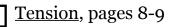


Design Topics 3 Week 3: Tension part 1: Read

Excerpts from Tension, Story, Focus & Flow:

click here to open (be sure to save to your device)



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- <u>Break Space and Borders (we already covered this</u> in lesson 1, but it's relavent here, too) pages 18-27
- Juxtapose Unexpected Elements, pages 28-31

- **How To Create Visual Tension in Your Designs** by Vanseo Designs. <u>Click here to read online.</u>
- **Five Key Elements for Creating Tension in Fiction** by Andrea G Wenger. <u>Click here to read online.</u>
- Painting Tension from Secrets of a Modern Painter. <u>Click here to read online.</u>
- **Tension and Release: Alpha and Omega** by Musical Assumptions. <u>Click here to read online.</u>

part 2: Look Around

Study architecture and tension

Take a look at the <u>Get It Scrapped architecture</u> <u>pinterest board</u> and find a building that you immediately understand has visual tension.

Share the image on our class pinboard

In the comments area, point out the tension in the architectural piece you've chosen.



part 3: Scrapbook

Make layouts! Be sure you've got two of them you want to share with us by next Wednesday morning.

Make 2 pages that incorporate tension. Each should go about this in a different way. Remember: too much tension and you've got chaos. But you need enough tension for the viewer to feel that there's something just a little "off" something needed attention.

Approaches include:

- asymmetrical design
- figure-ground confusion
- contrast-color, size, motif . . .
- juxtaposition of unexpected elements
- break borders
- push the expected balance or placement

By next Wednesday at 11 am ET be sure to:

- Upload 1 layout to the Week 1 Gallery Critique album.

Upload 1 layout to the Week 1 Live Critique album.



NOTE: Make pages that make you happy--and work in this assignment as it fits with your style and your goals.