

Understanding Applied Art and Design Principles

Chapter 2: Applied Art and Design Principles · Topic 1

Key Concept

Unlike fine art (created mainly for expression), applied art serves a functional purpose — like a well-designed poster, a product's packaging, or a company's logo, all of which must communicate clearly while looking appealing.

Design principles like balance, contrast, emphasis, and unity guide applied art, ensuring a design is both visually pleasing and effective at its practical job, such as grabbing attention or conveying information clearly.

Quick Revision Notes

- Applied art serves practical, everyday purposes.
- Examples include posters, packaging, and logos.
- Fine art is mainly for expression; applied art serves a function.
- Design principles include balance, contrast, emphasis and unity.

Practice Questions

- 1 Design a simple poster for a school event using design principles.
- 2 Analyse the logo of a familiar brand and describe its design choices.
- 3 Design packaging for a simple product of your choice.
- 4 Compare an example of fine art and applied art.