

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design
IQRA National University

FINAL SEMESTER ASSIGNMENT SPRING 2020

Course Code: FF-121

Program: BFD, BTD, BID

Course Title: Design Foundations

Module: Semester 1

Prerequisite: None

Total Marks: 40

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Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.	(A)	<p>What do you mean by center of interest?</p> <p>The center of interest or focal point in a photo is the predominant feature in the image, the feature to which the viewer is first attracted. When you create a photograph of a landscape, look for a predominant feature to be your center of interest. You can also have multiple points of interest in an image.</p>	2
	(B)	<p>How to create proportion in a composition?</p> <p>The relationship of two or more elements in a composition and how they compare to one another with respect to size, color, quantity, degree, setting, etc. When the principle of proportion is applied to a work of art it is usually in the relationship of size. That is, the size of one element as compared to the size of another related element within the same composition. In this instance, a comparison of size is made between the height, width and depth of one element to that of another</p> <p>Size of one area to the size of another area Size of one element to the size of another element Amount of space between two or more elements. Proportion is usually not even noticed until something is out of proportion. When the relative size of two elements being</p>	2

		<p>compared seems wrong or out of balance it is said to be “out of proportion”. For example if a person has a head larger than their entire body, then we would say that they were out of proportion.</p>	
	(C)	<p>What is harmony?</p> <p>Harmony is the visually satisfying effect of combining similar or related elements.</p> <p>Adjacent colors Similar shapes Related textures</p> <p>Harmony in a painting or design helps bring about unity. All harmony and no contrast, however, can become monotonous. A balance must be struck between areas of harmony and areas of contrast. The principles of harmony and contrast seem completely contradictory, but it is the balance between these two that is vital to the success of any work of art.</p>	2
	(D)	<p>What are the principles of design?</p> <p>The elements of art and design are the tools of visual artists. The principles of art and design represent how an artist uses these tools to create visual art.</p> <p>By applying the 7 principles of art and design, photographers can create a cohesive image grounded in the foundations of art theory. The 7 principles of art and design are balance, rhythm, pattern, emphasis, contrast, unity and movement. Use the elements of art and design – line, shape/form, space, value, color and texture – to create a composition as a whole.</p>	2
	(E)	<p>What is bilateral symmetry?</p> <p>Bilateral symmetry is where an image, object or design is mirrored equally through a vertical line.</p> <p>Ancient buildings such as the Parthenon in Athens are early examples of the use of bilateral symmetry. The visual weight is perfectly balanced.</p> <p>The actual weight of the structure is also balanced and the building is physically very stable.</p> <p>Buildings with bilateral symmetry can seem very solid and permanent. They can also appear grand and formal.</p>	2
2.		True and False:	5

	<p>a) Harmony attracts the viewer's attention and creates focal point. True.</p> <p>b) Group of similar objects shows proximity. False.</p> <p>c) Composition equally around a central point depicts approximate symmetry. False.</p> <p>d) Flowing rhythm is to going from the very small to the very large. False.</p> <p>e) Scale and proportion refer to the relative size of elements. True.</p>	
3.	<p>Fill in the blanks:</p> <p>a) Balance is the arrangement of visual elements to provide equal visual weight.</p> <p>b) Repeated elements of design create rhythm in work of art.</p> <p>c) Composition with similar units can bring harmony in work.</p> <p>d) Symmetrical balance is also known as formal balance.</p> <p>e) Unity gives a sense of oneness to a visual image.</p> <p>f) Varying the elements creates visual effect.</p> <p>g) Proportion is the relationship in scale between one element and another.</p> <p>h) Artist used contrast to create visual interest in art.</p> <p>i) Elements of design are organized by the visual elements of design.</p> <p>j) The principle of design that repeats elements to create the illusion of movement is Rhythm.</p>	10
4.	<p>Write difference between symmetrical balance and asymmetrical balance?</p> <p>The Definition of Symmetrical Balance</p>	5

	<p>Symmetrical balance occurs when you have two identical sides of a design with a central point of axis -- so if you cut the design in half, the left and right are mirror images of each other. To be considered perfectly symmetrical, a design needs to have equally weighted visuals on either side.</p> <p>Symmetrical design allows you to draw attention to all areas of an image equally. Since this form of design is usually very structured and rigid in nature, it's referred to as formal balance. For marketers, symmetrical design is ideal for projects like event invitations or discount offers, but can seem boring if used on more creative pieces.</p> <p>The Definition of Asymmetrical Balance</p> <p>Asymmetrical balance occurs when you have different visual images on either side of a design, and yet the image still seems balanced. To be considered asymmetrical, a design needs to have unequal visual weight on either side, but those unequal visuals need to balance each other.</p> <p>Asymmetrical designs can evoke feelings of movement and seem more modern than symmetrical designs, but it can be more difficult and less straightforward to create relationships between the design's individual elements.</p> <p>Define three ways of rhythm with examples?</p> <p>Rhythm is a regular and repeated pattern, usually of sound or movement. When you think rhythm music is probably the first thing that comes to mind. In music, rhythm is created by alternating sound and non-sound over time. When notes and chords are played in predictable intervals we get rhythm.</p> <p>Random rhythm Regular rhythm Flowing rhythm</p> <p>Random rhythm – Repeating elements with no specific regular interval creates random rhythms. The spacing could be a millimeter here, a centimeter there, while the elements could be all over the place. Think of falling snow, pebbles on a beach, traffic movements: they are all examples of random rhythms in action.</p> <p>Regular rhythm – Like the beating of a heart, the regular rhythm follows the same intervals over and over again. You can easily make a regular rhythm just by creating a grid or a series of vertical lines. The user's eye will instantly recognize</p>	5
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	<p>a regular rhythm, scanning it for any irregularities in the process. Remember, the eye “likes” to be drawn to outstanding elements. Therefore, there is a risk that when you’re using a regular rhythm in a design that it can become monotonous (like the dripping of a tap).</p> <p>Flowing rhythm – A flowing rhythm shows the repeated elements following bends, curves, and undulations. In nature, you can see this in the waves on a beach or sand dunes. As designers, we can mimic nature by making wonderful patterns of elements with flowing rhythm. We can show clumps of seaweed underwater, their strands gently facing in a series of directions. The user imagines them washing against each other.</p>	
5.	<p>Choose the correct answer:</p> <p>a) Continuation in a composition creates rhythm. (variety, rhythm, proportion)</p> <p>b) Dominance relates with the unity as a principle of designs. (unity, harmony, emphasis)</p> <p>c) Un-evenly arranged objects are including in asymmetrical. (bilateral , approximate , asymmetrical)</p> <p>d) Analogous color scheme bring harmony in a piece of art. (harmony, unity, balance)</p> <p>e) Pattern is developed with the help of shape. (shape, motif, design)</p>	5

