

DESIGN PRINCIPLES

Student Name _____

School Name _____

Date ___/___/___

Teacher Name _____

Per. ___

Instructions - *Fill in the blanks with the following words:*

artists'	functional	solutions
drawings	pleasing	solving
expression		

What is design?

Is design some kind of effort in beautifying the outward appearance of things? Certainly, external beautification is one aspect of design; but, design is much more than this.

Design is not just ornamentation. For example, the well -designed chair not only has a _____ outward appearance, but also stands firmly on the ground and provides adequate comfort for whoever sits on it. Furthermore, it should be safe and quite durable, able to be produced at a comparatively economic cost, packed and shipped conveniently, and, of course, it should have a specific function, whether for working, resting, dining, or other human activities.

Design is a process of purposeful creation, often explored visually. Unlike painting and sculpture, which are the realization of _____ personal visions and dreams, design fills practical needs. Manufactured products such as chairs, toasters, and automobiles must meet consumers' requirements. The design process is worked out visually with renderings and technical _____.

A good design, in short, is the best possible visual _____ of the essence of something, such as a manufacturing product. To do this faithfully and effectively, the designer should look for the best possible way this "something" can be shaped, made, distributed, used, and related to the environment. His or her creation should not only be aesthetic but also _____, while reflecting or guiding the taste of the time.

We must not forget that the designer is a problem-_____ person. The problems he or she is to face are always given. This means that he or she cannot alter any of the problems but must find appropriate _____. Certainly, an inspired solution can be attained intuitively, but in most cases the designer has to rely on his or her inquiring mind, which probes into all the possible visual situations within the requirements of the specific problems.

Instructions - Fill in the blanks with the following words:

communication
clarity

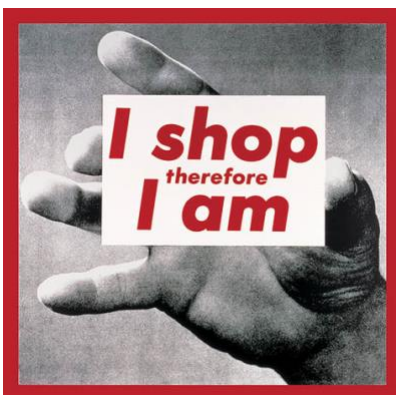
cultural
function

message

Graphic Design

Graphic Design is an umbrella field defined broadly as a mass visual _____ and more fully as “an art form that depends for its efficacy on the degree to which works and images communicate a coherent _____.” For the most part it’s a hard-working service field, a field that sees itself more occupied with translating speech into visual language than speaking. It is client-and product-oriented. Many of its corporate client practitioners are instructed to provide order and _____, to give clients’ companies the look, sheen, and promise of a clean new world. A piece of graphic design is to be placed before the eyes of the public in order to convey such a predetermined message. It’s a fairly neurotic expectation because designers can’t really clean – they just cover, wrap, accent, or put into a clean envelope some messy realities. In corporate service, graphic design’s most common _____, it is implicated in both cultural stasis and change, but with only partial control.

For financial reasons designers will often work on corporate graphics and on alternative self-generated projects. These intriguing personal projects sometimes make powerful political statements thus giving the graphic artist _____ power.



Barbara Kruger, 1987

Barbara Kruger's graphic work usually consists of black-and-white photographs with overlaid captions set in white-on-red Futura Bold Oblique. The phrases usually make a bold statement and commonly use pronouns such as you, I, your, we and they. She juxtaposes imagery with text containing criticism of sexism/misogyny and cultural power structures. Much of her text questions the viewer about feminism, classicism, consumerism, and individual autonomy and desire, although her black-and-white images are culled from the mainstream magazines that sell the very ideas she is disputing.