

Elements of Design.

Media Design 11 & 12

“Elements of design are the basic building blocks that convey and structure visual design. Design Theorist and Painter, Maitland E. Graves, is widely considered to be the first to formulate these ideas into one cohesive list.”

Every movie poster, picture, painting, logo, and so on can be broken down into foundational ideas. These are the elements of design.

For the sake of time, we will focus on six key elements:

Line

Colour

Shape

Space

Size

Value

In this assignment, you will create a quick guide for these terms with visual examples to help illustrate each idea.

What I am looking for:

- Create a PowerPoint to compile your information. Maximum 8 slides.
- For each element, provide 1-3 points describing/explaining what the term is.
- Provide 2 supporting images that you think helps illustrate your explanation.
- Submit your final guide in PDF format.

Criteria:

- **Content** (20 marks)
 - Title slide with your name and title of document.
 - Clear and easy to understand definitions/explanations for each term.
 - 2 supporting images for each element.
 - Guide completed in PowerPoint -> converted to PDF format.
 - Finished file sent by email.

Category: Assignments

Total Value: 20 marks