

USING THE PRINCIPLES OF ART

ART LAYOUT

Poster Guidelines








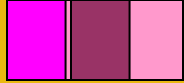
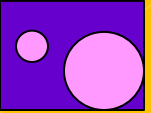
Poster Guidelines. Dr. Gina Rizzo: Author. Artist.
Education Specialist Copyright 2018.
www.DrGinaRizzo.com
3/18/2020

Art Layout/ Arranging Artwork Contents

- Principles of Art
- Introduction
- Planning
- Lettering
- Color
- Decoration



Principles of Art

1. **BALANCE:** Similar amount of information in two parts 
2. **MOVEMENT:** Leads the eye to the focus of the image 
3. **RHYTHM/REPITITION/PATTERN:** The same element used over & over 
4. **CONTRAST/VARIETY:** Opposite of sameness 
5. **EMPHASIS:** The focus on an area 
6. **UNITY:** Looks like it belongs together 
7. **PROPORTION/SCALE:** The relative size of objects to one another 
8. **FIGURE GROUND RELATIONSHIP:** What you notice



Introduction: Art's Function



- To Communicate (express ideas)
- Attract Attention
- Emphasize Important Points
- Read Easily
- Look Pleasing
- Have the Audience Take Action
- Have a Reaction

Planning

- Letter emphasis, line direction & color direct the viewer's eye

Use
VARIETY
in the **SIZE**
of
Letters
AVOID
SAMENESS

Use
VARIETY
SLANT
WORDS UP
In **direction**

Use
VARIETY
ARCH
In **shape**

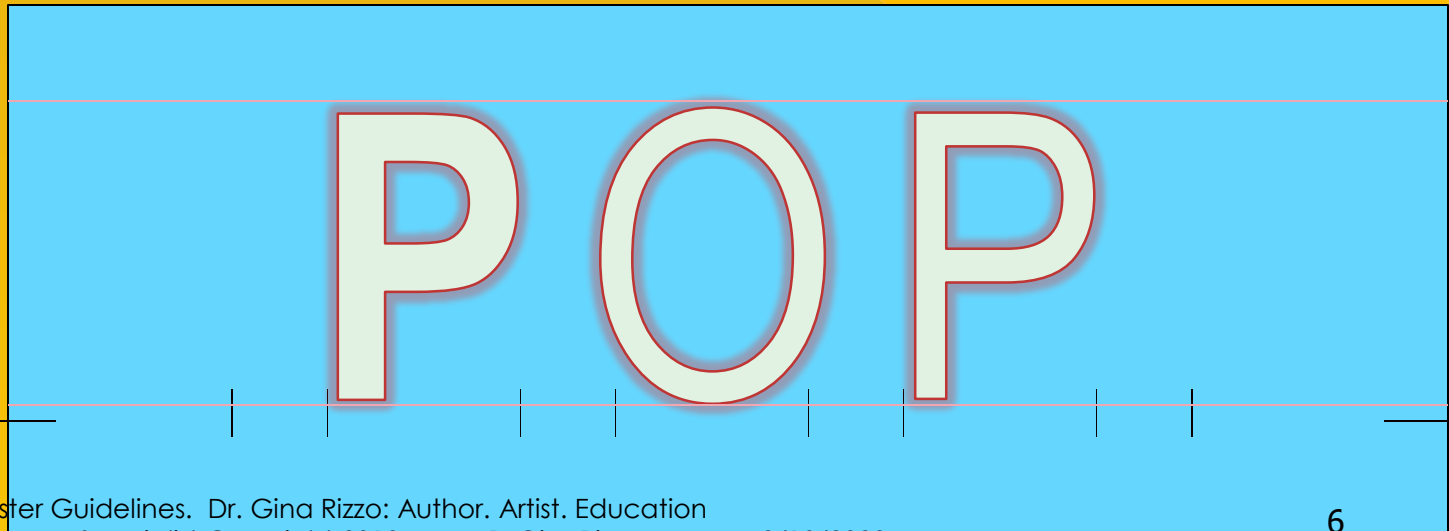
Keep the
TOP
of the
image
“heavier”
than the
bottom

Keep
Lettering
Visible
&
contrasting
the
background

- In a Poster Include: What, When, Where, Price (if any), & Sponsor (Person or Business)

Lettering

- ⦿ Plan lettering either by freehand lightly & loosely drawing stick letters with pencil
- ⦿ Or evenly measure spacing & alignment for letters with a ruler
- ⦿ Are the size of the letters right for their importance in the message?
- ⦿ Make sure the ruler edge is even with the paper edge & measurement marks
- ⦿ Create top & bottom guide lines for the word with a ruler
- ⦿ All letters touch these guide lines
- ⦿ Decide how many & how wide the letters will be with spaces
- ⦿ Draw wide letters over the stick letters parallel to the stick letters



Color

7

- Be careful with color
- Use color for emphasis and deemphasis
- Vary colors (use multiple colors, at least 2)
- What colors stand out?
- Which colors are difficult to see and are best for highlight?
- Remember compliments (opposites on the color wheel) make each other stand out!
- Use colors that match for unity



Decoration



- Add pictures, logos, accent marks, and/or frames
- Use very few, keep it simple
- Use for emphasis
- Use to help explain the image story

REFERENCES

- Library of Congress