

**DESIGN  
ELEMENTS &  
PRINCIPLES  
EXPLORATION**

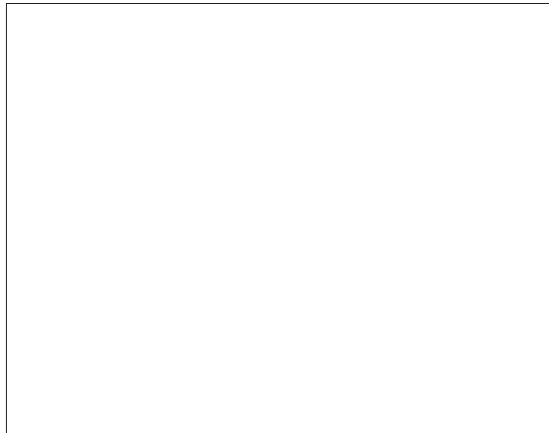
AVT 311  
Worksheet I

All graphic design centers on manipulating form. Every form you make in design has to be chosen carefully so that you convey the correct message to your intended audience. In this exercise, you will explore different forms and apply meaning to them.

**Parameters:**

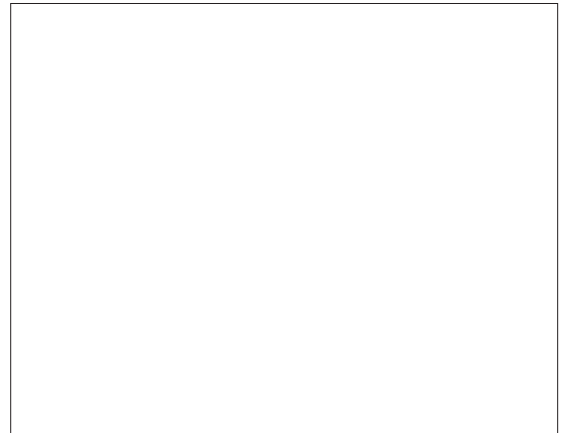
- You must sketch in pencil.
- You cannot use color.
- You have to convey what your form means.

