Expectations:

Active Listening

Participation

Note taking

This symbol means:

Write vocabulary words in your sketchbook!!

Title: Design Multiplication: A study of design, laid out in a multiplication format!

Objectives: Design, Dynamic Composition Overlapping, Use of organic, geometric, symmetrical, asymmetrical, abstract & non objective

Design Multiplication:
A study of design, laid out in a multiplication format!

Multiplication Table:

0	1	2	3	4	5	6	7	8	9	10	11	12
1	1	2	3	4	5	6	7	8	9	10	11	12
2	2	4	6	8	10	12	14	16	18	20	22	24
3	3	6	9	12	15	18	21	24	27	30	33	36
4	4	8	12	16	20	24	28	32	36	40	44	48
5	5	10	15	20	25	30	35	40	45	50	55	60
6	6	12	18	24	30	36	42	48	54	60	66	72
7	7	14	21	28	35	42	49	56	63	70	77	84
8	8	16	24	32	40	48	56	64	72	80	88	96
9	9	18	27	36	45	54	63	72	81	90	99	108
10	10	20	30	40	50	60	70	80	90	100	110	120
11	11	22	23	44	55	66	77	88	99	110	121	132
12	12	24	36	48	60	72	84	96	108	120	132	144

Design Multiplication:
A study of design, laid out in a multiplication format!

Directions:

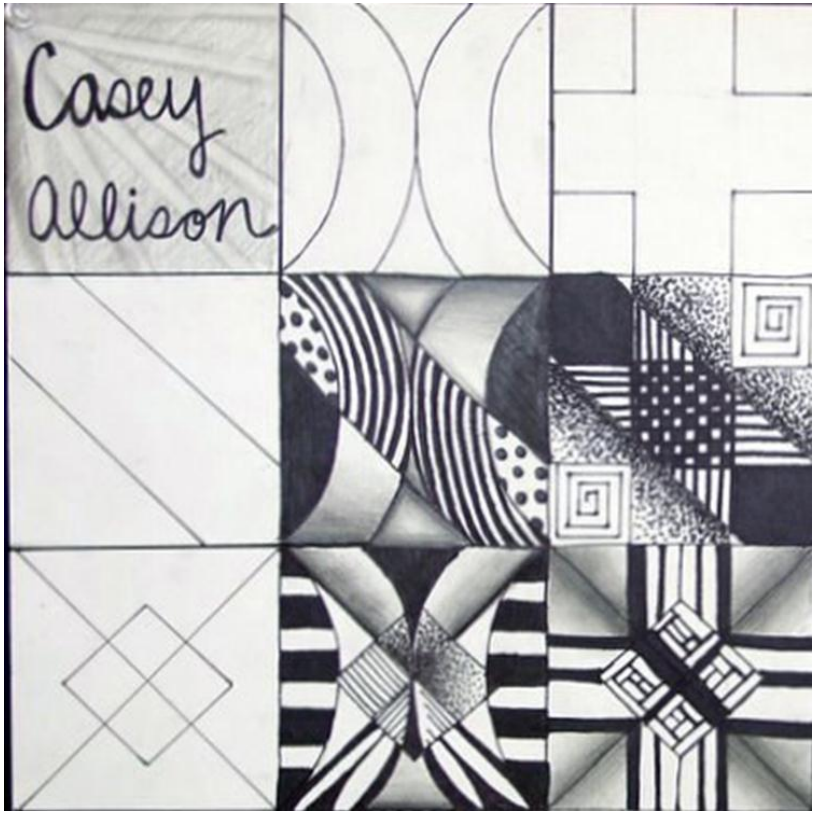
- Make 4 very simple designs (lines or shapes)

  2 across the top & 2 on the side
- Repeat your designs horizontally & vertically so they overlap to create new, complex designs.
- Design each square into a mini-masterpiece that shows dynamic equilibrium!
- Use sharpie to add designs & value to your Design Multiplication Project!

