

Principles of Design Scavenger Hunt

Visual Communications

You need to find digital photographs to demonstrate the following concepts.

Use the assigned web sites within the WebQuest.

Create a 13 slide PowerPoint show (Title page, 11 Principles of Design, Summary)

Copy and paste your chosen photograph onto each slide. Include the photographer and/or web site as a source. Write a description of why you think your chosen photograph is a good example of that particular principle.

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.