

**DMD1205 Design Fundamentals**

**Chapter 3: Emphasis / Focal Point Project & Presentation**

Practice : In Class Exercise - Friday Oct 7

Part 1 : Due - Monday Oct 10

Part 2 : Due - Wednesday Oct. 12

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**OBJECTIVE** : This project explores “Emphasis” as a Design Principle.

Develop ideas and explore multiple solutions using verbal note writing, concept sketches and use of thumbnails.

Use abstract symbols/shapes as one way of representing concepts or images.

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**- PART 1 -**

**STEP ONE:** *Read Chapter 3 in Design Basics to acquire the concepts and vocabulary for “emphasis” in design.*

**STEP TWO:** *Practice thumbnail sketching by drawing [ either realistically or with abstraction/conceptualization/simplification ] the following images from the textbook: pg58A - contrast, pg60A - isolation, pg93C - placement*

**STEP THREE:** *Choose from the quotes/phrases provided - or your own quote or phrase to visually illustrate the principle of “emphasis.”*

**STEP FOUR:** *Create several thumbnail sketches with notes to the side that explore “emphasis” in visual compositions that portray - or picture of the text quote you have selected*

**STEP FIVE:** *Refine or redraw your initial sketches to further develop the details and relationships in the composition. You should explore: contrast, - isolation, - placement - at least once in your sketches.*

**- PART 2 -**

**STEP ONE:** *Be able to describe the choices and discoveries made in Part 1*

**STEP TWO:** *Create THREE OR MORE final compositions*

*Using Digital or Traditional Media, create in a 6 x 6 square or 6 x 8 rectangle,*

*THREE OR MORE clean-edged renderings/compositions showing “emphasis”*

*You should explore: contrast, - isolation, - placement - at least once in the three solutions.*

*Include - either within or under the composition - the quote / phrase that the image portrays.*

**- Various random verbal quotes that could be visually shown using emphasis -**

*She was a leader among leaders. Of all fruits and vegetables, my favorite is the peach.*

*In late fall on a branch of green leaves one was golden. He was a fox among lambs. One is the loneliest number.*

*Our car is the best in its category. It was strange to feel so alone in a crowded place.*

*Online resources for quote searching*

*<http://thesaurus.com>*

*<http://www.brainyquote.com>*

*music, poems, speeches, etc.*