

Tania Radda's Presentation on Principles of Design

Principles of Design are the laws of designing anything! When making a design for a piece, the seven principles are contrast, emphasis, balance, unity, pattern, movement, and rhythm. Consider each of these carefully for any design and you'll be guaranteed a great project!

Contrast means showing differences in two different sections of the design or showing somehow that the piece being created is very different from other pieces because of its contrast. Contrast can also be used to show emphasis in any part of your work.

Emphasis is given to an area within the work because that area is meant to be seen or is more important to be noticed when compared to other places of the piece. For example, your piece might have white parallel lines going up and down, in the center of this design, you could have a circle. This circle would be a part on the design that is emphasized.

Balance means keeping your design like a pattern. A balanced pattern would be if you had a border on your pattern in black. Unbalanced would be if approximately one-third of the border was orange and the other two-thirds in pink. To keep your design balanced, make [sure] your measurements are as accurate as possible. Keeping your work symmetric is a good technique for good balance, but not necessarily the best for all types of pieces.

Unity means keeping your work in a sort of harmony in which all sections of the pattern make other sections feel complete. Unity helps the design to be seen as one design instead of randomness all around your design.

Pattern is simply keeping your design in a certain format, for example, you could plan to have wavy lines all around your design as a pattern, but then you must continue these wavy lines throughout the design for good patterns. It wouldn't look good if suddenly you stopped all the wavy lines and drew a picture of a dog.

Movement is the suggestion or illusion of motion in a painting, sculpture, or design. For example, circles going diagonally up and down from right to left could show that the design moves up and to the right or down and to the left.

Rhythm is the movement or variation characterized by the regular recurrence or alternation of different quantities or conditions, in simpler words, it's just like pattern and shows that the design has a 'beat' or 'flow' going with it. A plain white box has almost no rhythm whatsoever. Polka Dots are a good example for this.

Elements of Design are things that are involved within making a design. The seven elements of design are color, value, texture, shape, form, space, and line. Elements of design will help your work look a lot more unique from other artists, and can help make the design symbolize anything!

Color is an easy one. Just make sure your design's color is right for the mood! Also make sure that each section's color matches another section's color. Color is probably the biggest element to pay attention to. So be selective of what kind of wood to choose.

Value is the relative darkness or lightness of a color. Just as said in the paragraph above, make sure the colors you put on your pieces are dark or light enough for the proper mood. If you want to give a dramatic look to your piece, most people would choose a darker value. On the other hand to show happy children playing around, most people would recommend lighter colors.

Texture helps your work to be distinctive or have identifying character and characteristics. With the proper texture, your work will look more fascinating than the average design.

Shape is something distinguished from its surroundings by its outline within your piece. You can make your whole work a certain shape besides the common sphere, and then have shapes within the design shape. This makes the design more complex.

Form is similar to the idea of shape. Form is the structure of your design and how everything in the design looks like it's meant to go together. If the form is well planned and then carried out, it almost guarantees your design in black and white will be a success.

Space has to be included in your design. Space means leaving some blank areas. Why would you want to leave parts of the design blank? Sometimes a human's eye needs space to feel comfortable, and space will let the human's eye distinguish the part that's meant to be noticed compared to just the background. Sometimes not including space in your design is ok, but make sure it doesn't make it look messy.

Line defines the position and direction of the design. If you have lines or shapes that seem to be running horizontally, then the design would seem like it's running in a left and right line. Make sure your design identifies some sort of line so that the human eye can recognize which side is the top of the design or on which side the design is supposed to start with interest.

