

# ART, DESIGN, AND VISUAL THINKING

## Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

### Design Principles: Understanding the Process of Designing a Project

- Create a Visual Flow Chart
  - Identify the five key elements in the design process
  - Meet with client/discuss: audience, budget, timeframe, distribution and purpose
  - Review the designer's role in the process and the production of the project
  - Identify the need to be organized, meet with client, and create a job form/contract
- Discuss the Designer's Role in Creating Projects
  - Step One: Understand the proofing process/create proofs for review to the client
  - Step Two: Thumbnails, Roughs, Digital proofing for review to clients
  - Step Three: Critique projects, discuss the need to always let the client sign proofs
- Design Principles, the Basics (Contrast, Repetition, Alignment, Proximity, Focal Point)
  - Review slides and samples, have group projects and discussions with projects
  - Review elements of design, Balance, Space, Shape, Alignment and Accuracy
  - Identify grid patterns in design layouts.
- Using Typography in Design
  - Identify the different categories of Type, Font Styles, and Families of Type
  - Review slides and samples, have group projects and discussions with projects
  - Identify pi characters/glyphs for visual imagery when using Type and elements

### Visual Storyboard Design

- Visual Literacy
- Interpret and Design
  - Create new impressions with commonplace objects
  - Make graphic representations of ideas and senses
  - Draw multiple visual perspectives about life and situations
- Elements of a Story
- Character Development
  - Identify the protagonist.
  - Develop external characteristics to identify each character's internal traits
- Conflict
  - Identify the main type of conflict
  - Make evident what the protagonist wants
  - Show how obstacles stand in the way of the protagonist
  - Draw the setting for the conflict

- Plot Blueprint
  - Identify the beginning set-up of conflict, characters, and location
  - Identify the middle confrontation and obstacles
  - Identify the end climax and resolution
- Shot Terminology
  - Define the terminology specific to each shot/scene
- Storyboard Design Palettes
- Clarity
  - Create an action flow throughout
  - Provide set-up and payoff clues
  - Provide action-reaction
- Realism
  - Develop each character
  - Create depth of field
- Dynamism and Continuity
  - Switch from stable to energy lines
  - Set-up punch line and climax
  - Create consistent visual detail
- Timing
  - Change pace
  - Lead the eye forward to next frame
- Extreme Specialty Effects
  - Apply for emphasis foreshortening, forced perspective, and exaggeration of physique
  - Add speed lines to convey action
  - Add specialty lines to express aura, impact, and explosion

### 2-Dimensional Visual Storyboard Design

- Main Directions
  - Choose horizontal X-axis suggesting calmness and tranquility
  - Choose vertical Y axis suggesting power and excitement
- Asymmetry of the Frame
  - Choose up-down diagonal for resistance of ease
  - Left screen/right screen to place or reduce emphasis
- Magnetism of the Frame
  - Use Lead room and headroom
- Figure and Ground
  - Change relations
  - Make ambiguous in digital special effects
- Psychological Closure
  - Juxtaposition objects to create associations
- Vectors
  - Choose magnitude between graphic, index, and motion
  - Determine vector direction – continuing, diverging, and converging
- Stages of Balance
  - Choose degree of energy and tension between stable, neutral, or labile object framing

- Object Framing

- Facilitate closure composing as rectangular, triangular or diagonal

### 3-Dimensional Visual Storyboard Design

- Overlapping Planes  
Arrange the fore-, Mid-, and background planes to create depth
- Camera Distance/Relative Size
  - Choose long distance to establish
  - Choose close up for build personal relationships
  - Create depth with objects larger appearing closer
- Camera Angles
  - Use high angle tilt down to reduce power
  - Use low angle tilt up to accentuate power
  - Tilt the horizon for maximum tension and insecurity
- Camera Point of View
  - Use objective to observe
  - Use over-the-shoulder to draw attention into event
  - Use subjective to place audience in event
  - Create illusion of off-camera action
- Shadow and Light
  - Give dimensionality
  - Create mood
  - Add dramatic effects
  - Convey feeling of mystery
  - Light reflected from other sources – radiosity
- Linear Perspective
  - Create a vanishing point through converging parallel lines
  - Cause depth through crowding objects farther away
- Height in Plane  
Place Parallel objects higher in plane to appear farther away
- Aerial Perspective
  - Create foreground detail and saturation lost in background

- Choose camera focus changes from foreground to background

- Transitions and Superimposition
  - Choose type of transitions to change pace, location, time, etc
  - Create new image information through superimposition

### Sound Design

- Literal Sound
  - Indicate specific sound producing source
- Non-Literal Sound
  - Create mood and impression through music and sound effects
  - Evoke feeling of space, time, light, quality or event
- Forms of Speech
  - Choose dialogue to express character's personality, interplay, convey story
  - Choose direct address reproduce and event
  - Chose narrator to supply information and advance plot quickly
- Outer Orientation
  - Create feeling of space, time, and a specific situation
  - Signal upcoming predictive situation
  - Create a leitmotiv situation
- Inner Orientation
  - Select music and /or sound effects to convey internal condition
- Aesthetic Factors
  - Decide on important sound as figure, other as ground
  - Match camera distances with similar sound perspective
  - Maintain the sound volume and quality for consistent continuity

A student earning a "C" grade or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Clover Park Technical College	GTC 110 (CIP Code:10.0303)	5