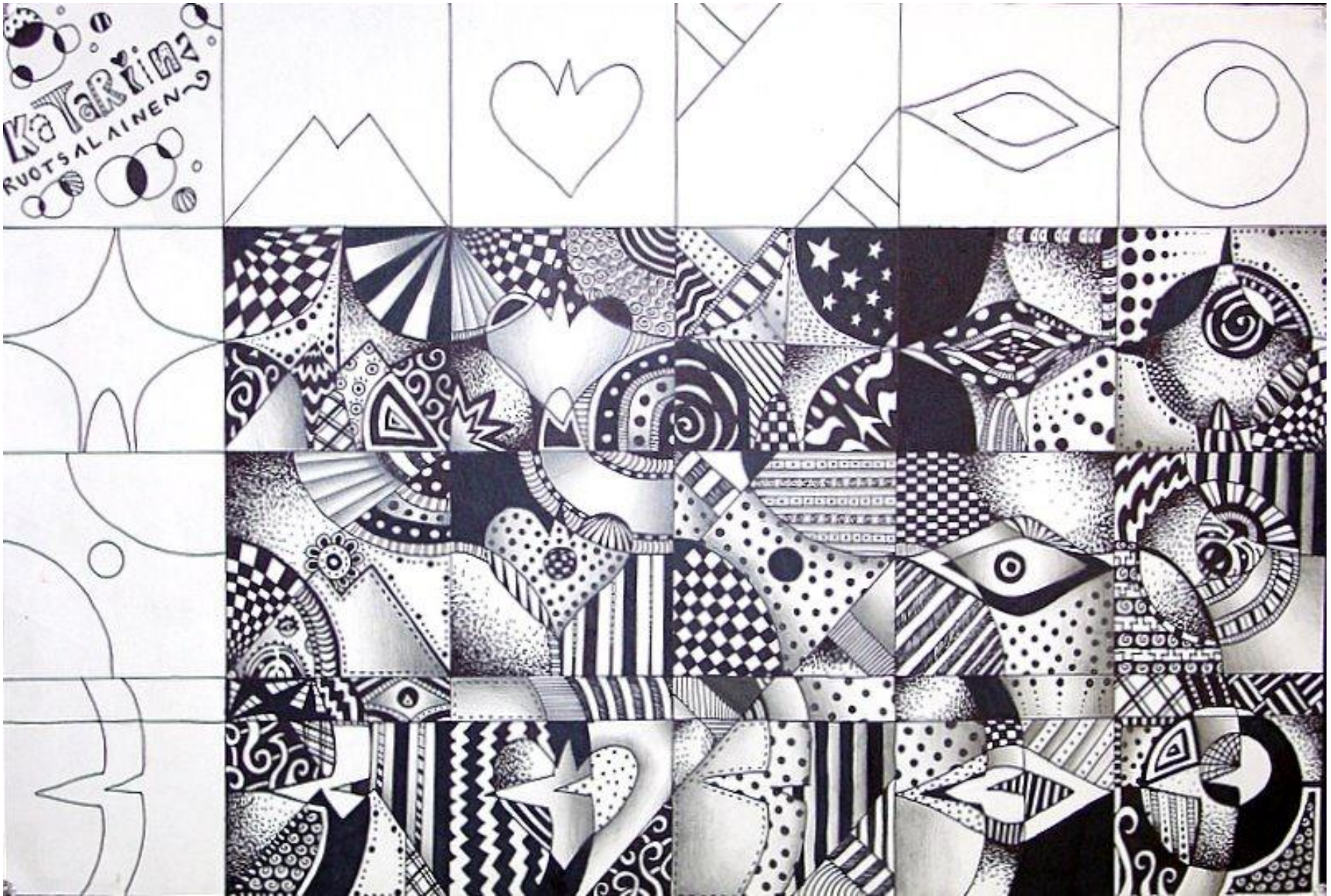
Our Design format: 9x9 Square

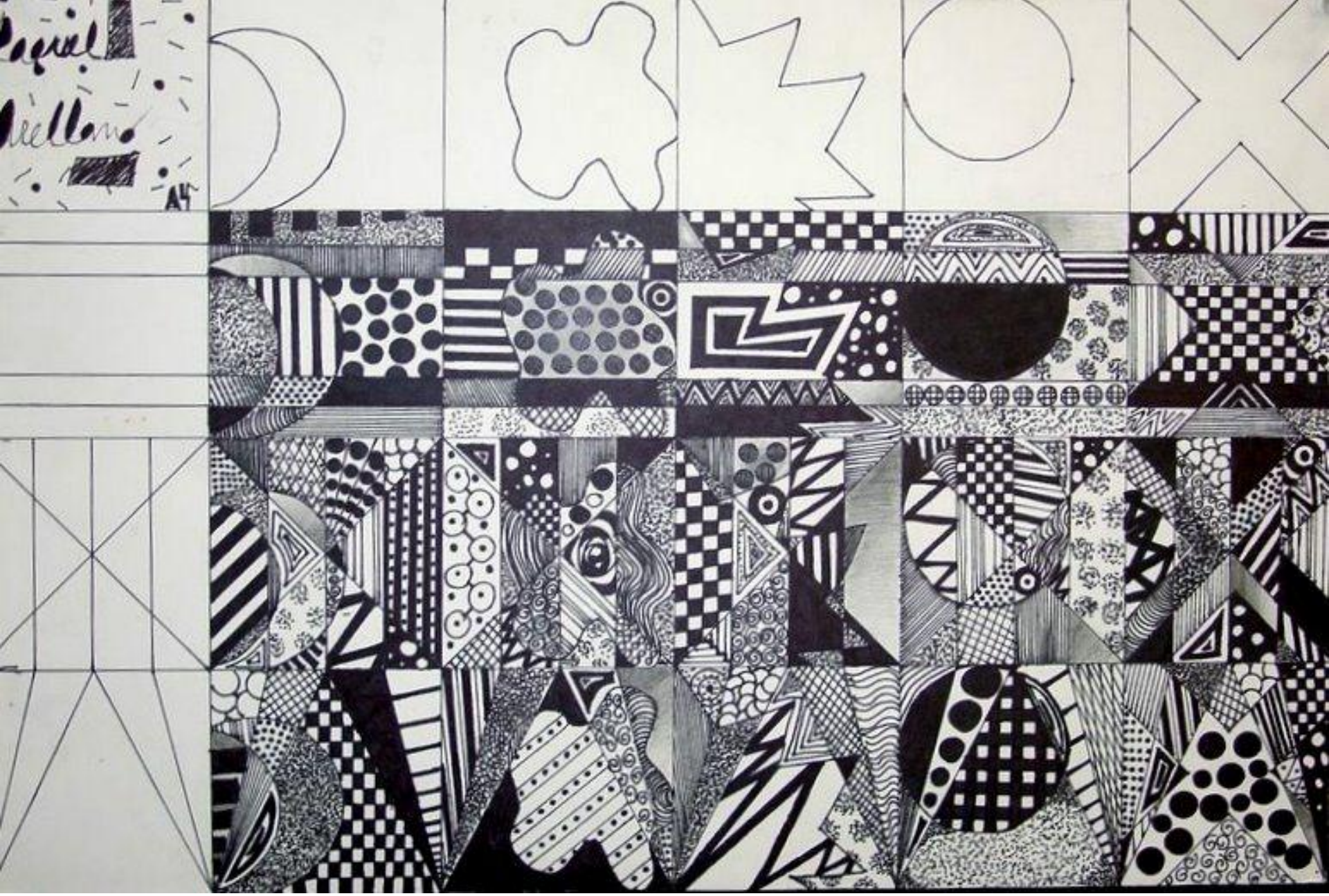
4 Simple Designs on the Outside
Multiply or Overlap to create new designs on the inside.

0	1	2
1	1	2
2	2	4



Student Examples!!!





Notice the simplicity of the original designs on the top & left!

Vocabulary: Copy for a grade!!

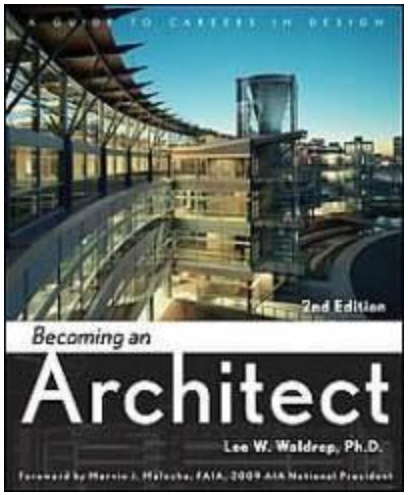
1. **Design** = the combination or pattern of elements & details in an art work; To decorate in a pleasing way.