Ten Exercises to Keep Your Creative Brain Fit

- 1) Listen to music by your favorite artists.
- 2) Sketch your ideas as often as you can. It does not need to look like the real thing; it is just to remind your brain of the picture it once held in your head.
- 3) Brainstorm. If properly carried out, brainstorming can help you not only come up with sacks full of new ideas, but can help you decide which is best. (spindle exercise-personal preference)
- 4) Always carry a small notebook and a pen or pencil around with you. That way, if you are struck by an idea, you can quickly note it down. Upon rereading your notes, you may discover about 90% of your ideas are daft. Don't worry, that's normal. What's important are the 10% that are brilliant.
- 5) If you're stuck for an idea, open a dictionary, randomly select a word and then try to formulate ideas incorporating this word. You'd be surprised how well this works. The concept is based on a simple but little known truth: freedom inhibits creativity. There are nothing like restrictions to get you thinking.
- 6) Define your problem. Grab a sheet of paper, electronic notebook, computer or whatever you use to make notes, and define your problem in detail. You'll probably find ideas positively spewing out once you've done this.
- 7) If you can't think, go for a walk. A change of atmosphere is good for you and gentle exercise helps shake up the brain cells.
- 8) Don't watch TV. Experiments performed by the *JPB Creative Laboratory* show that watching TV causes your brain to slowly trickle out your ears and/or nose. It's not pretty, but it happens. Browse the web instead. Think of imagery you would like to use and do a Google image search for it. It will definitely trigger the creative juices in your brain.
- 9) Read as much as you can about everything possible. Books exercise your brain, provide inspiration and fill you with information that allows you to make creative connections easily.
- 10) Exercise your brain. Brains, like bodies, need exercise to keep fit. If you don't exercise your brain, it will get flabby and useless. Exercise your brain by reading a lot (see above), talking to clever people and disagreeing with people - arguing can be a terrific way to give your brain cells a workout. But note, arguing about politics or film directors is good for you; bickering over who should clean the dishes is not. Look at a lot of images; look at other

artists' work see how their brains work. Artists are constantly exercising their brains. We are very smart people!

Resource List:

Guerra Paint - Pigments and dispersions - www.guerrapaint.com, Guerra Paint and Pigment, 510 East 13th Street, New York, NY 10009 Tel: 212-529-0628 Fax: 212-529-0787

Lacquer - Crystalac. McFeely's catalog – www.mcfeelys.com -1-800-443-7937

Decals - www.beldecals.com - order model decal paper for laser printer.

