

ESSENTIAL QUESTION #3: BEAUTY IS IN THE EYE OF THE BEHOLDER



If beauty is in the eye of the beholder and everyone sees things differently how important are the elements and principles of design in success of photographs, print, audio and video, and/or web pages?

Create or build a visual composition as a marketing agent in website format. Create a visual composition for the band you have just heard. Please include: band name, logo, promotional poster, fashion design (photographs), cd cover.

This task may be completed in a group no larger than four people.

Key Words: Principles of design – “... are what we do with the elements of design. How we use the Principles of design determines how successful we are in creating a work of art.”
<http://www.johnlovet.com/test.htm>

Key Words: Key characteristics – what is most important when you are creating a print document, audio or video presentation, photograph, animation or web site.

Planning: /4.5 marks Graphic organizers help you organize the information you are trying to convey (show) in your visual composition. You may use this graphic organizer or create one that will work for you.

Use a mind-mapping program (*Mind-Meister*) to help you visualize your webpage. *Mind-Meister* will be demonstrated in class – you may use any mind-mapping program as long as you have teacher approval.

Graphic Organizer #1: Determine your group members.

- Log into *Mind-meister* and brainstorm what you think your band's logo, fashion, poster, and cd should look like.
- Divide the tasks between the members of your group.
- Complete and share the images between group members.
- **Upload the images to your website.**

Graphic Organizer #2: Website Creation using *Google Sites*. **EACH PERSON MUST COMPLETE THE WEBSITE PORTION OF THIS ESSENTIAL QUESTION.**

Questions to ask yourself: What assignments do I have to include? What hierarchy should I include when making pages? Should I use a template or should I create my own design?

Visual Composition: /2 marks Over time you will update your website. How will you present the information you have gathered about your projects? What should you include? What should you exclude? You will have 1-2 blocks to complete this task.

PRESENTATION: /5 marks (Applying theory to your presentation)

- Principles of Design: Look at your visual compositions (logo, fashion, cd cover, poster, website). Determine where you have incorporated the principles of design in your work. The principles are: balance, emphasis, proportion (scale), repetition (rhythm, pattern), unity, contrast, harmony, proximity, variety
 - **Student Resources:**
 - Powerpoint with examples located in the hand out folder
 - OR google > Principles of design
 - **Resources:**
 - <http://www.johnlovet.com/test.htm>
 - http://en.wikipedia.org/wiki/Design_elements_and_principles#Principles_of_Design
 - <http://www.youtube.com/watch?v=ChCOKISrDcE>

- What are the key characteristics for creating good webpages?
<http://www.spritzweb.com/good-website-characteristics.html>
- What are the key characteristics for creating good print documents?
- What are the key characteristics for creating good photographs?
- **UPLOAD the analysis for this project to your website.**

You may present the information in your e-portfolio. You will be asked to present this information to the class. Determine what you are willing to share with your peers.

COMPLETE THE FOLLOWING CHART:

PRINCIPLES OF DESIGN: /4.5 marks (balance, emphasis, proportion (scale), repetition (rhythm, pattern), unity, contrast, harmony, proximity, variety)

PRINCIPLE:	I think I used the following principle of design in my work . . .
Balance (symmetrical and asymmetrical)	
Emphasis	
Proportion (scale)	
Repetition (rhythm and pattern)	
Unity	
Contrast	
Harmony	
Proximity	
Variety	
Space (Positive or Negative)	

CURRICULAR LINKS:

- Visual Composition: Outcome 1.2 (application of the Principles of Design)
- Media: Outcome 1.2 (key characteristics of media)
- E-Learning: Outcome 1.1 (Communication, etiquette, rights and responsibilities, security)

EVALUATION LINKS:

/9 marks - Visual Composition (Outcome 1.2 – principles + graphic organizer)

/2 marks – Media (Outcome 1.2 – key characteristics – web pages)

/ 5 marks e-Learning (Outcome 1.1 - website)