Unity + Emphasis & Focal Point Principles of Organization in Design

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Composition in 2D Design

- Composition in 2D Design is the overall arrangement and organization of formal elements on the two-dimensional surface.

- Line, shape, space, value, texture, color and type are the elements of design that make up a two-dimensional composition.

- A good composition utilizes these elements of design and follow the principles of organization to create a visually interesting and unified whole.

Why?

- Communication
- Create Order out of Chaos
- Aesthetic

Structure of Art in 2D Design

- Components of Art - Analyzed by the Degrees of Representation
  - Subject Matter
  - Content
  - Context
  - Form
    - Elements of Design
      - Line
      - Shape & Space
      - Value
      - Texture
      - Color
      - (Type)

    - Principles of Organization
      - Balance
      - Emphasis & Focal Point
      - Rhythm
      - Scale & Proportion
      - Unity

Principles of Organization

Unity

Principle of Organization Unity

Unity creates an integrated image in which all the elements are working together to support the design as a whole.

A **unified design** is greater than the sum of its parts; the design is seen as a whole first, before the individual elements are noticed.

Unity can be compared to harmony, integrity or wholeness.

Principles of Organization Unity

Unity is based on the **Gestalt theory of visual perception**, which states that the eye of the viewer seeks a gestalt or unified whole.

This means that the viewer is actually looking for a connection between the elements, for some sort of organization, for unity in the design.

http://nwrain.net/~tersiisky/design/unity.html

Unity & Gestalt

- *P*sychology term which means "shape" or "form".
- Theory of **visual perception** developed by German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler in the 1920s.
- Describe how people tend to organize visual elements into **groups** or *unified wholes* under certain principles or laws

Unity & Gestalt

A **gestalt** is created because the mind simplifies and organizes information. It does this by grouping elements together to create new wholes.

Understanding how the mind groups elements helps us understand how **unity** can be achieved.

Unity

Saffron Travel – HTML template

Unity

CRAP in Unity

- Continuation

- Repetition

- Alignment

- Proximity

CRAP-U

Continuation means that something (a line, an edge, a curve, a direction) continues from one element to another.
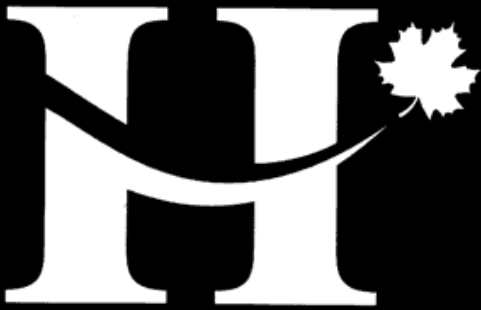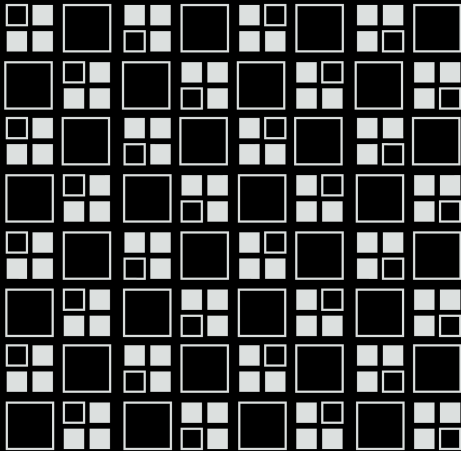
The viewer's eye will follow the continuing line or edge smoothly from one element to other and the mind will group the elements because of this connection. Implied lines are one example of continuation.

