



ELEMENTS & PRINCIPLES OF ART

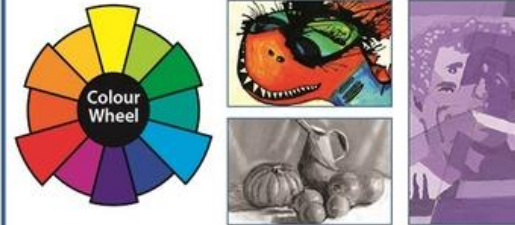
REVIEW

ELEMENTS OF ART

- Line
- Shape
- Form
- Value
- Texture
- Space
- Colour

Colour & Value

Colours can be natural or man-made.
Value is the lightness or darkness of a colour. Colours can be cool, warm, monochromatic & complementary.



Line

A line is a mark which moves from one place to another.
The eye follows a line. Lines can be long, short, wavy, straight, thick, zig-zagged, curly, sewn...



Shape

A shape is created when a line joins to enclose an area.
Shapes can be solid or outlined, geometric or organic.



Texture

Texture is the appearance & feel of a surface.
Texture can be an illusion or physically felt. Texture can be rough, smooth, bumpy, abrasive, scaly...



Space

Space surrounds us, stretching to infinity or compressed into a balloon. Our perception of space can change according to distance between objects, perspective & tone.







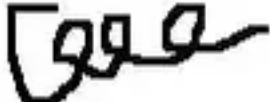

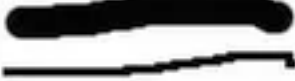
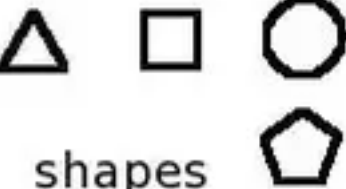




Form

Form is the 3D representation of the 2D element of shape.
Forms can be geometric or abstract. A sculpture is a 3D form.



LINE

- ▶ Line is an element of art defined by a point moving in space.

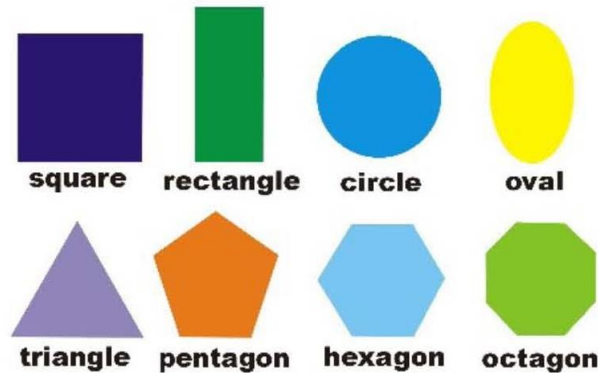
 horizontal	 vertical	 zig zag	 curves
 curly	 spiral	 thick thin	 shapes
 angle	 cross hatching	 ripple or radiating	 dots and scumbling

SHAPE

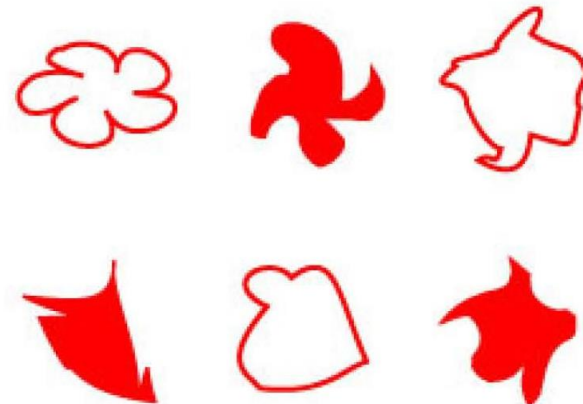
- ▶ 2D
- ▶ Can be geometric (man-made) or organic (found in nature).

SHAPES FLAT / 2D—(HEIGHT & WIDTH)

GEOMETRIC SHAPES



ORGANIC SHAPES



FORM

- ▶ 3D
- ▶ Can be geometric (man-made) or organic (found in nature).