Your name: \_\_\_\_\_



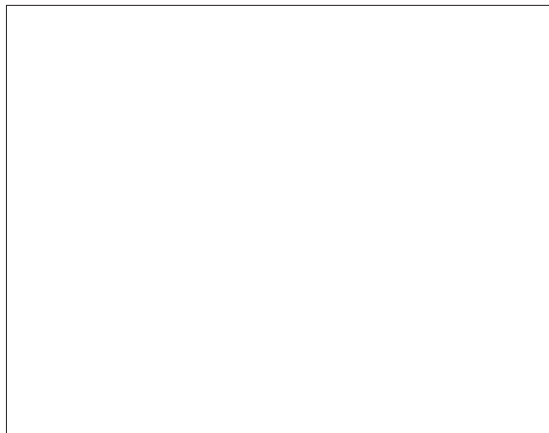
**POINT/DOT**

APPLIED MEANING: \_\_\_\_\_



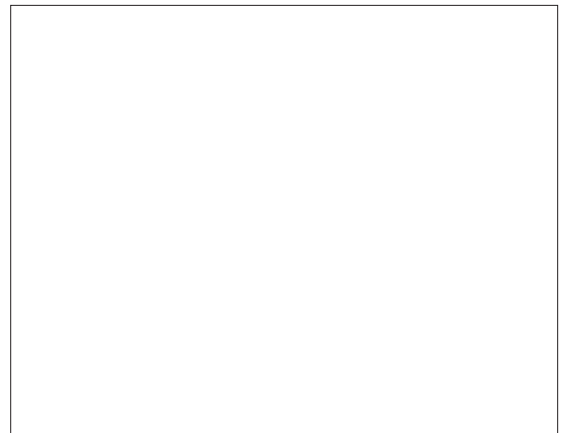
**POINT/DOT**

APPLIED MEANING: \_\_\_\_\_



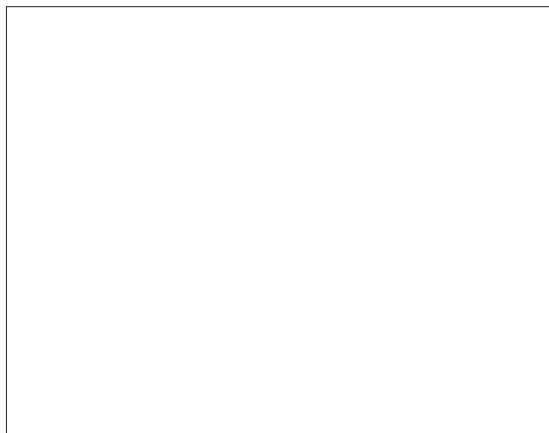
**LINE**

APPLIED MEANING: \_\_\_\_\_



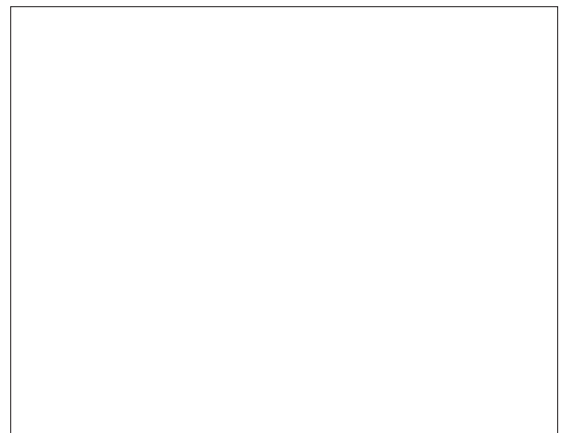
**LINE**

APPLIED MEANING: \_\_\_\_\_



**PLANE (CIRCLE)**

APPLIED MEANING: \_\_\_\_\_



**PLANE/SHAPE**

APPLIED MEANING: \_\_\_\_\_

**DESIGN  
ELEMENTS &  
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EXPLORATION**

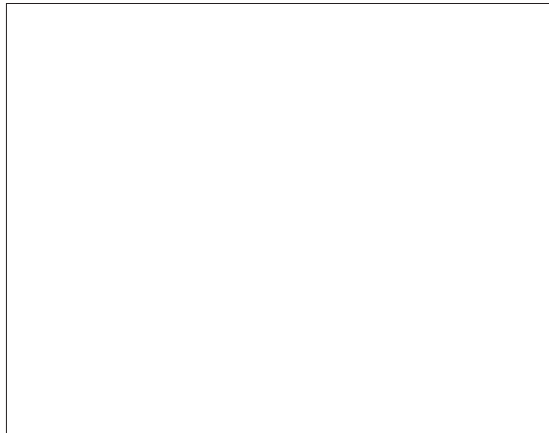
AVT 311  
Worksheet II

All graphic design centers on manipulating form. Every form you make in design has to be chosen carefully so that you convey the correct message to your intended audience. In this exercise, you will explore different forms and apply meaning to them.

**Parameters:**

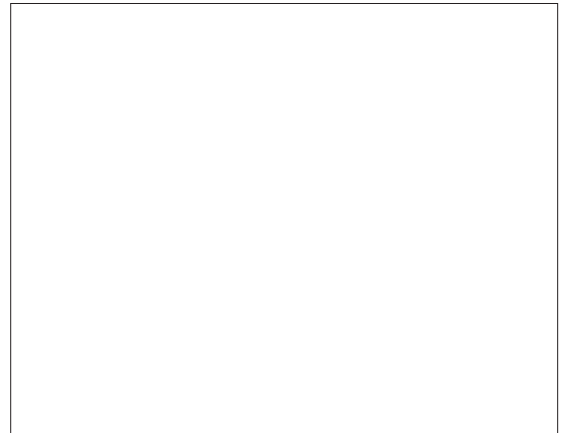
- You must sketch in pencil.
- You cannot use color.
- You have to convey what your form means.

