Basic 2-D design concepts
What is it? What does it describe?
What is two dimensional design?

• How you communicate your visual ideas effectively via a flat surface, be it paper or canvas or a brick wall or an advertising page. How you convey mood, tone, inspiration.

• How do you best organize a space?
This is called Accumulation. Why?
What are the dots doing here?
Vocabulary

- Line – a point moving through space
- Dot – a single point in space
What kind of sky is this? How is the effect achieved?
What is this line doing? Interpret this ad.
Using only dots

• Convey the idea: UP
• Show me: squashed
• Show me: rain
• Love
Using only line(s)

• Illustrate the idea “Frenetic” (very excited! Energetic, uncontrolled)

• Calm

• Sleeping

• Awake
Vocabulary

• Shape – a contour that describes an enclosed space
• Volume – the description of a three dimensional space.
Why are these shapes important? What is the meaning of this?
How is the artist using dot, line, shape to convey an Equinox?
Vocabulary

• Pattern – the repetition of an element in a composition
• Composition – the organization of visual elements on a surface

How is this balanced?
Is it symmetrical?
What is the repeated element? Why is there a big diagonal line here?
Radial composition
Symmetrical, why is that essential here?
asymmetrical: how does that affect the viewer?