FORMS 3D—(HEIGHT, WIDTH & DEPTH)

GEOMETRIC FORMS



cube



sphere



cylinder



cone

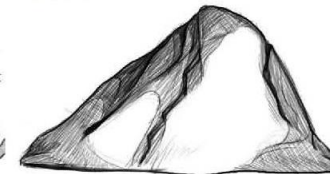
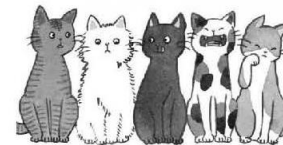


rectangular prism



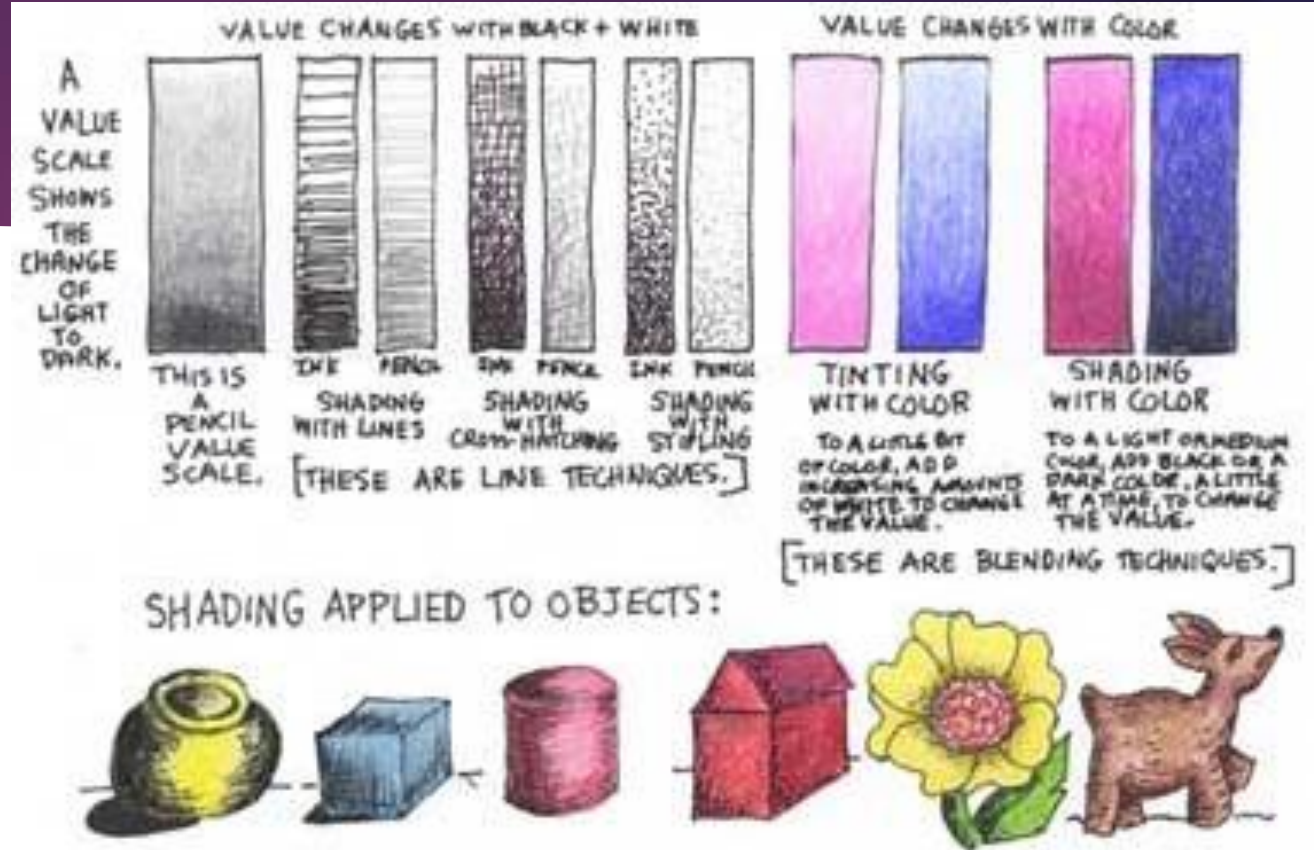
pyramid

ORGANIC FORMS



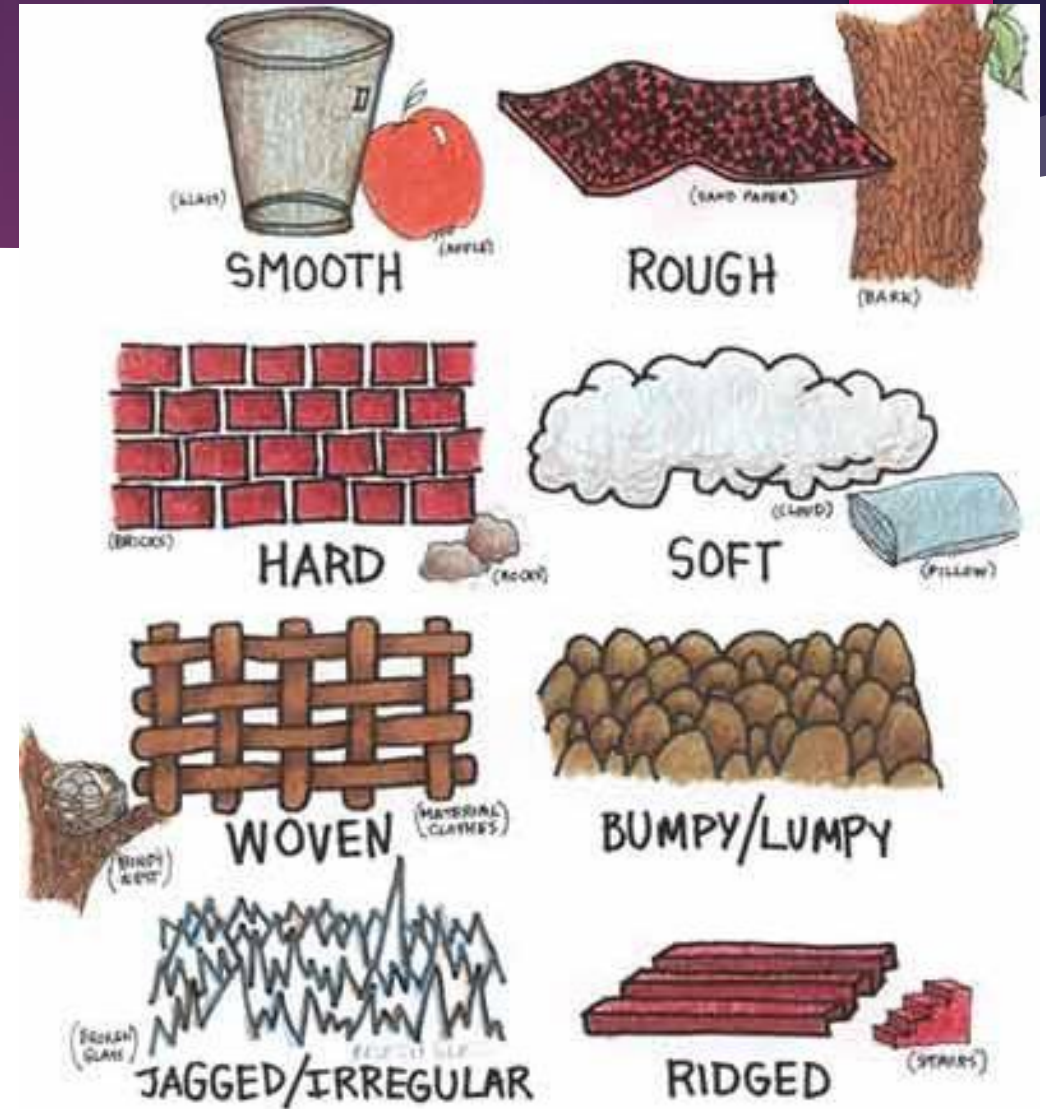
VALUE

- ▶ Is the range from dark to light