Why is Design Important???
Art Careers in Design!

Digital Arts & Design
Bachelor's Degree
Design That Moves You
The captivating title sequence before a movie, the entrancing graphics you see in music videos, the special effects in your favorite commercial, the dynamic website that comes to life to tell a story; this is the world of motion graphics, and its artists have a multitude of exciting opportunities across the art and entertainment world.

Careers in Design!

Fashion Design
Fashion Designer
Fashion Marketer
Fashion Merchandiser
Apparel Design



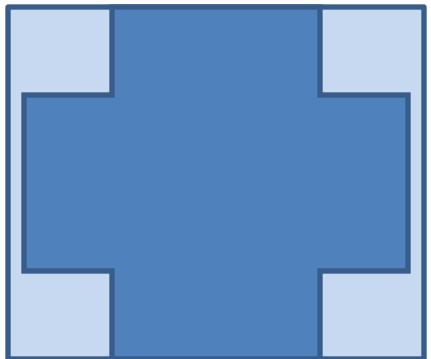
- **Graphic Design**
- Graphic Designer
- Animation Art & Design
- Digital Design
- Design Technical Graphics
- Design Visualization
- Entertainment Design
- Game Art & Design
- Game Design & Animation
- Illustration
- Web Designer

Applied Arts & Design
Accessory Design
Interior Designer
Design Consultant
Drafting Technology Design
Residential Design
Design Management
Design Research

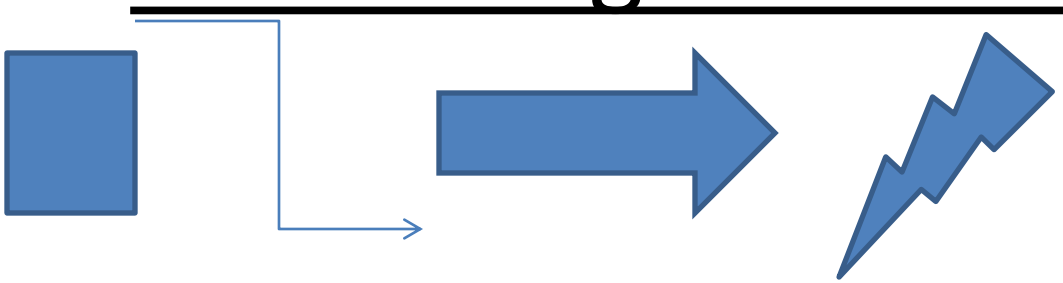
2. Figure / Ground Relationship- relationship between the positive and negative spaces.

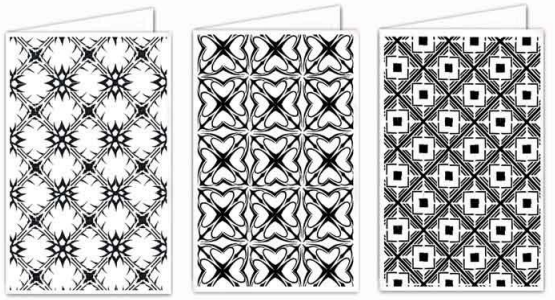
a. Figure = the object -"positive space"

b. Ground = background or "negative space"

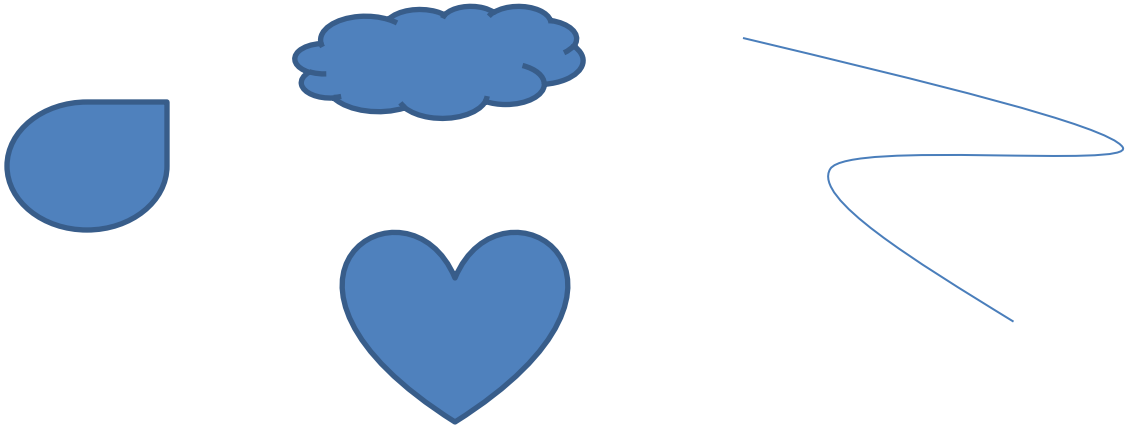


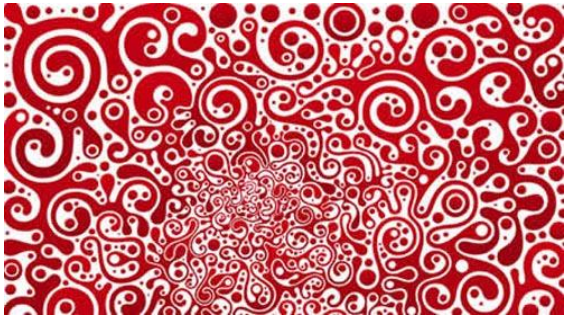
3. Geometric- Shapes & Lines that have straight lines and angles

