

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design  
IQRA National University

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Course Code: FF-121

Program: BFD,

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)	What do you mean by center of interest?	2
	1.(A)	<b><u>Answer (A).</u></b> <b><u>Center of interest.</u></b> A center of interest is that part of the picture which attracts the mind. A focal point is that area of a picture that attracts the eye. The center of interest acts as an “attention getter.” It commands the viewer’s curiosity or mental concentration, and it’s the part of the picture that we find naturally fascinating and want to know more about. Examples of centers of interest are eyes and faces, the human figure, animals, letters, numbers and symbols, and man-made objects. When we scan an image for the first time, our attention is naturally drawn to these items.	2 2 2
	(B)	How to create proportion in a composition? <b><u>Answer (B).</u></b>	2

		<p><b><u>Proportion in composition.</u></b></p> <p>Proportion refers to the dimensions of a composition and relationships between height, width and depth. Proportion also describes how the sizes of different parts of a piece of art or design relate to each other. The proportions of a composition will affect how pleasing it looks and can be used to draw our attention to particular areas.</p> <p>Proportion in composition is 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.; i.e. ratio.</p> <p>When two or more elements are put together in a painting a relationship is created. This relationship is said to be harmonious.</p> <p>What is harmony?</p> <p><b>Answer (C).</b></p> <p><b><u>Harmony.</u></b></p> <ul style="list-style-type: none"> <li>• <b>Harmony</b> - brings together a composition with similar units. If your composition was using wavy lines and organic shapes you would stay with those types of lines and not put in just one geometric shape.</li> <li>• Harmony in painting is the visually satisfying effect of combining similar, related elements. e.g. adjacent colors on the color wheel, similar shapes etc.</li> <li>• Harmony pulls the pieces of a visual image together.</li> <li>• Harmony can be achieved through repetition and rhythm.</li> </ul> <p>What are the principles of design?</p> <p><b>Answer (D).</b></p>	
	(D)	<p><b>Principles of Design</b></p>	

- Design is the organized arrangement of one or more elements and principles (eg. line colour or texture) for a purpose.
- Awareness of the elements and principles in design is the first step in creating successful visual compositions. These principles, which may overlap, are used in all visual design fields, including graphic design, industrial design, architecture and fine art.
- The principles govern the relationships of the elements used and organize the composition as a whole. Successful design incorporates the use of the principles and elements to serve the designer's purpose and visual goals.

### **Basic Design Principles**

- ☆. Contrast
- ☆. Balance
- ☆. Emphasis
- ☆. Proportion
- ☆. Hierarchy
- ☆. Repetition
- ☆. Rhythm
- ☆. Pattern
- ☆. White Space
- ☆. Movement
- ☆. Variety
- ☆. Unity

What is bilateral symmetry?

**Answer (E).**

(E) **Bilateral symmetry**

Organisms with bilateral symmetry contain a single plane of symmetry, the sagittal plane, which divides the organism into two roughly mirror image left and right halves – approximate reflectional symmetry.

	<p>The small emperor moth, <i>Saturnia pavonia</i>, displays a deimatic pattern with bilateral symmetry.</p> <p>Flower of bee orchid (<i>Ophrys apifera</i>) is bilaterally symmetrical (zygomorphic). The lip of the flower resembles the (bilaterally symmetric) abdomen of a female bee; pollination occurs when a male bee attempts to mate with it.</p> <p><b>Example.</b> Examples of animals that possess bilateral symmetry are: flatworms, common worms ("ribbon worms"), clams, snails, octopuses.</p>	
2.	<p><b>True and False:</b></p> <p>a) Harmony attracts the viewer's attention and creates focal point. ( <b>TRUE</b>)</p> <p>b) Group of similar objects shows proximity.(<b>FALSE</b>)</p> <p>c) Composition equally around a central point depicts approximate symmetry. ( <b>FALSE</b>)</p> <p>d) Flowing rhythm is to going from the very small to the very large. (<b>FALSE</b>)</p> <p>e) Scale and proportion refer to the relative size of elements.( <b>TRUE</b>).</p>	5
3.	<p><b>Fill in the blanks:</b></p> <p>a) _____ <b>balance</b> _____ is the arrangement of visual elements to provide equal visual weight.</p> <p>b) Repeated elements of design create _____ <b>Rhythm</b> _____ in work of art.</p> <p>c) Composition with similar units can bring _____ <b>Harmony</b> _____ in work.</p> <p>d) Symmetrical balance is also known as _____ <b>Formal</b> _____ balance.</p> <p>e) _____ <b>Unity</b> _____ gives a sense of oneness to a visual image.</p> <p>f) Varying the elements creates _____ <b>Visual effect</b> _____.</p>	10