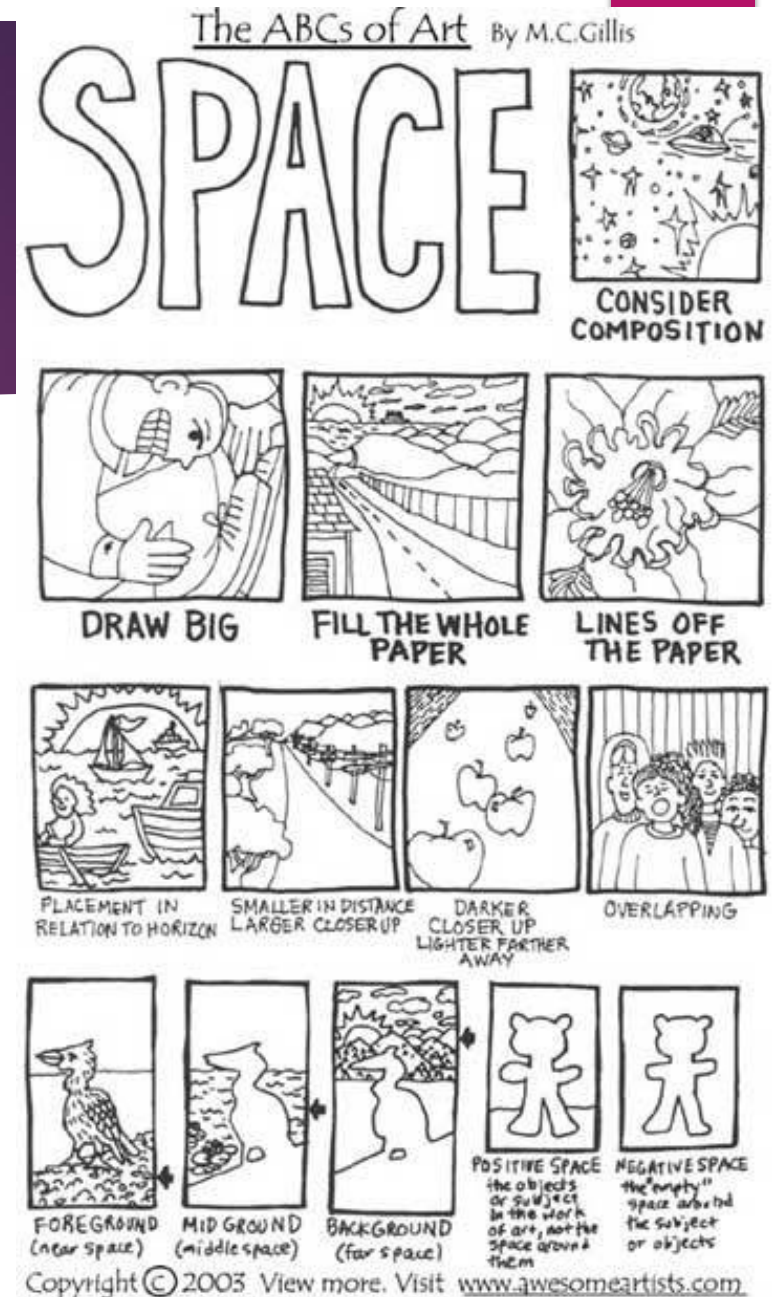
TEXTURE

► Anything that conveys the sense of touch.



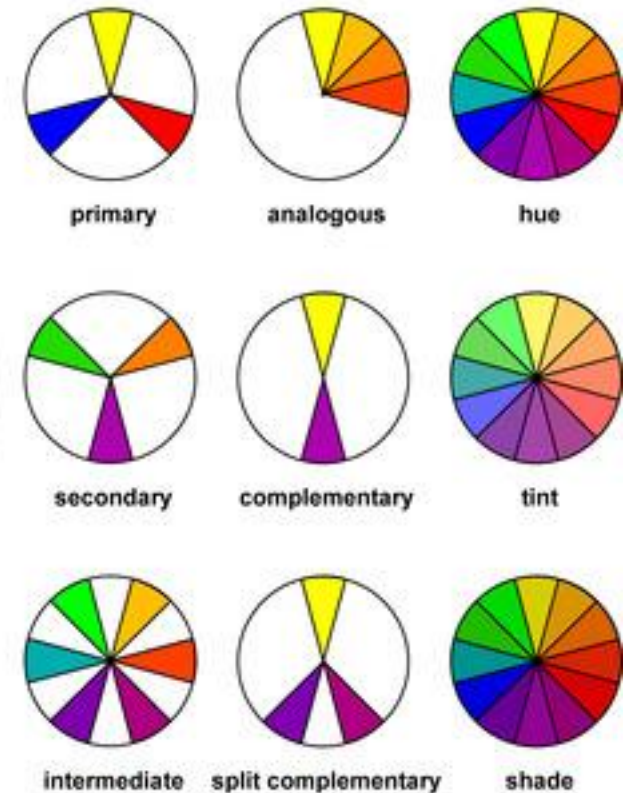
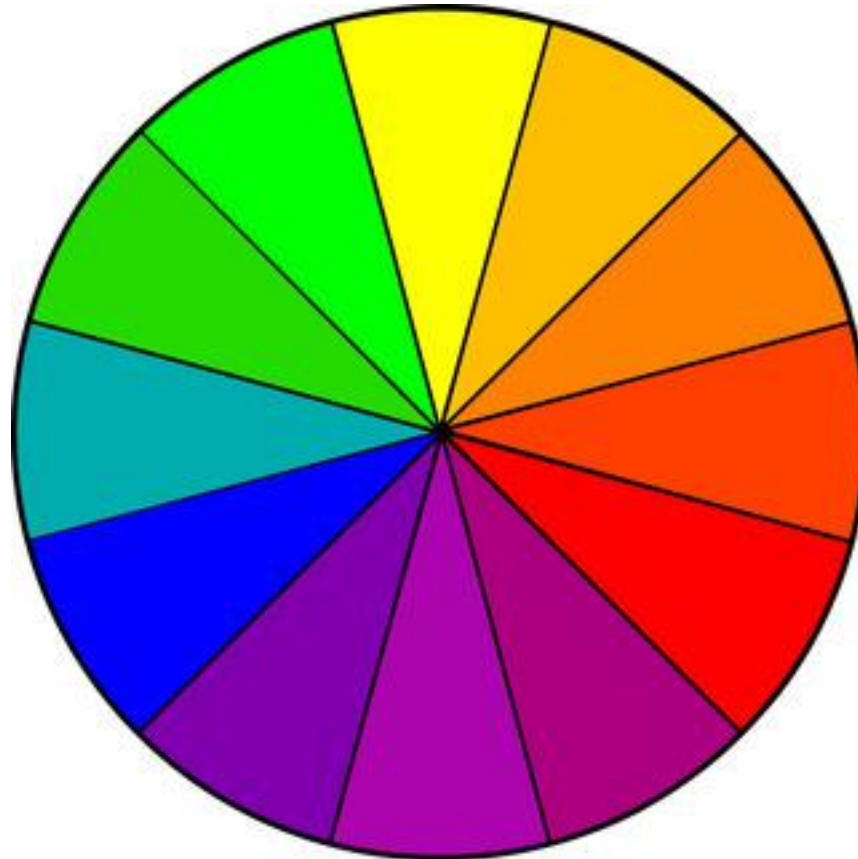
SPACE