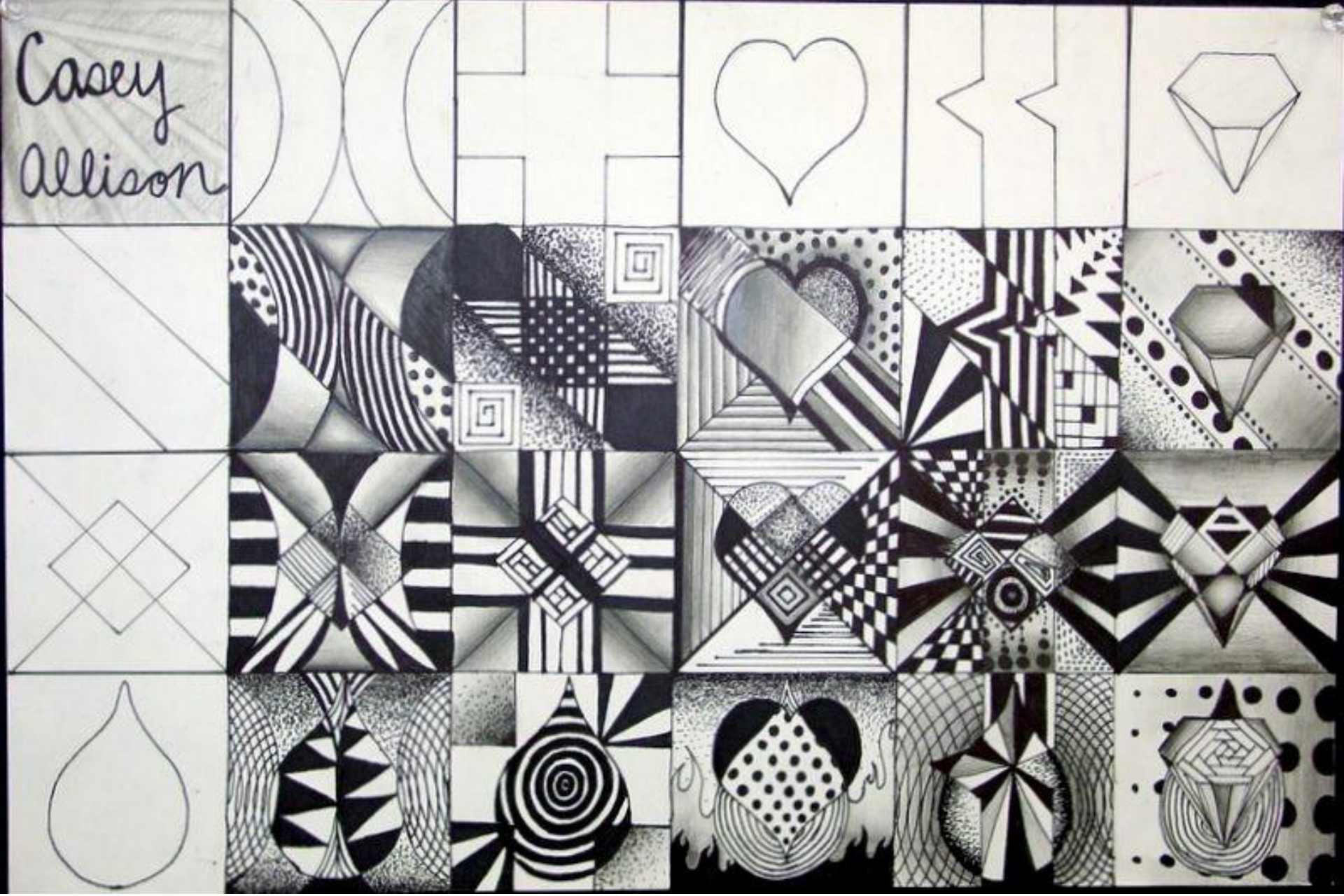




4. Organic- smooth and curvy







Notice some areas are left white but all have a range of values with different shading techniques!

5. Composition =

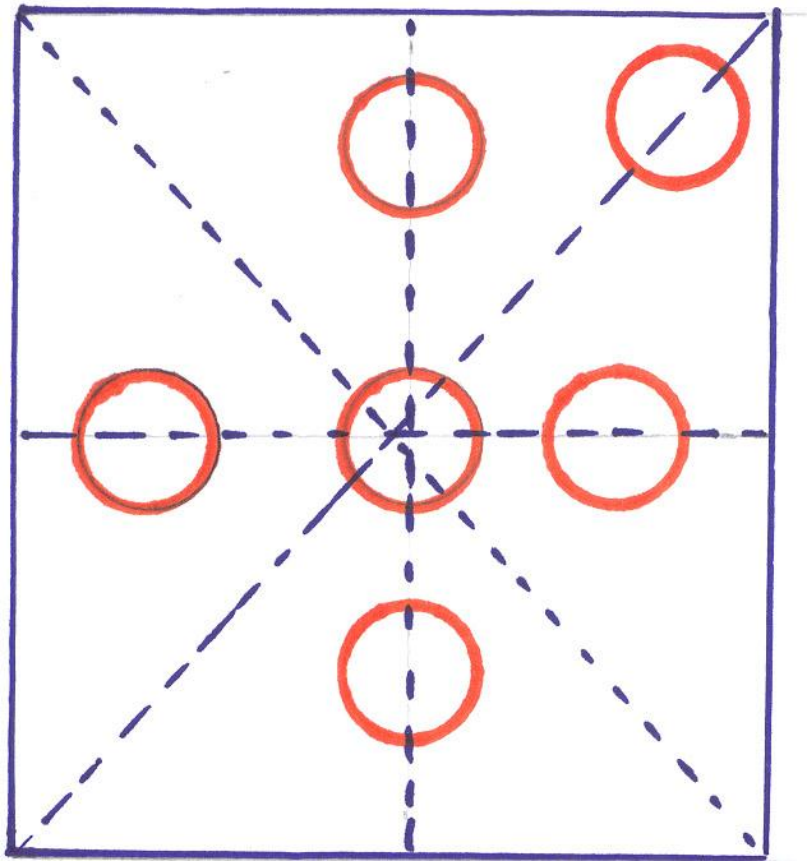
The way you balance & organize the space of your artwork.

