BEAUTY

If beauty is in the eye of the beholder and everyone sees things differently how important are the elements and principles of design in the success of print, audio and/or video, animation and/or web pages? Why are there a standard shapes and the way we perceive what is beauty? Who determines that standard?

The visual compositions created in this course to date are: a Voki, an Avatar, and a Virtual Conscience. I have asked you to create a weebly website and asked you to include each visual composition in it.

Your visual composition for this question is to create or re-vamp a website for this course.

- All work will be uploaded to the website.
- Include basic information about yourself - images that you have taken – voki and avatar
  - Remember to ‘be safe’ and use good digital citizenship
  - Do NOT include anything that someone may use to harm you
- Most importantly create a COMPUTERS 1000 tab where you will upload your information.
- Visual Composition key question: How will you present the information you have gathered about your projects in this website?

- You will have 1 block to complete this task.
Key words and concepts:
- Visual Composition
- Media (Print, Photography, Audio/Video, Animation, Webpages)
  - Principles of design (balance, emphasis, proportion (scale), repetition (rhythm, pattern), unity, contrast, harmony, proximity, variety)
- Characteristics of a good website

Planning: Graphic organizers help you organize the information you are trying to convey (show) in your visual composition. You may use the suggested graphic organizer sites or create one that will work for you.

- Use a mind-mapping program to help you visualize your webpage. A Mind-mapping program will be demonstrated in class – you may use any mind-mapping program as long as you have teacher approval.
  - Spiderscribe.net - http://www.spiderscribe.net/
  - Mindmeister - http://www.mindmeister.com/

Questions to ask yourself when creating your mind map graphic organizer:
- What assignments do I have to include?
- How do I plan for assignments and information that I do not know at this point in time?
- What hierarchy should I include when making pages?
- Should I use a template or should I create my own design?
- How much personal information should I include?

Determine what the key characteristics to making a good website are. In other words: What do I do to make the website look good? Add this information to your mind-map.

This is a good place to use the ‘snipping tool’ or ‘print screen’.

CHARACTERISTICS OF A GOOD WEBSITE:

We will create a ‘paper’ twitter feed in the classroom. Students will research, then add a twitter comment (no more than 120 characters) about the Characteristics of a Good website. Answer: What are the key characteristics in creating a good website – what do I do to make my website look good?

Upload it under the COMPUTERS 1000 tab (call the document: Characteristics of good websites)
PRESENTATION: (Applying theory to your presentation)

THEORY:
- **Principles of Design:** Look at your visual composition (website). Determine where you have incorporated the principles of design in your work. The principles are: balance, emphasis, proportion (scale), repetition (rhythm, pattern), unity, contrast, harmony, proximity, variety

- **Student Resources:** Powerpoint with examples located in the handout folder OR google it.

- **Complete the assignment chart.**

**How have you applied characteristics of a good website to your website?**

- **Successdesigns:** [http://www.successdesigns.net/articles/entry/characteristics-of-a-good-website/](http://www.successdesigns.net/articles/entry/characteristics-of-a-good-website/)

- **Web Design Features:** [http://www.ratz.com/features.html](http://www.ratz.com/features.html)

Upload the answer to this question in your webpage. **Call it – Website Reflection**

Remember to add the following to your website:
- **UPLOAD the analysis (elements of design) for the Virtual Conscience to your website.** **Call the assignment Virtual Conscience - Elements**

- **Upload your Virtual Conscience project to your website under the COMPUTERS 1000 tab.** **Call your assignment Virtual Conscience.**

- **UPLOAD the analysis (principles of design) for your website.** **Call the assignment Website - Principles**

- You must present the information in your website (e-portfolio). You will be asked to present this information to the class. Determine what you are willing to share with your peers.
Remember that you now have uploaded 6 documents to your website:
- Virtual Conscience – planning
- Virtual Conscience – Elements of Design
- Virtual Conscience – Reflection
- Beauty - Characteristics of Good Websites,
- Beauty - Website – Principles of Design
- Beauty - Website Reflection
- 3 Visual Compositions: *Voki, Avatar, Virtual Conscience*

**PRINCIPLES OF DESIGN:** (balance, emphasis, proportion (scale), repetition (rhythm, pattern), unity, contrast, harmony, proximity, variety)

<table>
<thead>
<tr>
<th>PRINCIPLE:</th>
<th>I think I used the following principle of design in my work . . . I used the principles of design in the following way . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance (symmetrical and asymmetrical)</td>
<td></td>
</tr>
<tr>
<td>Emphasis</td>
<td></td>
</tr>
<tr>
<td>Proportion (scale)</td>
<td></td>
</tr>
<tr>
<td>Repetition (rhythm and pattern)</td>
<td></td>
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<tr>
<td>Unity</td>
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<tr>
<td>Contrast</td>
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<tr>
<td>Harmony</td>
<td></td>
</tr>
<tr>
<td>Proximity</td>
<td></td>
</tr>
<tr>
<td>Variety</td>
<td></td>
</tr>
</tbody>
</table>
RUBRIC: This rubric will be used to grade your visual compositions in this course. Use it determine how well you have presented your information.

<table>
<thead>
<tr>
<th>Planning</th>
<th>Developing Content</th>
<th>Constructing</th>
<th>Reflection</th>
</tr>
</thead>
</table>
| • There is little evidence of planning.  
  • The planning is not developed or is unclear. | • Much of the content is directly copied. There is little or no original content.  
  • The content is inappropriate or inaccurate.  
  • Copy written materials are used without permission. | • The visual composition shows little care or effort.  
  • The quality of the visual composition is poorly constructed  
  • The visual composition is not suitable for the purpose or for the audience.  
  • **Information** is inaccurate, inappropriate and/or is difficult to access.  
  • The visual composition is **inefficient** or hard to read. | • Responses show little analysis of the visual composition  
  • Student cannot indicate where or how the design elements and/or principles are used in the composition  
  • Student cannot state why the elements and/or principles have been applied in the visual composition |
| | | | Redo 1 |
| • A detailed plan is created that covers the development process.  
  • A script is developed which contains an acceptable level of detail. | • Some elements of the content are quoted. The quoted material is acknowledged appropriately.  
  • The majority of the content is original.  
  • Where copy written materials are used and permission has been sourced for its use.  
  • The student uses royalty free materials like music.  
  • The student creates or generates his own media.  
  • The content is appropriate or accurate | • The visual composition shows care and effort.  
  • The quality of the visual composition is excellent  
  • The **purpose** of the digital visual composition is clearly stated.  
  • The digital visual composition is suitable and appropriate for the purpose, it conveys information easily and shows imagination and care.  
  • The **information** is accurate or appropriate.  
  • The intended **audience** is clearly stated.  
  • The digital visual composition is designed for its intended audience.  
  • The digital visual composition is **efficient**. | • Responses are a thorough examination of the visual composition  
  • Student has indicated with precision where and how the elements and/or principles of design have been used in the visual composition  
  • Student has stated why the elements and/or principles of design have been applied in the visual composition |
| | | | 3 |
| | | | 4 |
ANCHOR ACTIVITY: Create a visual composition that answers these questions.

If beauty is in the eye of the beholder and everyone sees things differently how important are the elements and principles of design in the success of print, audio and/or video, animation and/or web pages? Why are there a standard shapes and the way we perceive what is beauty? Who determines that standard?