- ▶ Space is an area or distance between, around or within and item.
- ▶ Positive Space: filled by the main item.
- ▶ Negative Space: made up of the space around the positive space.



COLOUR

- ▶ Colour is light reflected off of objects.
- ▶ Hue, tint, shade
- ▶ Primary, secondary, tertiary
- ▶ Analagous, monochromatic, complementary...



PRINCIPLES OF ART

- Pattern
- Emphasis
- Variety
- Unity
- Balance
- Rhythm & Movement
- Proportion

Contrast

Contrast is created by combining dissimilar Art Elements, materials & ways of working to draw the eye.



Repetition & Pattern

Repeating the Art Elements of Line, Shape, Colour, Value, Texture or Space. Regular repeats = formal patterns, irregular repeats = informal patterns.



Emphasis

Emphasis calls the attention to an important area in an artwork. The eye returns to it over and over.



Balance

Balance is a sense of stability; to be off-balance gives the feeling of unease. Balance can be formal (symmetrical), informal (asymmetrical) or radial (radiate from centre).



Movement Rhythm

Art Elements can be arranged to represent movement. Regular repetition of elements can create a sense of movement/rhythm.



Unity

Unity occurs when each art element & principle used has a purpose & all the parts work together in the artwork so that it looks complete.



PATTERN

- ▶ Repetition of the elements of art.
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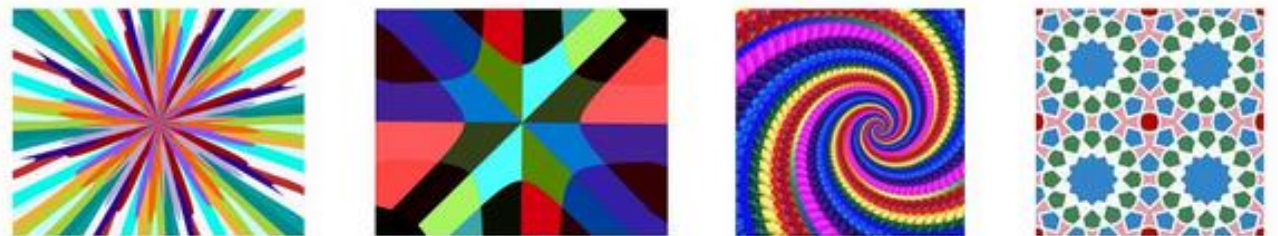
PATTERNS OF LINE:



PATTERNS OF SHAPE:

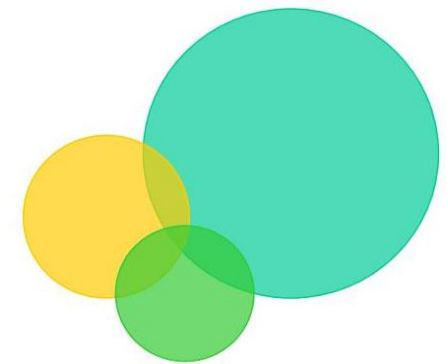
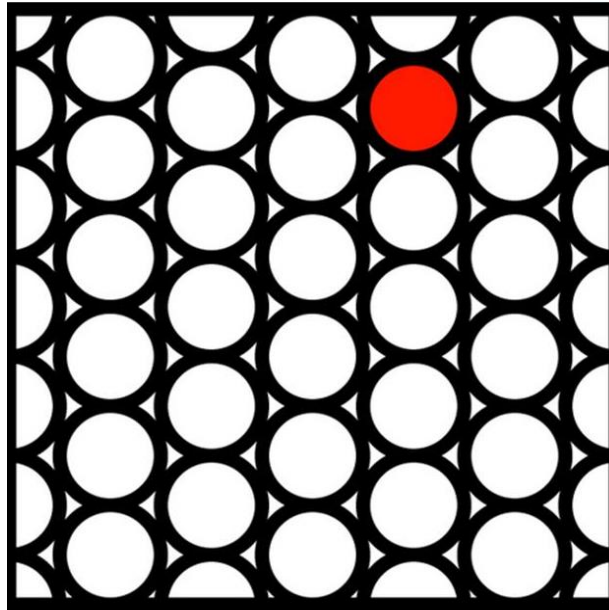
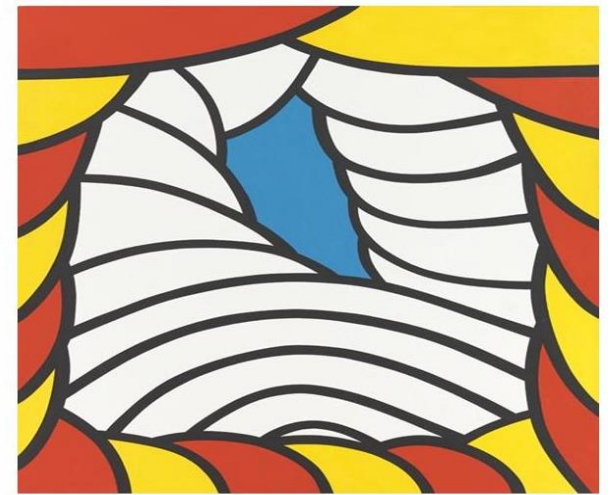
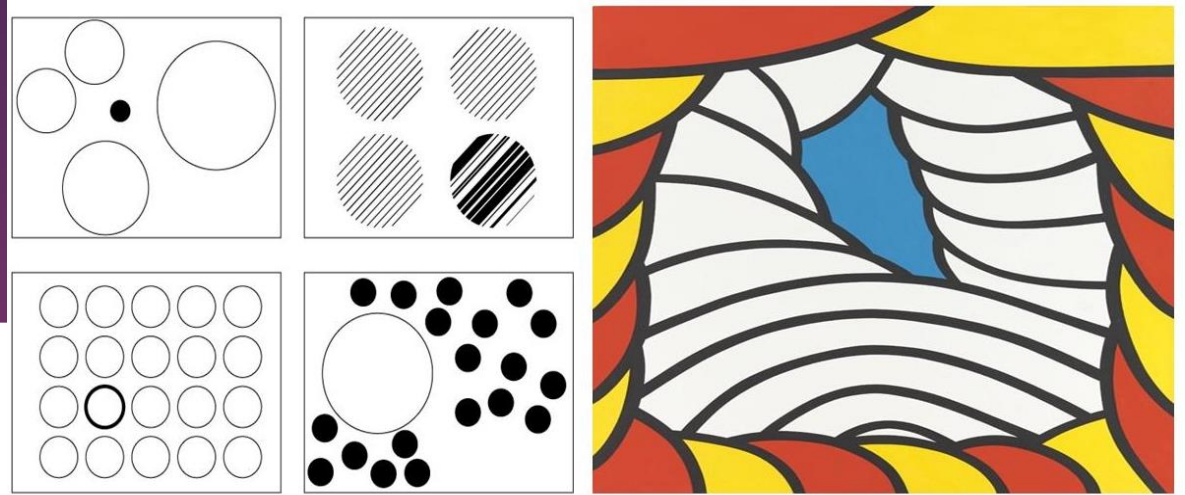


PATTERNS OF COLOR:



EMPHASIS

- ▶ Focus/main idea.
- ▶ What grabs the audience's attention?



**EMPHASIS
& SUBORDINATION**

VARIETY

- ▶ An assortment of lines, shapes, colours and other elements of art.
- ▶ Creates visual interest.