Continuation
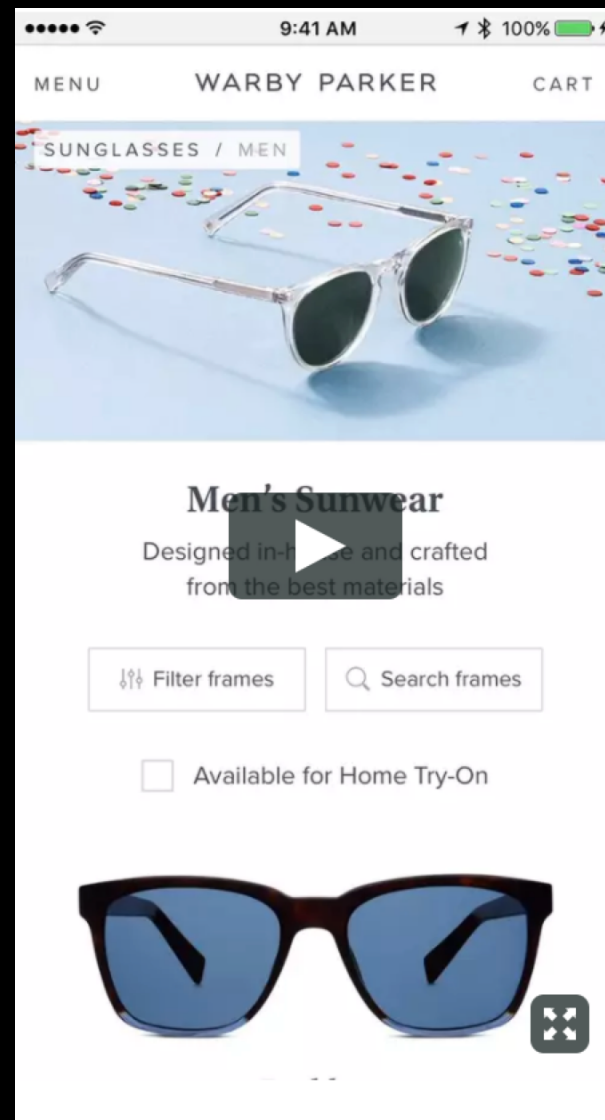
CRAP-U

Repetition is based on grouping by similarity; elements that are similar visually are perceived to be related.

Any element can be repeated - line, shape, color, value or texture - as well other things such as direction, angle or size.

Repetition helps unify a design by creating similar elements and is one of the most effective ways to unify a design.

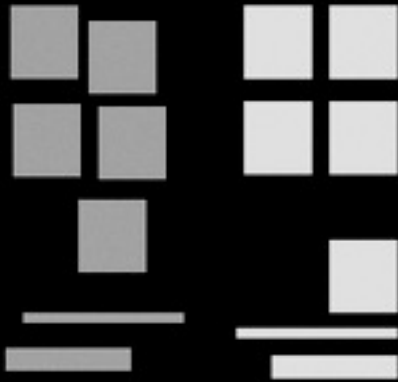http://nwrain.net/~tersiisky/design/unity.html
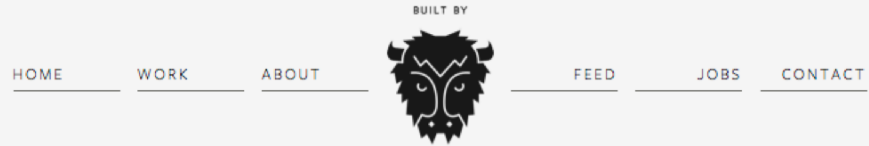
Repetition

CRAP-U

Alignment consists of arranging elements so that their edges are lined up.

The common alignment allows the eye to group those elements together.

A grid is often used to create unity through alignment, not just in a single design but also between related designs (the pages of a magazine or book, for example).
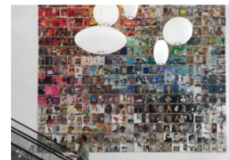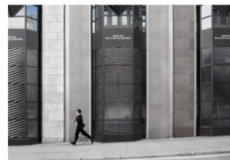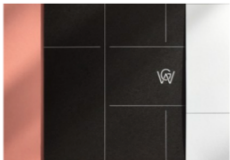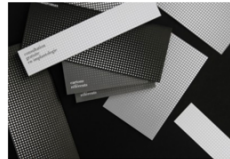
http://nwrain.net/~tersiisky/design/unity.html

