

Principles of Design Portfolio

Visual Communications

You need to take **2** digital photographs to demonstrate **each** of the following concepts. Your portfolio will be worth 270 points. It will be displayed in a PowerPoint presentation. The presentation is worth 50 points. Slides are worth 10 points each for a total of 220. Each slide must include your photograph and a written description of the specific principle to accompany the photograph. See the attached rubric for specific grading criteria.

Balance

- Radial Symmetry
The photograph is balanced around a central point.
- Axial Symmetry
The photograph is balanced from side to side along an axis.
- Triangle Composition
Arrangement of three objects makes the viewer's eye move around the page.
- Foreground, Midground, Background
The page is divided vertically into three parts
- Left, Center, Right
The page is divided horizontally into three parts.

Emphasis

- Focal Point
The photographer clearly draws the viewer's eye to one part of the photograph.
- Use of space - the photographer makes all parts of the page interesting by arranging shapes in the composition or zooming in on the subject to eliminate excess background.

Pattern

- Pattern
Repetition of an element in the photograph.

Contrast

- Contrast
The photographer uses highlights and shadows to create a dramatic effect.

Unity

- Aesthetics
The photograph is visually appealing, interesting, entertaining or evokes the viewer's emotion. Aesthetics is subjective because each viewer has a unique point of view and preference.
- Composition
The arrangement of elements in a photograph to create a visually appealing and well balanced work of art. There is a harmonious integration of elements. Each element carries importance and all elements fit together well. There can be several Elements of Art and Principles of Design working together in a photograph with good composition.

**Rubric for Principles of Design Portfolio
Visual Communications**

You will present your portfolio in a PowerPoint presentation.

You need a minimum of 24 slides.

Refer to the Principles of Design definitions on your handout.

All photographs must be taken by you and you cannot submit the same photograph for more than one principle.

<p>Slide 1 Introduction Title of Project, Name, Class, Date</p>	<p>10 points</p>
<p>Slides 2 – 23 Each slide must include a photograph to represent a specific principle of design. Principles of design are defined on your handout.</p> <ul style="list-style-type: none"> • Photograph is big enough to see easily, is well focused, color corrected and is the focal point of your slide. • Photograph clearly illustrates the principle of design. • Written description of how the photograph specifically illustrates the principle. Use vocabulary learned. • Aesthetics <p>There are 11 principles of design x 2 photographs each for a total of 22 slides.</p>	<p>2 points 5 points 2 points 1 point</p> <p>Total points to be earned = 10 points per slide. Total of 220 points.</p>
<p>Slide 24 Summary What did you learn from this assignment? What is your favorite Principle of Design? What is your favorite photograph and why?</p>	<p>20 points</p>
<p>Presentation Visual presentation – use of theme to showcase your photographs, creativity and aesthetics of format, text easy to read, the photograph takes precedence on the slide, correct spelling and grammar.</p> <p>Verbal presentation – timing to advance slides, thorough discussion of your work. Supplement text with verbal comments. Can you be heard by teacher and all students? Answers to questions asked by teacher and peers.</p>	<p>25 points 25 points</p>
<p>Total</p>	<p>300 points</p>