

**Introduction to Design Fundamentals**  
**Digital Workshop Center**

Designers and marketing strategists are problem solvers. Before solving the issue of how to create a cool design, it's important to understand that designing is essentially a form of visual organization. Effective visual communication is improved by understanding the principles of design and how to use the elements of design to achieve those principles.

**Sketches:**

Learning to engage your "Creative Mode" of thinking allows you to generate possible solutions to problems in **quick succession**. Your assignment is to **complete the full packet of thumbnails (all 108) for our next class**. Try to take no more than **45-60 seconds** to think of and produce each thumbnail sketch that demonstrates how you've used the element of design to achieve the design principle.

The power point presentation and handout provided from class includes the list of elements and principles of design that were discussed. A quick Google search for "Elements and Principles of Design" produces an additional 1,040,000 pages relevant to the topic, please feel free to use any and all of this information as reference.

Colored pencils, highlighters, and any other colored written tools are welcomed but not required.

After sketches are completed, review the thumbnails carefully and **pick your top three**. Label your top three by circling them and writing #1, #2, #3, etc next to the thumbnail clearly.

Bring your finished sketches to class and be prepared to defend your top 3 choices.