

The Principals of Design

Arranging focal points and focal lines in rectangular designs

Supplies needed:

Paper, letter sized, plain or cross-hatch

Tracing paper

Straight edge

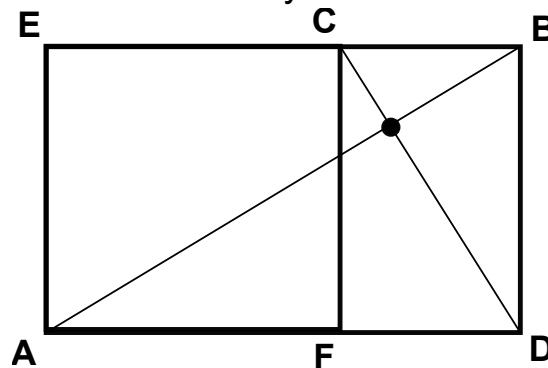
Ruler

Pencil

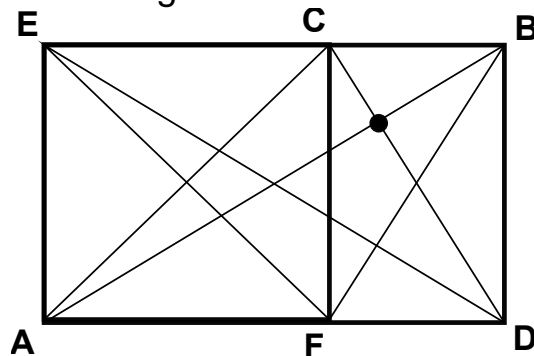
Eraser

Golden Rectangle drawing from last week.

1. Place tracing paper on top of the Golden Rectangle and trace around the large rectangle. Also trace the first square you drew. Draw a diagonal line across the large rectangle from A to B. Also draw a diagonal line across the smaller Golden Rectangle from C to D. Where these lines intersect is the main focal point. The diagonal lines are called focal lines. Your subordinating designs can be placed on these lines to help lead the viewer's eye to the main focal point.

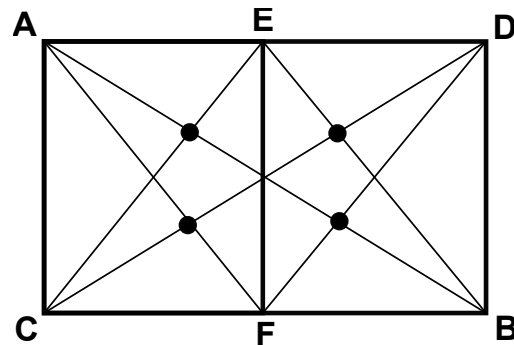


2. Additional focal lines can be added by drawing more diagonal lines across the large rectangle from D to E. Add another diagonal line across the small golden rectangle from B to F. Add diagonal lines across the square: A to C and E to F.

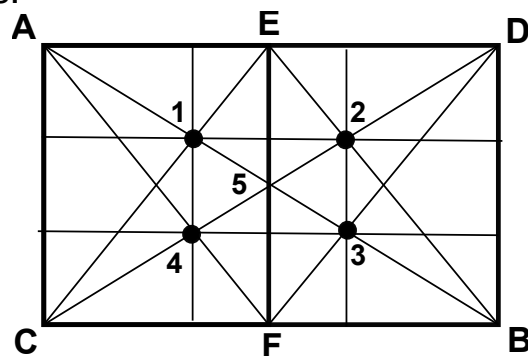


When using a Golden Rectangle as the base like this you will be placing more focus on one side than the other, but with some interest from subordinating parts leading the viewer's eye from the less busy side towards the focal point.

3. A more symmetrical design can be made using the **Rule of Thirds**. Draw a 4" (10cm) x 6" (15cm) rectangle. Draw two diagonal lines across the rectangle from corner to corner, A to B and C to D. Find the midpoint of the long side either by measuring or by extending the intersection of the two diagonal lines to the long side.



4. Draw diagonal lines from A to F, D to F, C to E, and B to E. Where these lines intersect with the original diagonal lines will divide the rectangle into nine equal parts. Draw two vertical lines and two horizontal lines across the rectangle, aligning the intersections.



Focal points can occur at point 1, 2, 3, 4, or in the center at 5. Subordinating areas can be arranged along the focal lines, leading the viewer's eye towards the focal point. The Rule of Thirds works for the Golden Rectangle as well.

5. Draw a 5" (12.7cm) x 7" (17.8cm) rectangle. Every rectangle can be divided into a square equal to the shorter side of the rectangle plus another rectangle. Divide your rectangle accordingly. The extra line drawn to show the square is called the **rebatement line**. Anywhere along this line is a great place to put a focal point. If you are doing a book the rectangle part is the ideal place to put the title. By drawing the rebatement line along the other side as well, it divides the rectangle into a pleasing triptych style design.

