**1.01 Multiuse Design Elements Group Activity**

Directions: Students will work in groups of 2-3 to create a poster with samples of the following design elements. Students will be required to present their posters to the class and aid the class in understanding effective use of the design element.

1. **Line Group Assignment:** Select one example of each line description below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Straight Line
* Curved Line
* Lines that organize
* Lines that connect
* Lines that create movement
* Lines that create emotion
* Lines that provide texture
* Lines that frame

Cut and paste the examples on your poster boardand write a brief caption below each example describing the line and how the line enhances the message of the publication.

**2. Shapes Group Assignment:** Select two examples of each shape from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Geometric
* Organic
* Abstract

Cut and paste the examples on your poster boardand write a brief caption below each example describing the shape and how it enhances the message of the publication.

1. **Mass Group Assignment:** Select 6 total examples of mass from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Mass that is large (3)
* Mass that is heavier/darker (3)

Cut and paste the examples on your poster board and write a brief caption below each example describing the mass and how the mass affects the publication.

**4. Texture Group Assignment:** Select five different examples of texture from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Background texture
* Texture applied to text
* Texture applied to shapes
* Synthetic texture, such as denim, leather, fur
* Environmental texture, such as grass, water, earth

Cut and paste the examples on your poster boardand write a brief caption below each example describing the texture and how the texture affects the publication.

**5. Color Group Assignment:** Select one example of each color concept from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Cool Colors
* Warm Colors
* Neutral Colors
* Complementary Color Scheme
* Analogous Color Scheme
* Monochromatic Color Scheme

Cut and paste the examples on your poster boardand write a brief caption below each example describing the color and how the use of color affects the publication.

1. **Form Group Assignment:** Select 3 examples of 3-D form from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Form created by shadows (3 examples)
* Form created by gradient or color transition (3 examples)

Cut and paste the examples on your poster boardand write a brief caption below each example describing the form and how it enhances the publication.

1. **Space Group Assignment:** Select 3 examples of space from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Positive Space (3 examples)
* Negative Space (3 examples)

Cut and paste the examples on your poster boardand write a brief caption below each example describing the space and how it enhances the publication.

**1.01 Multiuse Design Elements Group Activity Rubric**

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| --- | --- | --- | --- |
| Category | Mastery (3 pts.) | Developing (2 pts.) | Not mastered (1 pt.) |
| Main Idea | Poster has a clear title which gives specific information about the main idea of the poster. | Poster has a title that gives little information about the main idea of the poster. | Poster is missing a title. |
| Effectiveness of Poster | Poster gives others a thorough understanding of the design element. | Poster gives others examples of the design element but does not explain how the element enhances the design. | Poster gives others limited understanding of the design element. |
| Accuracy of Poster | Poster depicts the design element with complete accuracy | Poster depicts the design element with some accuracy. | Poster depicts the design element with limited accuracy. |
| Quality | The poster is exceptionally creative and attractive in terms of graphics, design, layout, and neatness. | The poster is acceptably creative and attractive in terms of graphics, design, layout, and neatness, however fairly disorganized. | The poster lacks creativity and attractiveness in terms of graphics, design, layout, and neatness, and is distractingly disorganized or very poorly designed. |
| Mechanics | No errors in grammar or spelling | 1-2 errors in grammar of spelling | 3 or more errors in grammar or spelling |
| Presentation | All students in the group demonstrated a considerable amount of knowledge and understanding. | Some students in the group demonstrated a considerable amount of knowledge and understanding | Students in the group did not demonstrate their knowledge and understanding. |
| Grade/Comments | Points out of 18: \_\_\_\_\_\_\_\_\_ | | |