**1.01 Multiuse Design Elements Group Activity**

Directions: Students will work in groups of 2-3 to create a poster with samples of the following design elements.

1. **Line Group Assignment:** Select one example of each line description below.

* Straight Line
* Curved Line
* Lines that organize
* Lines that connect
* Lines that create movement
* Lines that create emotion
* Lines that provide texture
* Lines that frame

Cut and paste the examples on your poster boardand write a brief caption below each example describing the line and how the line enhances the message of the publication.

**2. Shapes Group Assignment:** Select two examples of each shape from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Geometric
* Organic
* Abstract

Cut and paste the examples on your poster boardand write a brief caption below each example describing the shape and how it enhances the message of the publication.

1. **Mass Group Assignment:** Select 6 total examples of mass from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.
* Mass that is large (3)
* Mass that is heavier/darker (3)

Cut and paste the examples on your poster board and write a brief caption below each example describing the mass and how the mass affects the publication.

**4. Texture Group Assignment:** Select five different examples of texture from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Background texture
* Texture applied to text
* Texture applied to shapes
* Synthetic texture, such as denim, leather, fur
* Environmental texture, such as grass, water, earth

Cut and paste the examples on your poster boardand write a brief caption below each example describing the texture and how the texture affects the publication.

**5. Color Group Assignment:** Select one example of each color concept from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Cool Colors
* Warm Colors
* Neutral Colors
* Complementary Color Scheme
* Analogous Color Scheme
* Monochromatic Color Scheme

Cut and paste the examples on your poster boardand write a brief caption below each example describing the color and how the use of color affects the publication.

1. **Form Group Assignment:** Select 3 examples of 3-D form from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.
* Form created by shadows (3 examples)
* Form created by gradient or color transition (3 examples)

Cut and paste the examples on your poster boardand write a brief caption below each example describing the form and how it enhances the publication.

1. **Space Group Assignment:** Select 3 examples of space from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.
* Positive Space (3 examples)
* Negative Space (3 examples)

Cut and paste the examples on your poster boardand write a brief caption below each example describing the space and how it enhances the publication.