

## PRINCIPLES OF DESIGN

Design Principle	Considerations
<b>Movement</b> Definition:	<ul style="list-style-type: none"><li>• How will their eyes travel across the different components of your work?</li><li>• Are there natural lines or shapes that will guide them?</li><li>• How can you use the space's layout to encourage interaction or discovery?</li></ul>
<b>Rhythm</b> Definition:	<ul style="list-style-type: none"><li>• Are there patterns or repeating elements in your installation that will provide a sense of rhythm?</li><li>• How can you alternate these elements to create interest and keep viewers engaged without overwhelming them?</li><li>• Think about how rhythm can reflect the natural flow or pace of movement within a space.</li></ul>
<b>Emphasis</b> Definition:	<ul style="list-style-type: none"><li>• What part of the installation should stand out the most?</li><li>• How can you make this element the focal point while maintaining balance in the overall composition?</li><li>• What will be the emotional or thematic impact of your point of emphasis?</li></ul>

**Professional Art Installation:** Each artist has a different process while curating an installation. While watching the videos, note **which principle of design you see as most prominent** in their work and describe why.

Artist's Name	Notes

# GETTING TO KNOW THE CLIENT

As a professional artist, you'll often work with clients who have specific needs or expectations. Whether it's a gallery, a public space, or a private commission, understanding and meeting the client's goals is crucial to success.

Considerations	Notes
<p><b>Understanding the Space</b> Clients may have practical requirements, such as ensuring the work fits into a specific location or complements the surroundings. Just as you've evaluated your space for this project, professional artists must consider the needs of the environment where their work will be displayed.</p>	
<p><b>Meeting Expectations</b> The client may also have thematic or stylistic preferences. It's important to maintain your artistic integrity while ensuring the final piece aligns with the client's vision.</p>	
<p><b>Compromise and Communication</b> Professional art often involves compromise. You may need to balance your creative ideas with practical constraints or client preferences. Good communication is key to managing expectations while maintaining the quality and vision of your work.</p>	