's photograph of revolutionary leader Che Guevara, he had no concept of how iconic it would become. It was 1967, and he'd received a copy of the photo from a Dutch anarchist group from which to produce an image for their magazine. At this point, Guevara was alive and an inflammatory symbol at the peak of Cold War tension – and it never made it to print.

### **03. Labour Isn't Working poster**

One of only two political ads to be inducted into Campaign magazine's Hall of Fame, and certainly one of the most pivotal, iconic and influential election posters ever to have graced UK billboards, Saatchi & Saatchi's 1979 'Labour Isn't Working' campaign on behalf of the Conservative Party simply depicted a long, snaking queue of job-seekers outside an unemployment office.

### **04. Time Magazine Covers**

There are few more era-defining publications than Time magazine: being featured as its cover star has become a shorthand for having reached the pinnacle of relevance at any given point. Its primary approach of leading on a closely-cropped photographic treatment of an individual – coupled with the long-running Person of the Year contest – has made the title an influential litmus test for contemporary culture for decades.

### **Collaborate: **Group Activity****

The Class will be divided into four groups. Every group will be tasked to answer the following questions as observed in every design above. The question are as follows.

- What are the fundamentals of design observed? Explain how.
- Based on a designer's perspective, why does this design made the most impact?
- If you are to add something to the design to make it look better, what would it be? If you will deduct something, what would it be?

### **Context**

### **Lesson Proper**

#### **The Principles of Graphic Design**

<https://www.thoughtco.com/principles-of-graphic-design-1077541>

In our lesson today, we will give emphasis on our video last week. It is noteworthy to recognize that these principles are the backbone of every understanding that needs to be applied for designing. So look at your prior notes and compare it with our lesson today. Every principle, please take note/highlight the guide question in it. Ask the question to yourself so that all of your artworks are guided by the principles

1

## BALANCE

Are your designs in balance?

Visual balance comes from arranging elements on the page so that no one section is heavier than the other. At times, a designer may intentionally throw elements out of balance to create tension or a certain mood. Are your page elements all over the place or does each portion of the page balance out the rest? If the page is out of balance, it should be done purposely and with a specific intention in mind.

Check Your Use of the Principle of Balance

2

## PROXIMITY / UNITY

Do your designs have unity?

In design, proximity or closeness creates a bond between elements on a page. How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts. Unity is also achieved by using a third element to connect distant parts. Are title elements together? Is contact information all in one place? Do frames and boxes tie together or are they separate related elements in your document?

Check Your Use of the Principle of Proximity

3

## ALIGNMENT

Is your layout in alignment with your goals?

Alignment brings order to chaos. How you align type and graphics on a page and in relation to each other can make your layout easier or more difficult to read, foster familiarity, or bring excitement to a stale design. Have you used a grid? Is there a common alignment—top, bottom, left, right or centered—between blocks of text and graphics on the page? The text alignment should aid readability. If certain elements are out of alignment, it should be done purposefully with a specific design goal in mind.

4

## REPETITION / CONSISTENCY

Consistency

Do your designs exhibit consistency?

Repeating design elements and consistent use of type and graphics styles within a document shows readers where to go and helps them navigate your designs and layouts safely. Ensure that your document utilizes the principles of repetition, consistency and unity in page design. Do page numbers appear in the same location from page to page? Are major and minor headlines consistent in size, style and placement? Have you used a consistent graphic or illustration style throughout?

5

## CONTRAST

Contrast

Do you have good contrast among components of your design?

In design, big and small elements, black and white text, squares and circles, can all create contrast in design. Contrast helps different design elements stand out. Is there enough contrast between the text size and color and background color and pattern to keep text readable? If everything is the same size even when some elements are more important than others, the design lacks contrast.

6

## WHITE SPACE

Do you have white space in the right place?

Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. White space gives your design breathing room. Do you have enough space between columns of text? Does text run into frames or graphics? Do you have a generous margin? You can also have too much white space if items float on the page without any anchor.

Compu-Bits:                            Added information/discussion for the lesson  
Graphic Design is NOT ONLY for the people who are good at drawing but rather to everyone, although it involves sketching don't be afraid to do it. This is a secret ey, Sir Carlo is not that good in drawing, and sometimes just sketch something out of his mind, just explooooreeeeeee....

Culminate:                            Seatwork for the whole lesson  
Draw something that represents yourself or your mood today. Apply any two of the principles of design in your drawing. Put your artwork in the space provided.