6. Dynamic Equilibrium – Exciting asymmetrical Balance!

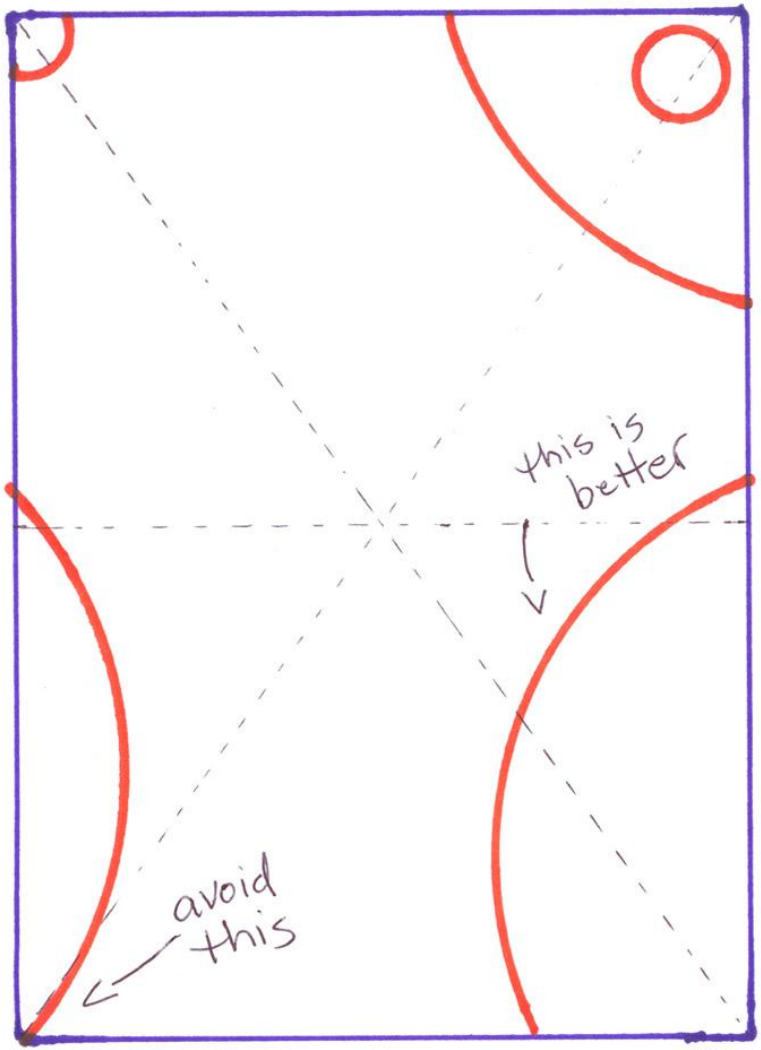
7. Kandinsky – Abstract Expressionist painter who had exciting balance!

For Dynamic Equilibrium (good composition) AVOID the following:

- Do not place anything in the *center* of the picture plane.
- Do not put anything along a *central axis* going in *any* direction.

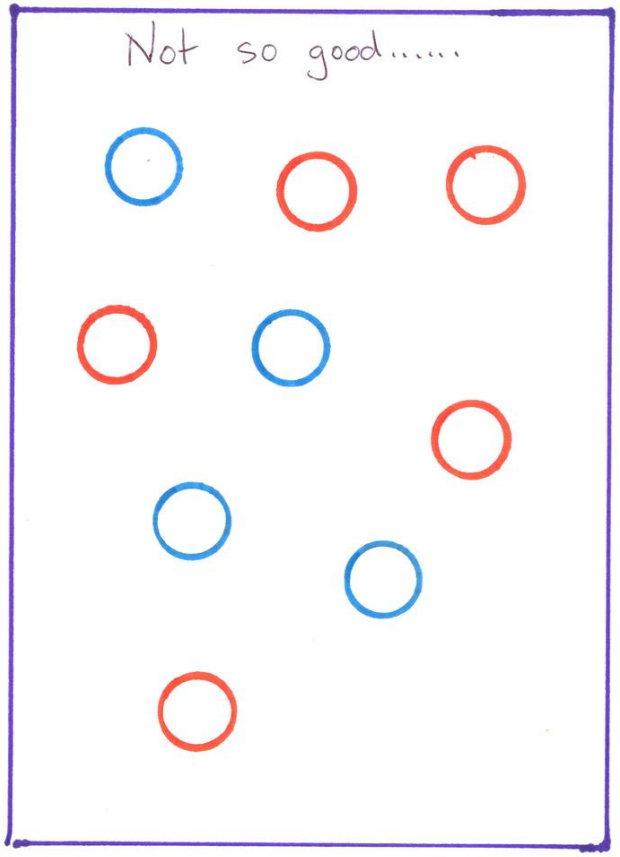


Do not put any object exactly in the *corner* of the picture plane…

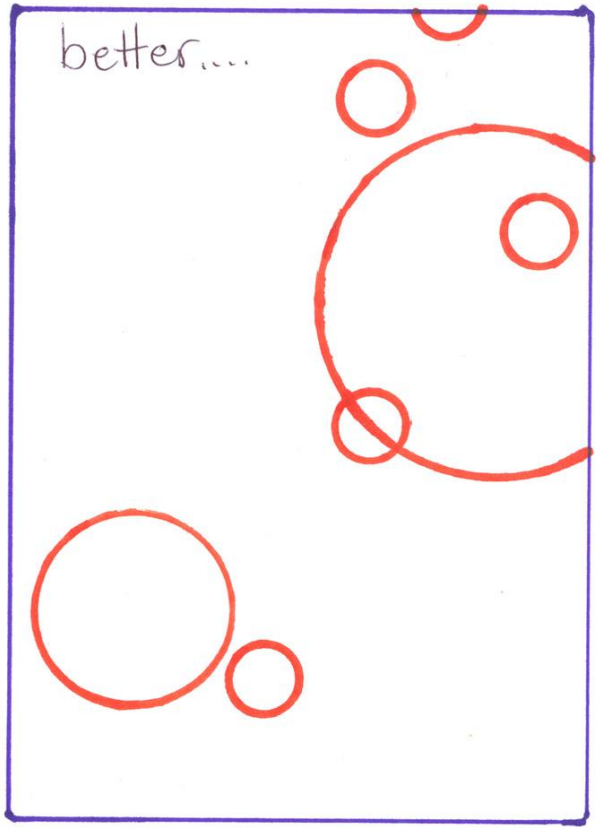


Do not space objects out evenly across the picture plane or make them all the same size….

