



DESIGN FUNDAMENTALS

Frimpong Kwaku Duku
Patrique deGraft-Yankson

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Black Masks Limited

This book is intended for the teaching and learning of basic concepts in visual art. It is an attempt at offering some kind of solution to the lack of textbooks to deal with basic issues in the subject. The authors have had an unpleasant experience of interacting with learners whose knowledge in visual art is next to nothing, and yet find it difficult to lay hands on materials that would answer their elementary question.

This book is also intended as a means of closing up the wide diversity in instructional delivery as far as the teaching and learning of basic design is concerned. Even though it is not expected that any subject should be taught the same way at all times, it is a fact that some sort of uniformity in course structure and systematicity in subject delivery would undoubtedly be rewarding especially when team teaching is involved.

The two-part book discusses relevant topics under selected elements and principles of art. There has been what we have termed "a domestic approach" to the treatment of the topics. In other words, explanation of concepts have been based on learners' local understanding and previous knowledge.

We have also tried to feature a comprehensive range of illustrated examples. This we hope should enhance better understanding of concepts.

The in depth treatment of colour is deliberate since it remains one of the most confusing elements. We however hope to expand on all the other elements and add more to colour in the future edition.

The sample questions provided are intended to render the book more 'student friendly', in lieu of the fact that students are normally more concerned about *what the questions would be* than *what the answer should be*. The questions have been structured to cover a better part of the objective test question structure.

We could not think of a better way of concluding a beginners' book than providing a glossary on elements and principles of design. That bit serves as a summary to the information in the book.

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Dot

A dot is a very small round mark made by or as if by a pointed instrument. It is the first mark made when drawing. Pictures or all works of art could be broken down into dots. Line, shape, tone and texture can all be developed using dots.

Dots could be found in nature, or be created by man. Example of dots found in nature include pebbles, oranges, human head in the crowd, seeds, the pupil inside the eyes, the moon and the planets.



Figure 1: Dots in nature.

Man can also create dots by printing, stenciling, rubbing, painting, or drawing. These include balls, drawn dots, buttons, printed dots and coins



Figure 2: Some examples of man-made dots.

A Dot can also serve as a focal point and can be used in highlighting or drawing attention to important information. Assuming there is only one mark on a sheet of paper. It builds on an image in the mind. The brain finds meaning for it.