

## A Level 3D Design – Activity 1

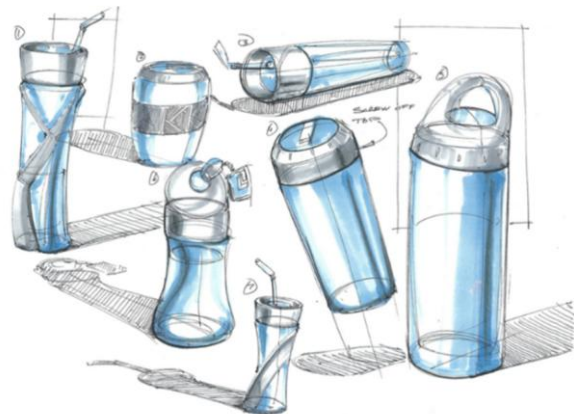
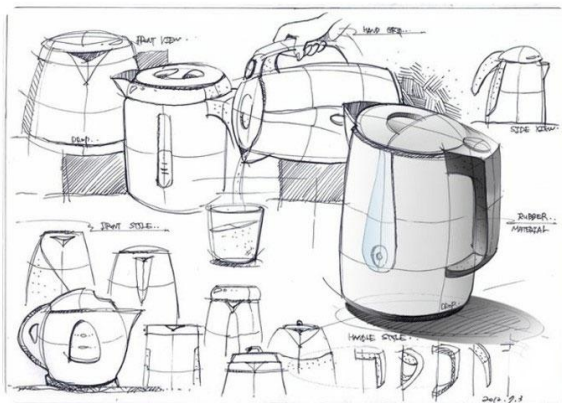
### Examining Everyday Objects

#### Activity Overview:

You will explore the concept of form and function in 3D design by examining an everyday object of your choice. You will analyse its design elements, consider its practical purpose, and then create a piece of work that includes both drawing and written aspects that showcases your understanding.

#### Instructions:

**Select an Object:** Choose an everyday object around you. It could be anything from a kitchen utensil to a piece of furniture but ensure it has interesting design features. Take a high-resolution photograph of the object from different angles, highlighting its design features and then draw it.



**Create Ideas:** Create a set of sketches of the chosen object, ensure to focus on its form and function.

**Analysis of Form and Function:** Write a brief analysis (approximately 200 words) and consider questions such as:

- *What is the purpose of the object?*
- *How does its design contribute to its functionality?*
- *What materials are used, and how do they impact the overall design?*
- *Are there any aesthetic elements that enhance its visual appeal?*



## Activity Extension:

If you wish to extend this activity and delve deeper into 3D design, you can:

**Research:** Explore different design principles and theories related to 3D design, such as symmetry, balance, and proportion. Reflect on how these principles apply to the object you've chosen.

## Watch Tutorials:

The Basic Elements of Design: <https://www.youtube.com/watch?v=MshxnTQW4qU>

The Principle of Design: <https://www.youtube.com/watch?v=9EPTM91TBDU&t=694s>

**CONTRAST**  
Unique elements should look different from each other—that is called contrast. Contrast between elements creates emphasis and visual interest. Adding some contrast is important, but if you make all the elements look too different from each other, the composition will look random and lack any unity.

**BALANCE**  
Balance refers to the distribution of elements within a composition. Your compositions should look visually balanced, unless you want it to look chaotic and the viewer to be unsettled. Consider that elements have visual weight when you attempt to balance a composition.

**FOCAL POINT EMPHASIS**  
When you emphasize an element—by using contrast, placement, etc.—you are creating a focal point, which will lead the viewer's eye to the area that you desire. The order in which you see elements is called visual hierarchy.

**MOVEMENT**  
The placement of elements can create the look and feeling of action and to guide the viewer's eye throughout the composition. This eye movement is required to create visual hierarchy.

**RHYTHM PATTERN**  
Also referred to as REPETITION, the principle of RHYTHM indicates movement while the placement of repeated elements in a composition results in a PATTERN. Visual rhythm results in a sense of unity, as well as creates eye movement.

**SCALE PROPORTION**  
You can't tell that an element is big unless you place it next to something that is small. Scale refers to the relationship of certain elements to the whole and to each other.

**UNITY**  
Elements look unified when you accent their similarities. In order for a composition to look unified, all the elements should look like they belong together even if they're not exactly the same.

**LINE**  
A line is a mark between two points. They can vary from straight to squiggly, but the line's stroke weight can also vary to show contrast.

**SPACE**  
Space is the area around or between elements in design. Spatial elements can be placed together to show unity. Unrelated elements can be placed apart to emphasize those surrounded by more negative space.

**SHAPE**  
There are two (2) types of shapes: GEOMETRIC—shapes that are usually man-made (squares, circles, etc.) ORGANIC—shapes exist in nature (curved, irregular, etc.)

**FORM**  
Form is when an element is three-dimensional and encloses volume—it includes height, width and depth.

**VALUE**  
Value is how light or dark an element looks—ranging from dark to white. Use value to create depth, to create a pattern, to lead the eye (visual hierarchy) or to emphasize an element.

**COLOR**  
Color is used to generate emotions, create visual interest and create emphasis.

**TEXTURE**  
Texture relates to the physical surface, but also includes the visual appearance of an element—for example you can create texture by adding a pattern or using distressed type.

**SIZE**  
Size refers to the actual dimensions of an element. Scale (Proportion) can be used when you're trying to create emphasis on an element or area.

**MC** TEXTURED TYPE PATTERNS

**SCALE CREATES EMPHASIS** **SIZE RELATES THE SAME**

**THESE ARE THE ESSENTIAL TOOLS FOR CREATING ENGAGING & EFFECTIVE PIECES OF GRAPHIC DESIGN & ART**

**ELEMENTS** are "things" that you use when making art/design compositions.

**PRINCIPLES** are the rules to follow to create a good composition.

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