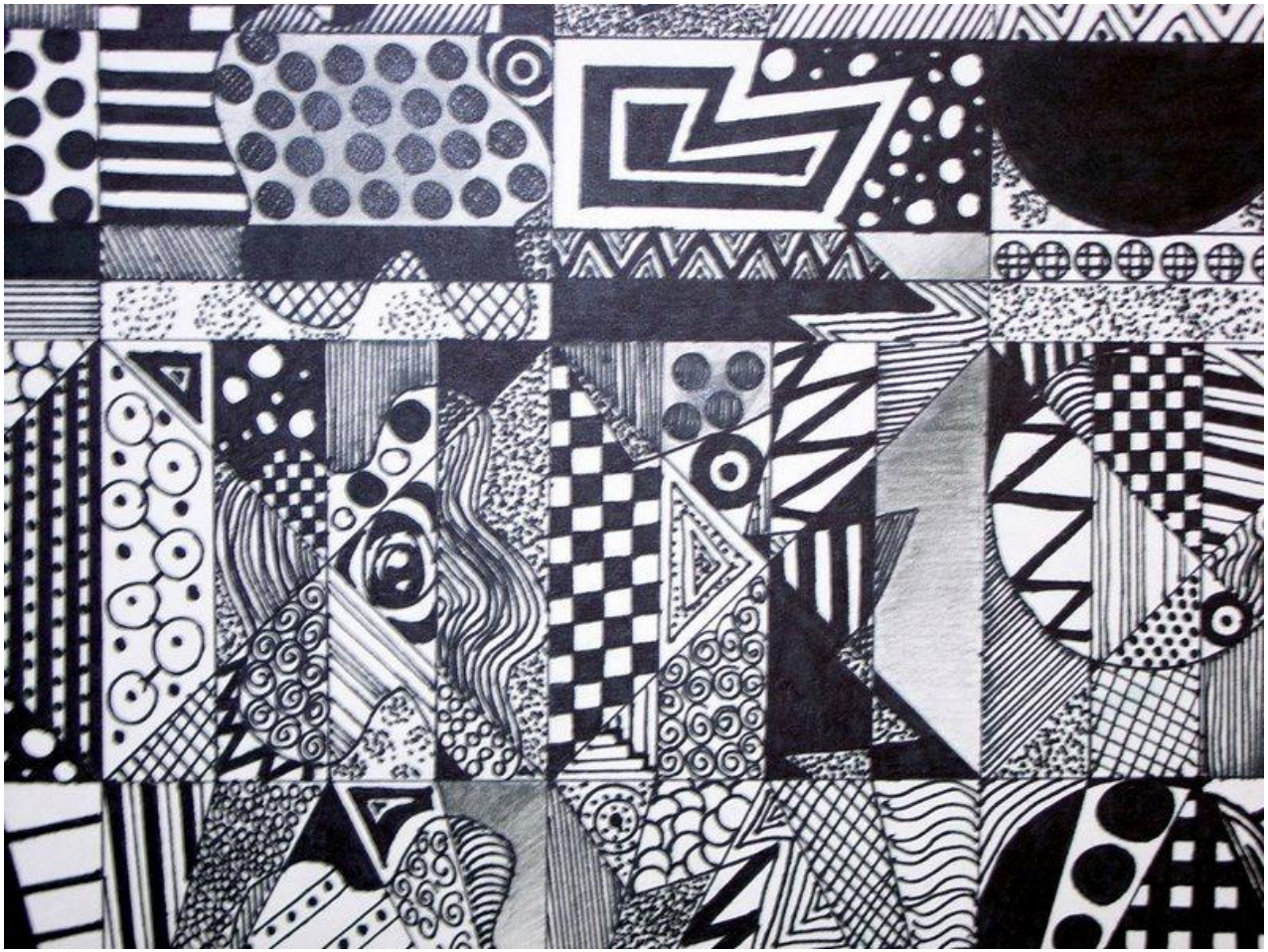
- Bad composition



Better composition

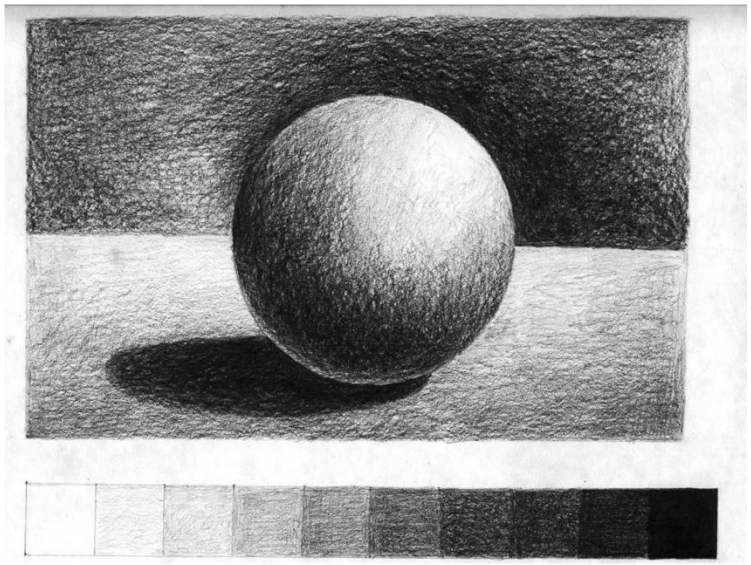


Notice the “Dynamic Equilibrium” or active balance!

