**AWS3OI Principles and Elements of Design: LINE and SHAPE**

**Goals**

* To put the **principles and elements of design** into practice.
* Explore **creative mark** making with **pattern, texture, line** and **shape.**
* Create **visual balance**, understand **focal point** and **movement.**
* Have **fun,** be **playful** and enjoying experimenting with **design** and **drawing techniques.**

**Materials**

* Cartridge paper, pencil, black marker and a ruler

**Planning & Research**

* Draw some rough **thumbnail sketches** on the paper provided to generate ideas.
* Create an **inspiration collage** or grid with designs you find interesting.
* Look for shapes, lines, patterns and logos that inspire you.
* Follow the **shared slide presentation** link and instructions on the website.

**Drawing & Design Instructions**

1. Start by drawing **3 intersecting lines**. Vary the **line thickness** (weight and contour).
2. Each line must touch on 2 sides of the paper and cross over each other in 2 places.
3. Fill some areas with **cool patterns** that **play with space**.
4. Add in more lines and shapes to **generate movement** and flow through the design.
5. Line and shape are your **elements** of focus. Key things to think about will be: **varying size**, repeating shapes (**repetition**), **overlapping** parts, creating **patterns** and **texture**.
6. It will be important to create a visually **balanced** design.
7. Your drawing may end up looking like a large scale **crazy doodle**, an **elaborate graffiti** design or an interesting **optical effect.**

**Tips**

* Establish **emphasis (focal point)** using the **“Rule of Thirds”.**
* Important design techniques you can use are **linear movement** and **contrast.**
* Use lines of **varying thickness.**
* Use **organic** as well as **geometric** shapes and lines.
* **Black and white balance** should be approx. 50/50

**Evaluation Checklist**

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| 1. | You have created contrast through an **equal balance of black and white** |
| 2. | The **variety of lines shapes** **and forms** in your design show balance and creativity |
| 3. | A **sense of rhythm** and **focal point** have been established in your design |
| 4. | Your design demonstrates **neatness and precision** |