Your name: \_\_\_\_\_



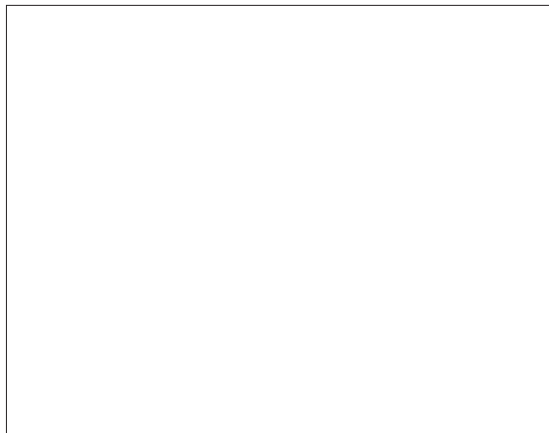
**GEOMETRIC FORM (VOLUME)**

APPLIED MEANING: \_\_\_\_\_



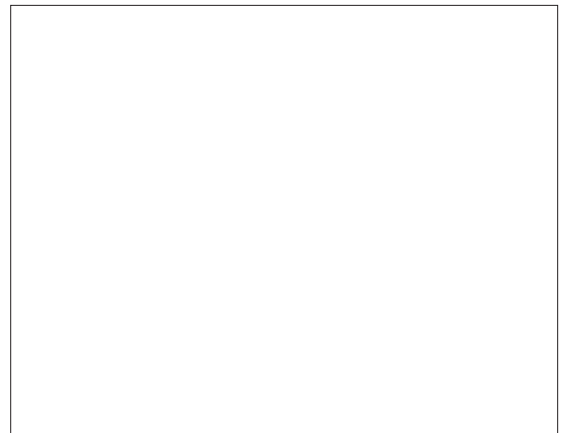
**GEOMETRIC FORM (VOLUME)**

APPLIED MEANING: \_\_\_\_\_



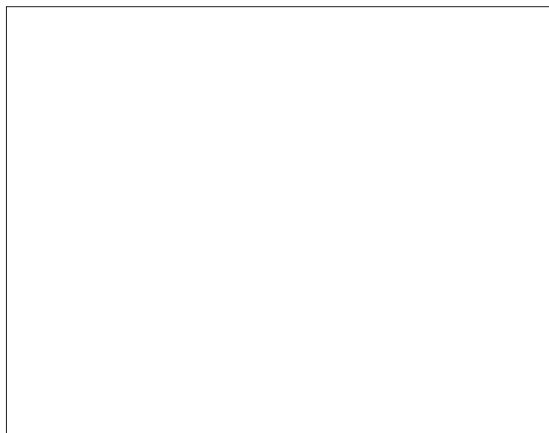
**PATTERN/RHYTHM**

APPLIED MEANING: \_\_\_\_\_



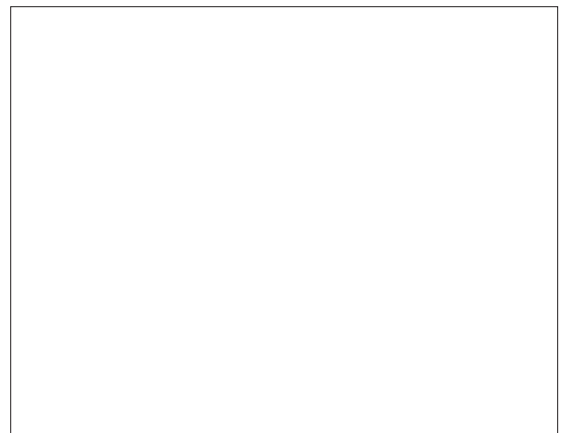
**UNITY**

APPLIED MEANING: \_\_\_\_\_



**HIERARCHY**

APPLIED MEANING: \_\_\_\_\_



**FIGURE/GROUND**

APPLIED MEANING: \_\_\_\_\_