	<p>g)</p> <p>h)</p> <p>i)</p> <p>j)</p>	<p>___ <b>Proportion</b> ___ is the relationship in scale between one element and another.</p> <p>Artist used contrast to create ___ <b>Visual interest</b> ___ in art.</p> <p>Elements of design are organized by the ___ <b>Visual element</b> ___ of design.</p> <p>The principle of design that repeats elements to create the illusion of movement is ___ <b>Rhythm</b> ___.</p>	
<p>4.</p>		<p>Write difference between symmetrical balance and asymmetrical balance?</p> <p><b>Answer 4. (1).</b></p> <p><b><u>☆. Symmetrical balance.</u></b></p> <p>Symmetrical balance occurs when equal weights are on equal sides of a composition, balanced around a fulcrum or axis in the center.</p> <p><b><u>☆. Asymmetrical balance.</u></b></p> <p>Asymmetrical balance results from unequal visual weight on each side of the composition.</p> <p>Asymmetrical balance occurs when the weight of a composition is not evenly distributed around a central axis.</p> <p><b><u>Differences.</u></b></p> <ul style="list-style-type: none"> <li>• <b>1. ☆. Symmetrical balance</b> is mirror image balance. If you draw a line down the center of the page, all the objects on one side of the screen are mirrored on the other side (they may not be identical objects, but they are similar in terms of numbers of objects, colors and other elements. Sometimes they are completely identical (often seen in architecture).</li> <li>• <b>1. Asymmetrical balance</b> is more dynamic and interesting. It evokes feelings of modernism, movement, energy and vitality. Asymmetrical balance offers more visual variety, although it can</li> </ul>	<p>5</p> <p>5</p>

	4 (B)	<p>be more difficult to achieve because the relationships between elements are more complex.</p> <ul style="list-style-type: none"> <li>• <b>Symmetrical.</b></li> <li>• <b>2. ☆.</b> The downside of symmetrical balance is that it's static and sometimes regarded as boring. Because half of the composition mirrors the other half, at least half of the composition will be rather predictable.</li> <li>• <b>Asymmetrical.</b></li> <li>• <b>2.</b> One side of the composition might contain a dominant element, which could be balanced by a couple or more lesser focal points on the other side. One visually heavy element on one side might be balanced by a handful of lighter elements on the other.</li> <li>• <b>Symmetrical.</b></li> <li>• <b>3. ☆.</b> Symmetrical balance evokes feelings of formality (it's sometimes called formal balance) and elegance. A wedding invitation is a good example of a composition that you'd likely want to be symmetrically balanced.</li> <li>• <b>Assymetrical.</b></li> <li>• <b>3.</b> Asymmetrical balance occurs when several smaller items on one side are balanced by a large item on the other side, or smaller items are placed further away from the center of the screen than larger items. One darker item may need to be balanced by several lighter items.</li> </ul> <p>Define three ways of rhythm with examples?</p> <p><b>Answer.</b></p> <ol style="list-style-type: none"> <li>1. Regular rhythm</li> <li>2. Flowing rhythm</li> <li>3. Progressive rhythm</li> </ol> <p><b>1. Regular rhythm.</b></p>	
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	<p><b>Definition.</b> A regular rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length. Repetition of the same element such as a type of line, figure, or shape.</p> <p><b>Example.</b> Some regular rhythm examples include evenly spaced windows or tiles.</p> <p><b>2. Flowing rhythm.</b></p> <p><b>Definition.</b> A flowing rhythm gives a sense of movement, and is often more organic in nature.</p> <p><b>Example.</b> A good example are the stripes on a tiger or zebra. No stripe is quite like the next.</p> <p><b>3. Progressive rhythm.</b></p> <p><b>Definition.</b> A progressive rhythm shows a sequence of forms through a progression of steps. Progressive repetition of an element, for example, going from the very small to the very large, or from dark to light.</p> <p><b>Example.</b> A color gradient is an example of a progressive rhythm.</p>	
5.	<p><b>Choose the correct answer:</b></p> <p>a) Continuation in a composition creates <u>  <b>rhythm</b>  </u>. (variety, rhythm, proportion)</p> <p>b) Dominance relates with the <u>  <b>unity</b>  </u> as a principle of designs. (unity, harmony, emphasis)</p> <p>c) Un-evenly arranged objects are including in <u>  <b>asymmetrical</b>  </u>. (bilateral , approximate , asymmetrical)</p>	5

	d)	Analogous color scheme bring ____ <b>harmony</b> ____ in a piece of art. (harmony, unity, balance)	
	e)	Pattern is developed with the help of ____ <b>shape</b> ____. (shape, motif, design)	
<b>The end.</b>			