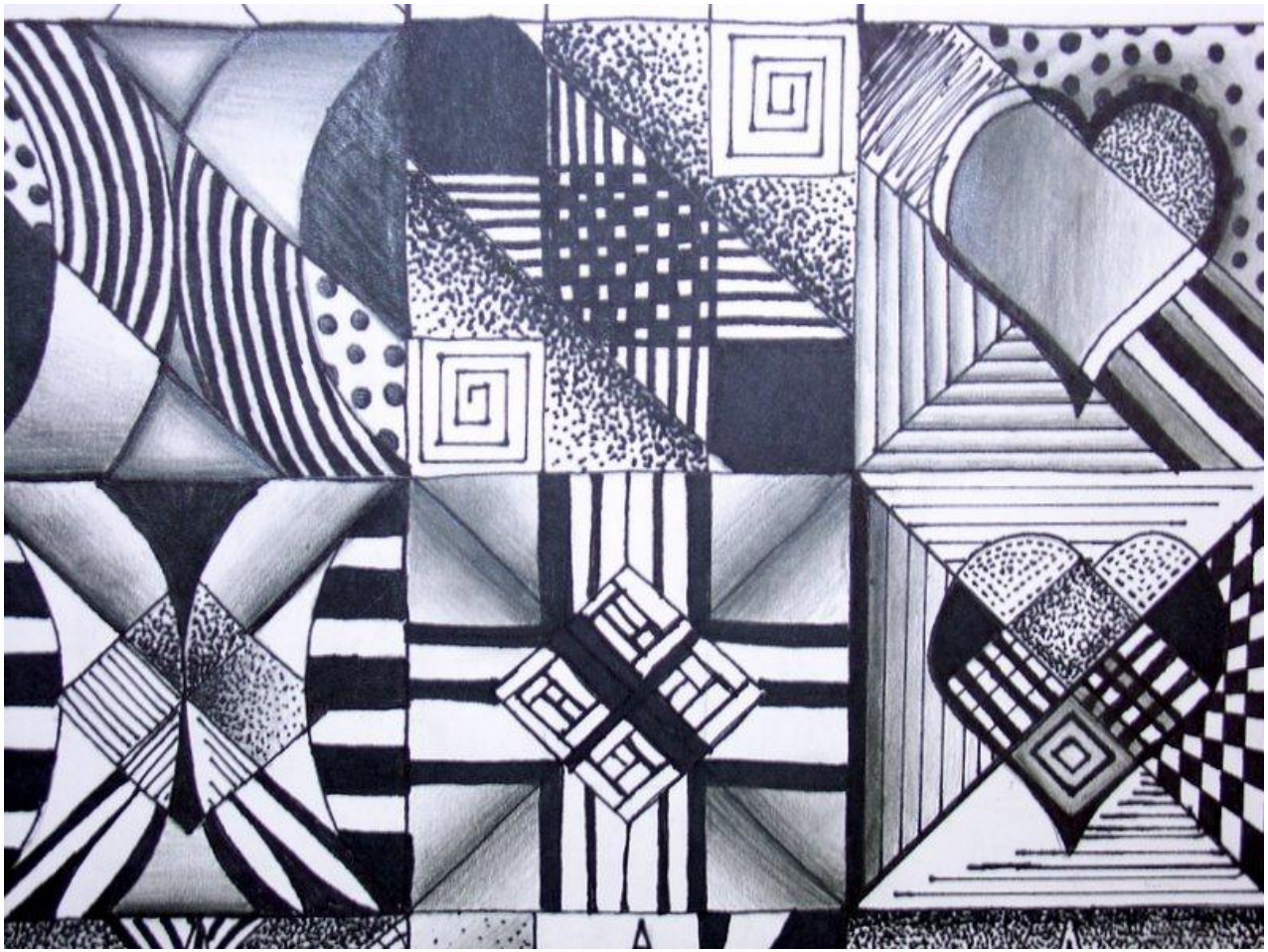


8. Value- lightness or darkness

9. Gradation- gradual change from dark to light (Use solid, hatching, cross-hatching, stippling, & create your own)

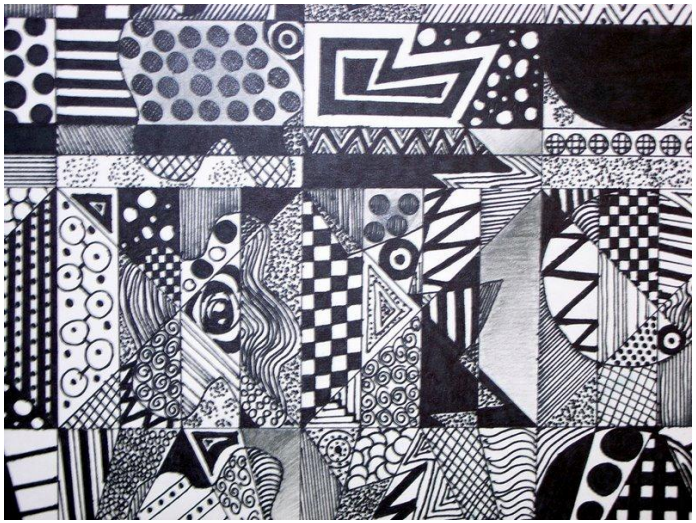


Details that show how to turn each square into a “Mini-Masterpiece”!

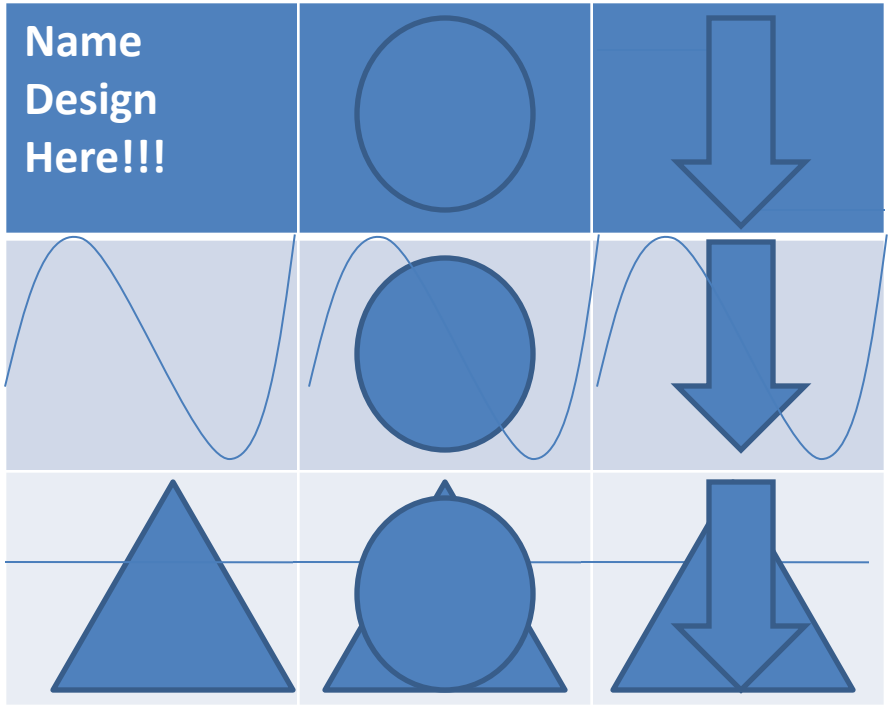


To decorate your composition, use:

- Dynamic designs
- Patterns of lines & shapes
- Abstract images
- Non objective images
- Organic or geometric
- Symmetrical or asymmetrical balance
- Shading techniques:
  - Solid, Hatching, cross hatching, stippling,



