

Project #1

Line, Unity & Variety



Subdivision of a Groundsheet (4 parts)

You will create abstract designs for each visual organization and in composing the lines concentrate on communicating the design principle of unity/variety. A viewer must feel the presence of an underlying grid system when observing the placed elements.

A central component to design is organizing specific parts into some type of organized whole. The process of organizing is design. Whether arranging windows in a building or placing type on and images on a page designers arrange items to achieve a feeling of order, of thoughtfulness.

When composing with visual elements the use of a “grid” is an often used organizational strategy. The grid concept creates both unity (through the visual connection between edges) and variety in the various sizes of the rectangles created by the grid.

The goal in project one is to investigate the different visual qualities inherent in various linear organizations (horizontal/vertical, diagonal, curvilinear, and combining these three). Historically, horizontal/vertical line compositional arrangements have a stabilizing effect. The use of diagonals creates the sensation of movement. Curving lines typically present a rhythmic destabilizing effect, the eye is in constant motion.

Groundsheet size: 8.5x11 only.