Alignment
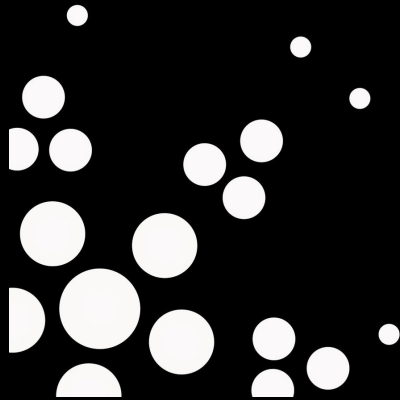
CRAP-U

Proximity, is based on grouping by closeness; the closer elements are to each other, the more likely we will see them as a group.

Proximity is one of the easiest ways to achieve unity.

Proximity

When Unity is Achieved . . .

Nothing is competing for attention in the composition.

Helps the message be easily understandable.

The artwork looks complete and organized.

Visually organize content.

Emphasis & Focal Point

A **Focal Point** is the location in a composition that attracts the viewer's attention and may repeatedly draw attention back to itself.

A **Focal Point** is where the artist has deliberately placed emphasis within their composition.

Creating a Point of Emphasis/Focal Point

CI-CUP

- Contrast

- Isolation

- Convergence

- Unusual

- Placement

Contrast

Use of contrast.

It refers to difference.

Any specific type of difference in the composition can result in that element becoming a focal point.

Difference or contrast can be achieved by changing the characteristics of the Elements of Design: line, shape, value texture, color and Principles of Organization such as movement, direction, etc...

Contrast

Isolation

Isolate an element from others.