1. Create 10 simple designs.
2. Create a practice version in your skbk.

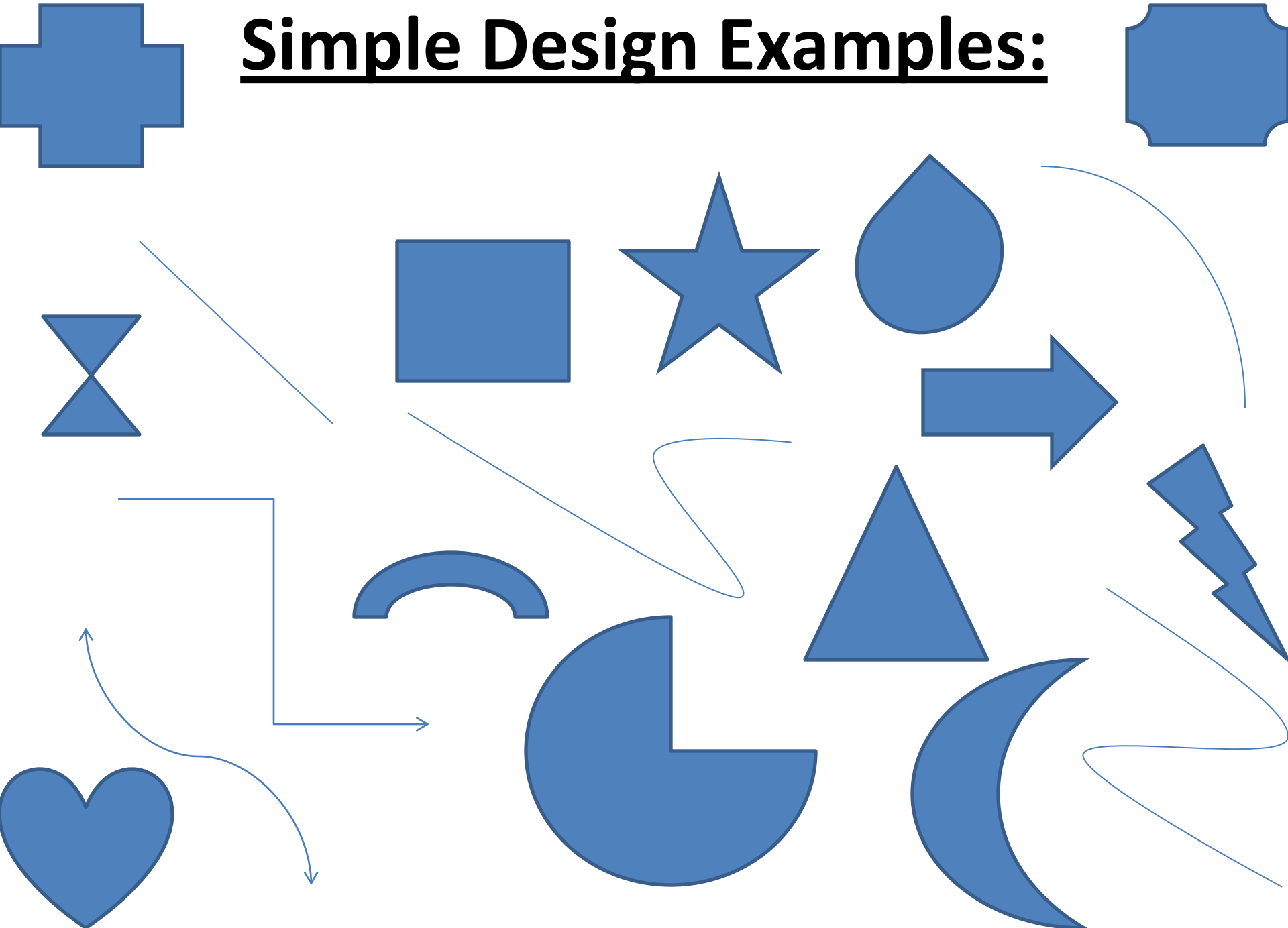


Extra Credit:

Create a computerized version of Design Multiplication on the computer!!

Measure 9x9
Each square should be 3x3

Simple Design Examples:



Extra Credit!!!

Create a computerized version of Design Multiplication on the computer like the one above!!

To get started!

- In your sketchbook draw 10 simple design examples like the ones you saw.
- Now create a small version of the assignment to try out your designs…
- Measure out THREE, 3 in. squares across the top & down the side… Practice overlapping your designs to create the new complex designs.
- Turn one into a mini-masterpiece before you get the “Real” project paper!

Directions & Grade sheet:

- _____ 5 pts - Using a ruler, evenly Divide 9x9 white poster board into Nine 3 inch squares.
- _____ 5 pts – Save the Top left square for a creative Name Design. Fill the space!
- _____ 10 pts - Make 2 simple designs across the top and
  2 simple designs down the left side in pencil
- _____ 10 pts - Next, Accurately & neatly repeat the designs horizontally and vertically
  so that they multiply, or overlap, to create new complex designs.
- _____ 20 pts - After all of the designs are drawn in pencil, turn each square into a
  mini-masterpiece by filling them with designs & patterns. Be Creative!
- _____ 10 pts - Use fine point sharpies to outline everything &
  Erase any pencil lines
- _____ **<u>Composition</u>**: How you arrange & balance the space…
  _____ 10 pts - <u>Use of space</u>: Figure 90%, Ground 10% (white space)
  _____ 5 pts - <u>Balance:</u> Dynamic Equilibrium (Exciting Asymmetrical Balance) &
  Symmetrical balance.
- **_____**10 pts - Value gradation in every square (Solid, hatching, cross-hatching, stippling, etc.)
- _____5 pts - Shade some parts with smooth ebony pencil fade outs.
- _____10 pts - Craftsmanship/**NEATNESS**- clean edges, used a ruler,
  no pencil smears, looks good!
- **_____ TOTAL**

Project directions:

- Using a ruler, Divide 9x9 white poster board into 3 in squares.
- Leave the top left square blank to make a creative name design.
- Make 2 simple designs across the top and 2 simple designs down the left side in pencil
- Next, repeat the designs horizontally and vertically so that they multiply, or overlap, to create new complex designs.
- After all of the designs are drawn in pencil, turn each square into a mini-masterpiece that shows dynamic equilibrium

Finally…

- Use fine point sharpies to outline everything & Erase any pencil lines
- Figure/Ground Relationship: 90%
  You can leave 10% of each square white, color in some solid black, &
  create value using lines of varying thickness or dots (stippling).
- Extend by shading some parts with ebony pencil.