

PROJECT PLANNING SHEET WITH ELEMENTS AND PRINCIPLES OF DESIGN

Who is the client and what is the subject for this design?

Write a brief statement that explains your objectives for this project.

What do you want this design/artwork to say?

What elements of design will be used in your project?

Sketch one or two examples for each of the design elements you will be using in your design.

| | |
|---------|-------|
| Point | Shape |
| Line | Space |
| Texture | Color |
| Form | Value |

| Design Principle & Written statement | Drawn example |
|-----------------------------------------|---------------|
| How are you going to establish Balance? | |
| What is your Emphasis in this Project? | |
| How will you establish Emphasis? | |
| How will you establish Movement? | |

| Design Principle & Written statement | Drawn example |
|---------------------------------------|---------------|
| What type of Pattern will you create? | |
| How will you establish Rhythm? | |
| How will you establish Contrast? | |
| How will you create Unity? | |