

# VIS 1180 – History of Graphic Design

## College Credit Plus Project #4

Project Description: Students will make observations of different principles and elements found in the Arts and Crafts Movement and Art Nouveau. Students will use text book images to support their views, and document the images in their paper. A paper will be required comparing the particular principles and elements found in the images.

Worth 30 points

Project Objective: to build student awareness of the use and function of Design Elements and Principles in graphic design images

### Process:

1. Select a text book image from the Arts and Crafts Movement. Identify the strongest element in the image and describe how it is used in the image. Identify and explain which principle is created through the use of that element (Use only text images)
2. Select a text book image from the Art Nouveau Movement with the same strong element identified in step one. Using a “comparison or contrast method”, identify and explain which principle is created through the use of that element in the second image.
3. Repeat steps 1 and 2 (3 times) using different images and choosing different elements. The principle created by the various elements may be repeated.
4. Students will select and critique a total of 4 different image pairs.
5. Embed selected images in the body of the paper at the point of discourse. Under each image, identify the movement (Arts and Crafts or Art Nouveau) and the designer.
6. Submit hard copies of your work at the beginning of class on September 28th; include student’s name and date.

### Elements:

Line  
Color  
Shape  
Form  
Value  
Texture  
Space  
Size

### Principles:

Contrast  
Unity  
Balance  
Emphasis  
Variety/Variation  
Movement/Motion  
Proportion  
Repetition/Pattern