VARIETY OF COLORS, LINES, SHAPES, AND TEXTURES



VARIETY OF VALUES



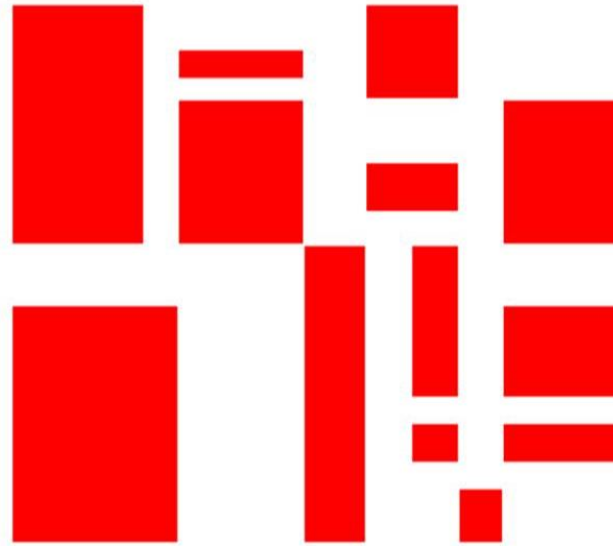
VARIETY OF SHAPES & COLORS



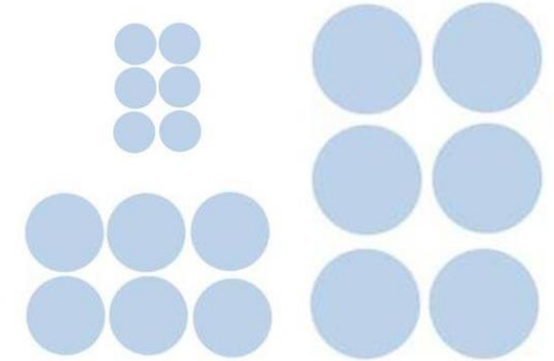
VARIETY OF LINES & COLORS

UNITY

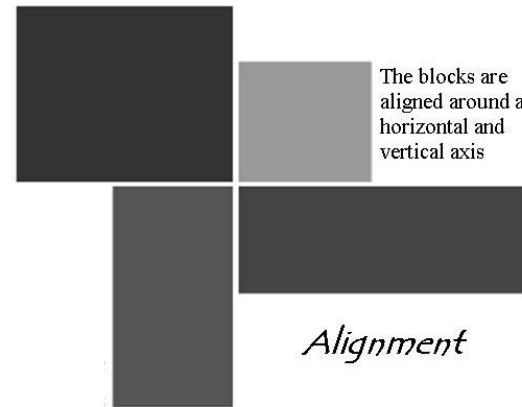
- ▶ How the elements work together so the art work looks complete.
- ▶ Harmony
- ▶ Invisible glue



Similarity



Proximity



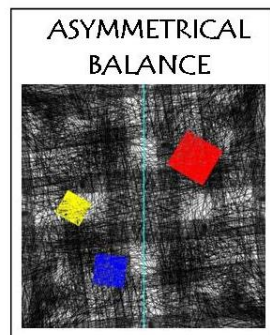
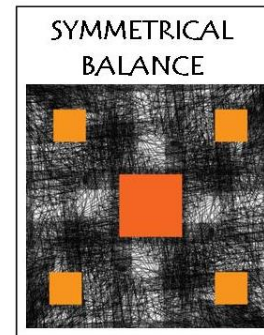
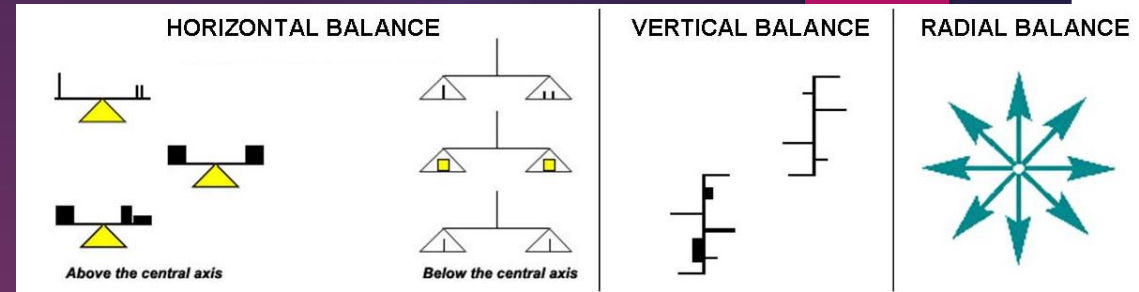
Alignment