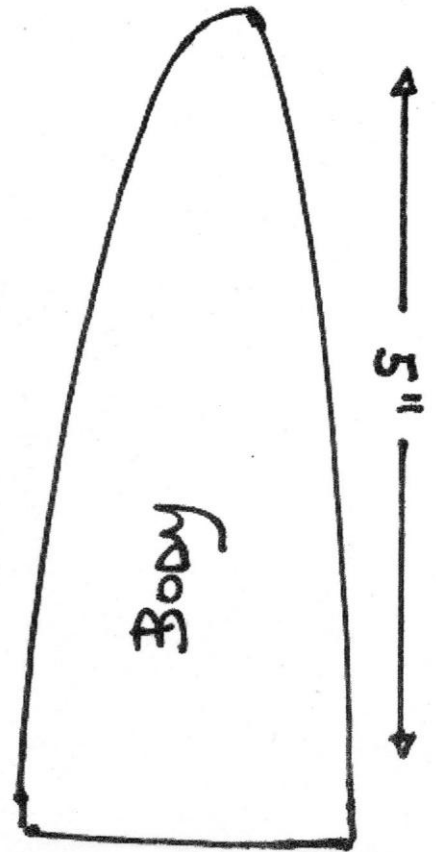
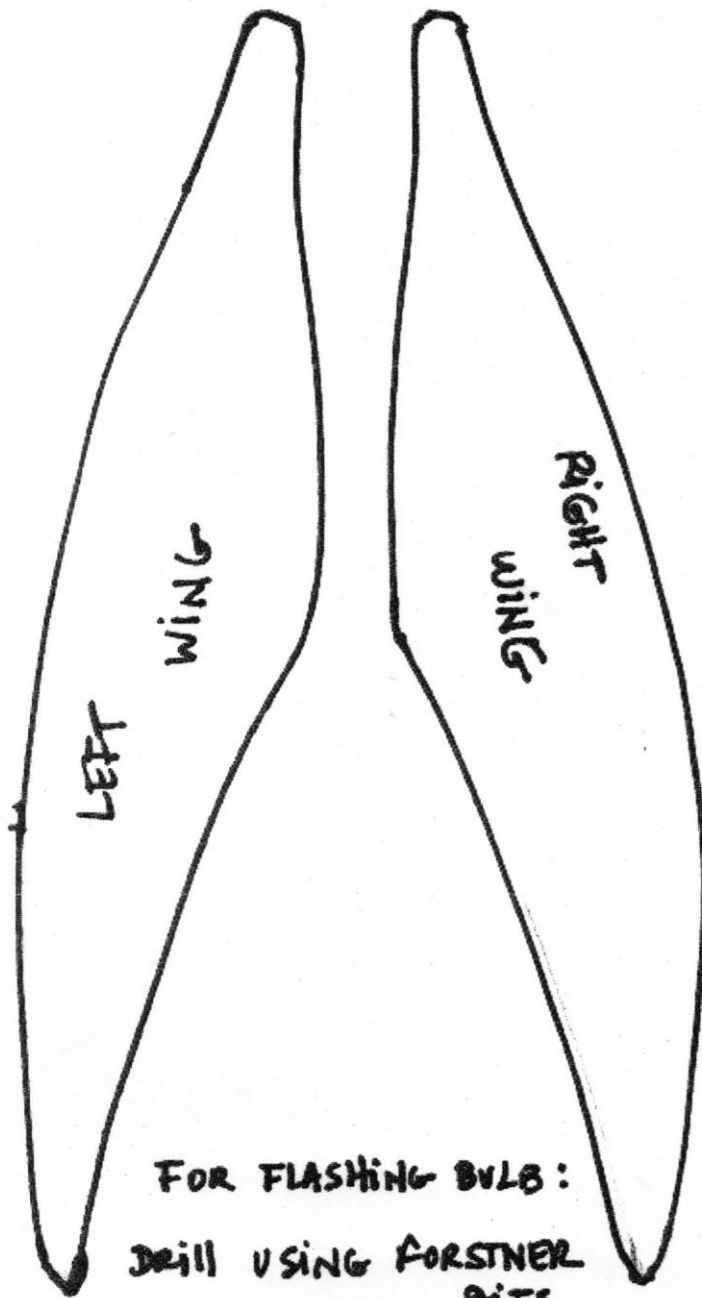
Compwood - www.flutedbeams.com - owner, Chris Mroz. Contact: Fluted Beams LLC located in Gig Harbor, WA, 98335 253-988-2046

Pencils - Prismacolor pencils. Any Michael's store or art supplies store.

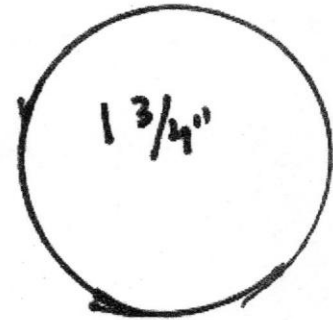
Airbrushes - www.dixieart.com Get any airbrush that you can afford, no preference in model or make.

Flashing Light for Firefly - Most pet stores, or hardware stores or online through www.amazon.com – [search on Pet Strobe.]

Contact me: 480-235-7654 radda@cox.net also, www.taniaradda.com



EYES:
3/8" BALLS



FOR FLASHING BULB:

DRILL USING FORSTNER BITS

SMALLER HOLE: 7/8" BIT ± 1 1/2" DEEP.

LARGER HOLE: 1" BIT ± 3/4" DEEP.

CUT LEGS 5" LONG

1/4" WIDE

1/8" THICK

FIREFLY

By TANIA RADDA

PET STROBE:

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