



## Lesson 3.1 – Visual Analysis

### Concepts

1. Visual design principles and elements constitute an aesthetic vocabulary that is used to describe any object independent of its formal title, structural, and functional qualities.
2. Tangible design elements are manipulated according to conceptual design principles.
3. Aesthetic appeal results from the interplay between design principles and elements.
4. Though distinctly different, a design's visual characteristics are influenced by its structural and functional requirements.
5. Visual appeal influences a design's commercial success.
6. Graphic designers are concerned with developing visual messages that make people in a target audience respond in a predictable and favorable manner.

### Performance Objectives

*It is expected that students will:*

- Identify visual design elements within a given object.
- Explain how visual design principles were used to manipulate design elements within a given object.
- Explain what aesthetics is, and how it contributes to a design's commercial success.
- Identify the purpose of packaging in the design of consumer products.
- Identify visual design principles and elements that are present within marketing ads.
- Identify the intent of a given marketing ad and demographics of the target consumer group for which it was intended.

### Essential Questions

1. What is meant by the phrase *The Language of Design*?
2. What are visual design elements?
3. What are visual design principles?
4. What makes a designed object aesthetically pleasing or eye catching?
5. Why do people associate a design's aesthetic value with its functional efficiency and structural resilience?
6. How does the gestalt principle explain the way in which the human mind perceives visual patterns?
7. What is *graphic design* and how is it different from *product design*?
8. What information can be gained from *demographic research* and why is it used in marketing?
9. Why must a graphic designer understand the demographics of the intended audience?
10. How are visual design principles and elements used to capture a consumer's attention?

### Key Terms

**Aesthetic**

**Asymmetry**

**Audience Analysis**

**Balance**

**Color**

**Contrast**

**Demographics**

**Element**

**Emphasis**

Form	Gestalt	Graphic Design
Harmony	Juxtapose	Line
Market Research	Message Analysis	Pattern
Pictograph	Principle	Proportion
Radial Symmetry	Rhythm	Scale
Shape	Space	Survey
Symbol	Symbolism	Symmetry
Texture	Typography	Unity
Value	Variety	

## Instructional Resources

### PowerPoint® Presentations

[Visual Design Principles and Elements](#)

[Graphic Design](#)

### Word Documents

[Activity 3.1.1 Visual Design Principles and Elements of Design Identification](#)

[Activity 3.1.2 Visual Design Principles and Elements Study](#)

[Activity 3.1.3 What's going on in this graphic design?](#)

[Activity 3.1.2 Visual Design Principles and Elements Study Rubric](#)

[Activity 3.1.3 Graphic Design Rubric](#)

[Lesson 3.1 Key Terms and definitions in Excel](#)

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