Whenever one shape or element is separated from a group or area, it becomes isolated and in turn, becomes a focal point.
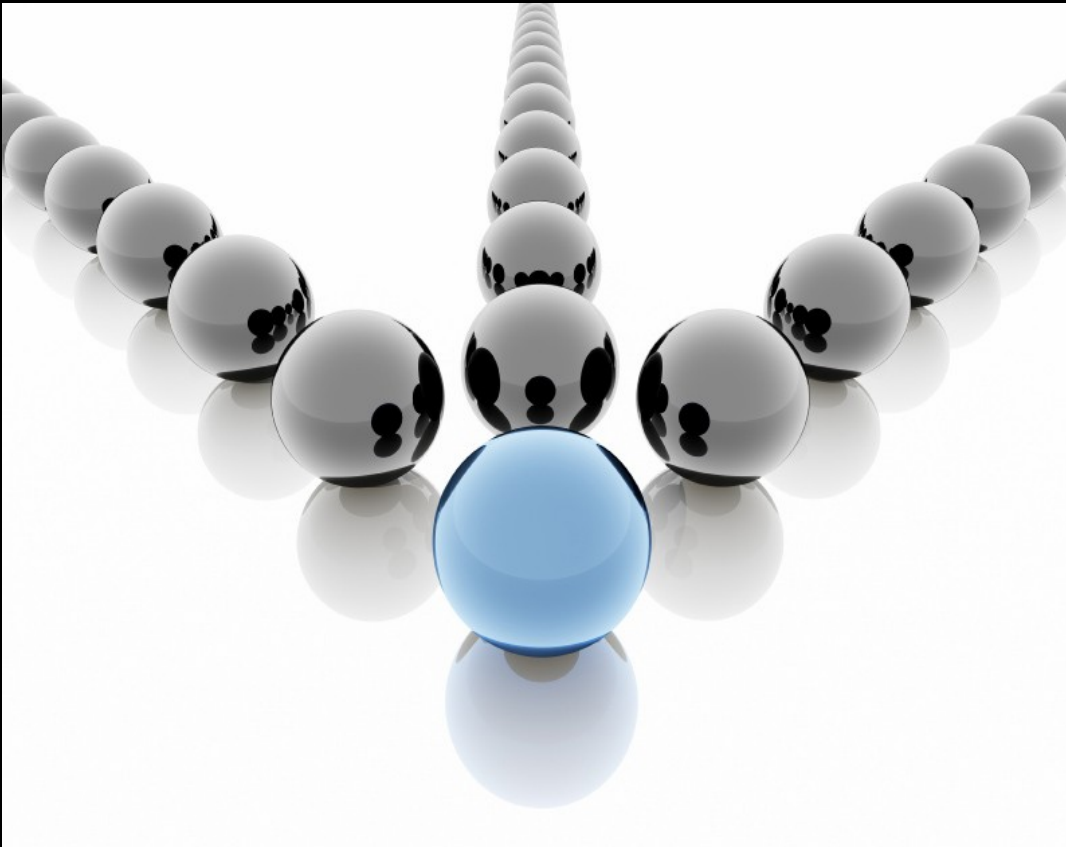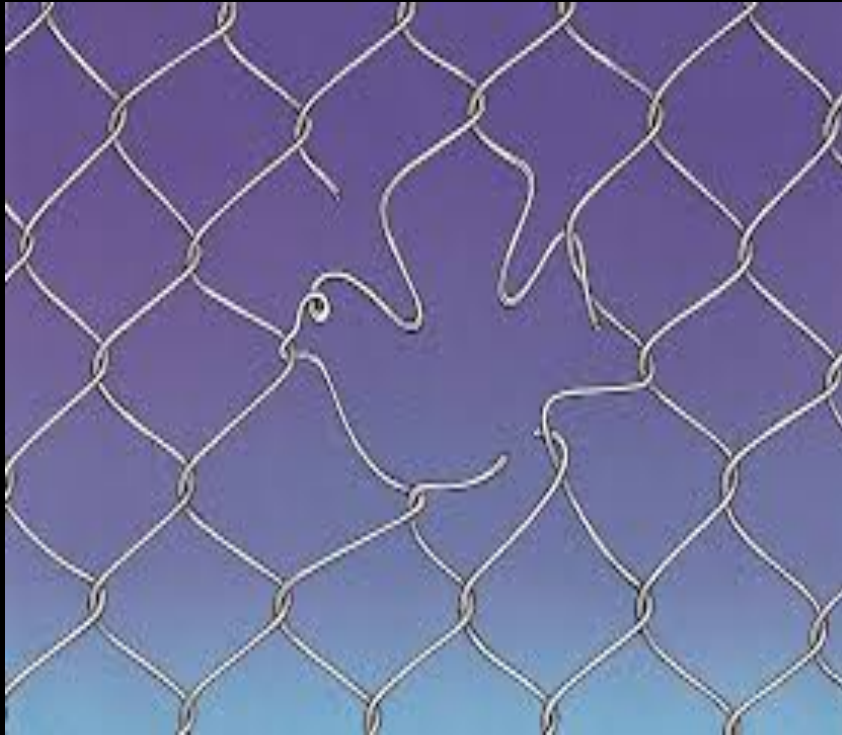
Isolation

Convergence

Use implied lines to direct a viewer's eye to an object or element.

This technique is known as "convergence".

Convergence

The Unusual

Introduce an object or element that is unusual to the composition.

This element stands out and gets the viewer's attention.

Unusual

Placement

Objects that are placed in the center of the picture plane or near center, will become a focal point.

Most of the time, a non-centered focal point is preferred.

By placing an object or element just off center, you can make a focal point through placement without affecting the aesthetics of the artwork.

See Rule of Thirds!

Placement

Review

UI Design Principles

- **Structure**

- **Simplicity**

- **Visibility**

- **Feedback**

- **Tolerance**

- **Reuse**

Review

- Components of Art - Analyzed by the Degree of Representation
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            - Color
            - (Type)

        - Principles of Organization
            - Balance
            - Emphasis & Focal Point | CI-CUP
              contrast, isolation, convergence, unique, placement
            - Rhythm
            - Scale & Proportion
            - Unity | CRAP
              continuation, repetition, alignment, proximity