White Space is Not Your Enemy

A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design

EXPLORING COMPOSITION

A great way to learn about what makes good composition is to look at the well-composed work of practicing design professionals. To that end, you'll collect design examples demonstring the use of compositional elements and principles, and assemble them into a Designer's Idea Book, or "Swipe File." This book will be a source of ideas and inspiration for your own design work this semester.

Your book will include an example each of the following:

ELEMENTS	PRINCIPLES
Space	Focal Point
Line	Balance
Shape	Movement
Texture	Unity
Color	

A few specifics:

- **Examples must be graphic design pieces,** NOT reprints of paintings. In other words, you're looking for advertisements, promotional posters, brochures and the like. Commercial art as opposed to fine art.

- **Each example must include written explanation.** Justify your selections. Explain briefly why you like the example and/or how it meets the criteria for good design, good composition or any other principle we've covered.

- **Neatness Counts.** You may create your book in the method of your choice: by laying out copy and image using a graphic design program or manually in traditional scrapbook fashion. However you decide to assemble your book, the overall neatness and consistency of your design will be a significant part of your grade.

An example will be shown in class to give you ideas on how to assemble your book.

HOW YOU WILL BE GRADED

- Quality of your chosen examples and explanations that demonstrate your understanding of applied compositional elements and principles

- Overall design of the book itself (neat, consistent)

- Timeliness of submission (not late!)

- Completeness of project (all requested components included)

PROJECT CHECKLIST
For your final grade:

☐ A final copy of your "Idea Book" in the format of your choosing.

   • If you use a layout program to create your book, you may submit a PDF of your final document.

   • If you manually create a traditional scrapbook, submit the actual scrapbook.