

Elements and Principles

Element vs Principles

- Elements of Art – the visual components of a work of art
- Principles of Design - Principles of Design are the guiding methods of organizing the Elements of Art
- They are different from each other
- You can't see principles without elements
- Elements are the building blocks
- Principles are how you organize the elements
- Different elements and principles can be combined to create impactful art

Elements of Art – the visual components of a work of art

- Line
 - o Line = Path created by a point moving in space
 - o A Contour line is a line that defines the outside edge and detail of an object
 - o Lines can define objects in many ways but it can also be the subject of art itself
 - o "I am a dot that went for a walk" – Paul Klee
 - o Lines can be jagged, straight, bold, fuzzy, etc but I always go from point A to point B
 - o Blind contour is a line created without looking at the paper
 - o Lines can be implied by objects positioned in a path
 - o Space in between objects can create negative space lines
- Shape
 - o Shape is two dimensional and takes up width and height
 - o You can trace around my perimeter and there is not a break
 - o Shape is a 2d flat area
 - o I end where I begin and I enclose an area
 - o Shapes are mostly either geometric or organic
 - o Basic shapes are often used as a tool for drawing objects
- Form
 - o Form is 3D and creates volume and takes up space
 - o Form is used to create sculpture
 - o The illusion of form can be created in drawings/paintings
- Texture
 - o Texture refers to the surface quality of an object
 - o Texture is implied (the illusion of texture) or real
- Value
 - o Value refers to the level of darks and lights within an image
 - o A value scale is full range of values from dark to light in equal intervals
 - o Value applies to hues (colors) as well as grayscale
 - o Value is often used to create FORM in a drawing
 - o One of the most common mistakes arts make are not using a full value range within a drawing (people usually make drawings too light)
 - o "Low contrast" value - many tonal values between dark and light
 - o "High contrast" value – very few tonal values between dark and light
- Color
 - o Color attributes can be broken down into hue, tint, shade, tone and intensity
 - Hue is the "pure" color as it appears on the color wheel (red, red-purple, orange, etc)
 - Tint is a color (hue) plus white
 - Shade is a color (hue) plus black

- Tone is a color (hue) plus gray
- Intensity refers to the brightness of a color. To dull a color you add the complementary color
- A Color Wheel organizes the relationship between colors
 - Primary colors are colors that can't be mixed from other colors and from which all other colors are made. They are blue, red, yellow
 - Secondary colors are colors that are made from two primary colors (purple, green, orange)
 - Tertiary colors are colors made from a primary and a secondary color (example: red + orange = red-orange)
 - Colors can be considered "warm" or "cool". Warm color are generally yellows, oranges, reds. Cool colors are generally blues, purples
- Color schemes are combinations of colors that form an attractive pallet
 - Popular color schemes include Monochromatic, Complementary, Analogous, Split-complementary, Triatic, Tetratic
 - Monochromatic colors are different values of the same color (hue)
 - Complementary are colors that are on the opposite sides of the color wheel (example red-green)
 - Analogous are colors that are next to each other on the color wheel (example yellow, orange, red)
 - Split-complementary are colors on the opposite sides of the color wheel, then split to the adjacent colors on one side (example blue/green-orange)
 - Triatic are three colors that are evenly spaced around the color wheel (example orange- purple-green)
 - Tetratic are four colors in rectangle form that use two pairs of complementary colors on the color wheel (example yellow/orange - purple/blue green)
- Notan is a Japanese word meaning the balance between dark and light.
- Colors can be blended in a medium, such as oil (as in oil paints) or optically by placing one color dot next to another color in repetition.
- Local color is the natural color of an object unmodified by adding light and shadow or any other distortion
- Space
 - Space refers to the area around, between or within an object. Space can be positive or negative, shallow or deep, two dimensional or three-dimensional
 - Negative space refers to the empty area around or between an object
 - Positive space refers to the area taken up by an object
 - Creating an Illusion of space using perspective techniques
 - Linear perspective (1 & 2 point) – technique using vanishing points showing objects projecting into the distance on two dimensions
 - Atmospheric perspective
 - Diminishing size
 - Placement
 - Diminishing focus

Principles of Design - Principles of Design are the guiding methods of organizing the Elements of Art

- **Pattern** is the regular arrangement of repeating elements or motifs
- **Movement** refers to the path of the viewer's eye which takes the viewer through the work of art, often to different focal points. Such movement can be orchestrated through the use of lines, edges, shape and color within the work of art
 - Focal Point - location a work of art in which the viewer's attention is being drawn
- **Rhythm** refers to repetition of one or more elements with some variation to create a feeling of organized movement. Rhythm creates a mood like music or dancing.

- **Emphasis** refers to the part of the design that captures the viewers' attention. Emphasis can be achieved through placement, contrast, color, size, repetition, etc
- **Unity** refers to the coherent visual harmony of an image. Common elements of art can be used in repetition to create a sense of Unity.
- **Contrast** – juxtaposition of different elements in order to highlight their differences, and/or create visual interest or a focal point. High contrast might draw interest to a particular area while a lower contrast might provide general variety to a work of art.
- **Balance** is the distribution of the visual weight of objects, colors, texture, and space.
 - Symmetrical Balance – the elements used on one side of the design are the same to those on the other side
 - Asymmetrical Balance – the sides are different but still look balanced
 - Radial symmetry – regular arrangement around a central point
- **Proportion/scale** – Relationship of one object to another. This can apply to size, number, and parts in relationship to a whole.