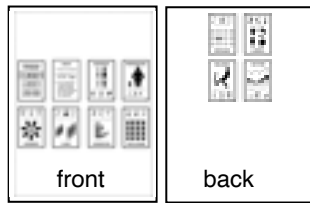
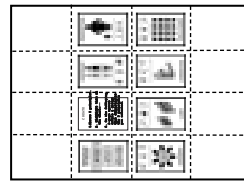


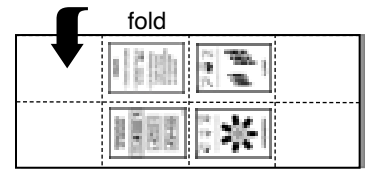
PRINCIPLES OF DESIGN MINI BOOK



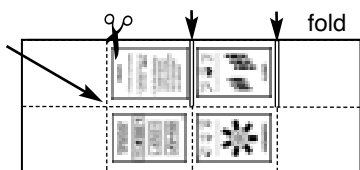
1. Photocopy the template on 1 piece of 8.5" x 11" copy paper. Make sure the front and back look like this.



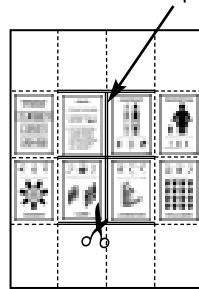
2. Cut around the border on the front page. Fold the paper in half twice in both directions to make 16 boxes. Open it up.



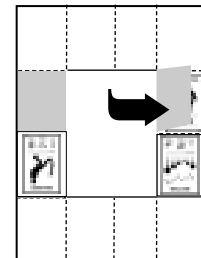
3. Fold the paper in half lengthwise – long end to long end.



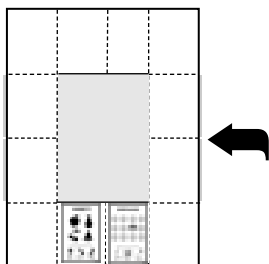
4. Cut from the fold along each crease, stopping at the horizontal fold. Make 3 cuts.



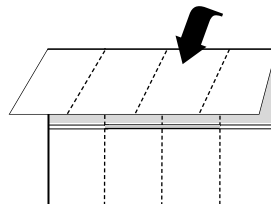
5. Open up the paper. Cut along the top fold of the 2 inside rectangles to make 4 flaps. You should be looking at the **front** of the paper.



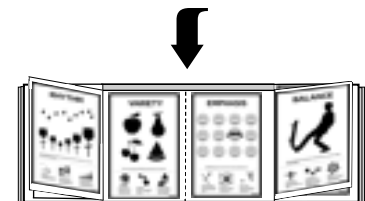
6. Fold the 4 flaps back so they line up with the outside edges of the paper.



7. Turn the paper over with the flaps face down. You should be looking at the **back** of the paper.



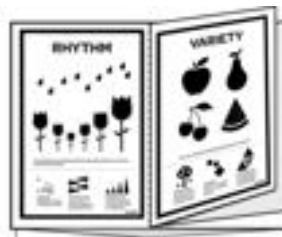
8. Fold the outside short ends of the paper into the centre. All the rectangles should be blank.



9. Fold the paper in half short end to short end. Make sure the flaps are facing out.



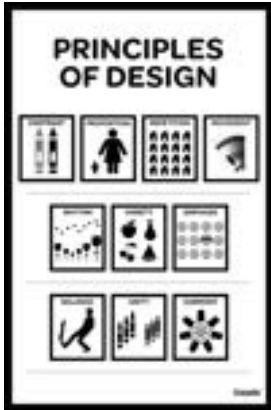
10. Hold the outside edges of the paper and push towards the centre until you see a box formed. Keep pushing until all the pages line up.



11. Flatten the paper then fold it in half to create the 16 page book.

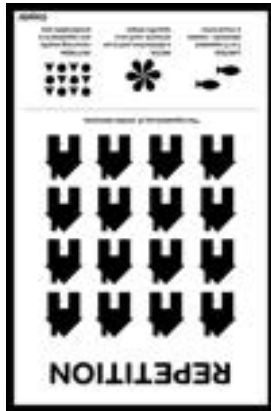
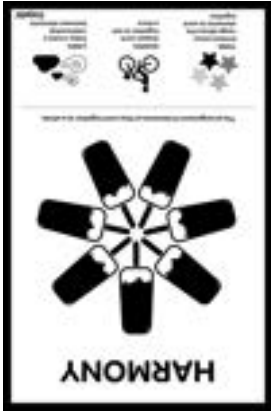
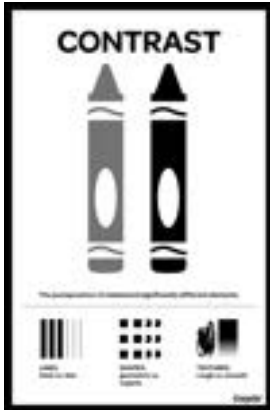


12. The outside covers of your book should be blank. The first page of your book should be **CONTRAST**.



CREATE

1. Choose 3 principles.
2. Highlight them on the chart. ←
3. On the following 2-page spread create a design that demonstrates the 3 principles you selected.



EMPHASIS

• **Contrast** – Use of light and dark colors, or different textures, to draw attention to a specific element.
 • **Scale** – Use of objects of different sizes to create a sense of depth and hierarchy.
 • **Position** – Placing an element in a central or off-center location to create a focal point.

• **Color** – Using a specific color to stand out from the rest of the design.
 • **Shape** – Using a unique or unusual shape to catch the eye.
 • **Line** – Using a thick or thin line to highlight a particular element.

VARIETY

• **Color** – Using a variety of colors to create visual interest.
 • **Shape** – Using a variety of shapes to create a dynamic composition.
 • **Line** – Using a variety of line weights and styles to create texture and movement.

• **Texture** – Using different textures to create depth and tactile interest.
 • **Scale** – Using a variety of object sizes to create a sense of scale and hierarchy.

BALANCE

• **Weight** – Using elements of different visual weights to create a sense of equilibrium.
 • **Position** – Placing elements in a way that creates a balanced composition.
 • **Color** – Using colors to create a sense of balance and harmony.

• **Line** – Using lines to create a sense of balance and stability.
 • **Shape** – Using shapes to create a sense of balance and proportion.

RHYTHM

• **Color** – Using a color palette that creates a sense of rhythm and flow.
 • **Shape** – Using a variety of shapes to create a sense of movement and direction.

• **Line** – Using lines to create a sense of rhythm and movement.
 • **Scale** – Using a variety of object sizes to create a sense of rhythm and hierarchy.