Repetition

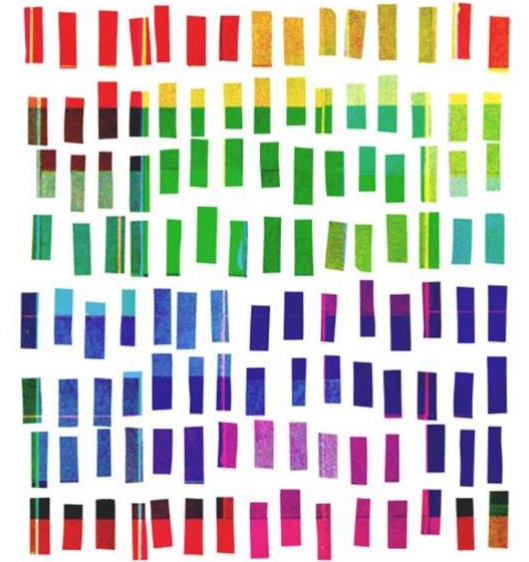
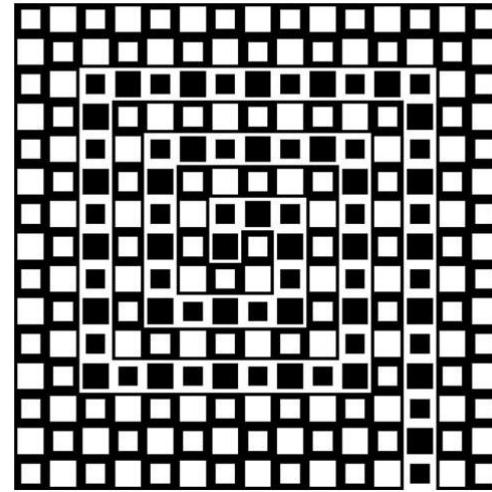
BALANCE

- ▶ The arrangement of elements to create a sense of equilibrium
- ▶ Symmetrical
- ▶ Asymmetrical
- ▶ Radial



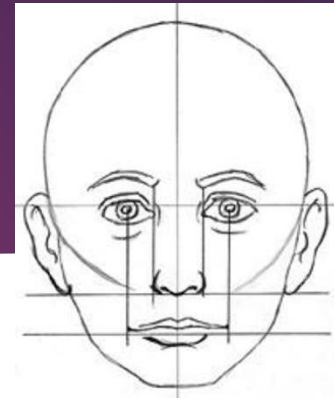
RHYTHM & MOVEMENT

- ▶ A regular repetition of the elements of art to create a sense of rhythm and movement.
- ▶ Eye flow



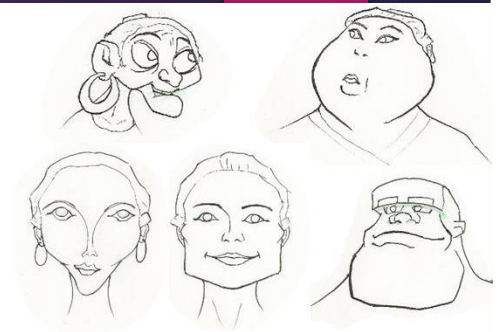
PROPORTION

- ▶ How parts fit together to make a whole.
- ▶ Scale, miniature, exaggeration, etc).



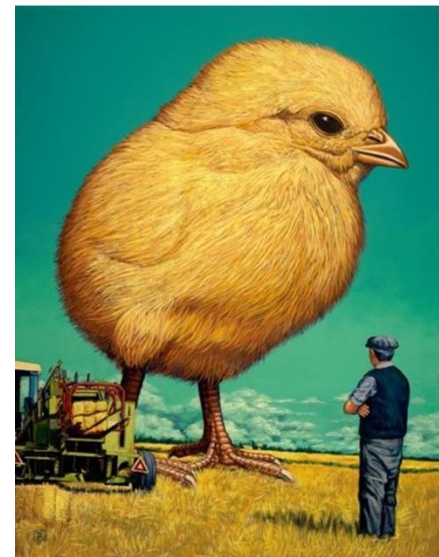
WHAT IS THE GOLDEN MEAN?
 $a=1$ $b=.618$

THE RULE OF THIRDS?
 $a+b$



EXAGGERATION

PROPORTIONS OF THE HEAD



Bad Proportion Good Proportion

Equal division creates monotony.

Division too unequal creates a lack of harmony.

S
C
A
L
E



Task:

In order to review some of the basic elements and principles of art, and start thinking outside the box, you will create a representation of one of the “Need To Know” terms.

STEPS:

1. Choose a term.
2. Brainstorm ways to visually represent and transform that term. (people who are not familiar with your term should be able to understand its meaning by looking at your representation)
3. Create thumbnail sketches of your representation until you are happy with the idea.
4. Consider the elements and principles. You **MUST USE** at least 4 elements and 4 principles in your representation.
5. Create good copy on assigned paper.
6. Complete reflection.