

Elements and Principles



“The building blocks and how we use them”

Your “recipe” for creating art!



Lets learn the “ingredients!”



ART INGREDIENTS!

Elements of Art:

The basic building blocks/ foundation of art

LINE

COLOR

VALUE

TEXTURE

FORM

SHAPE

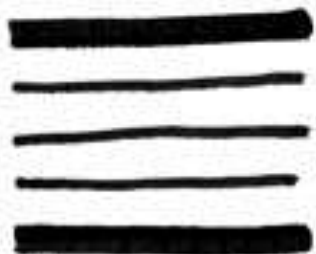
SPACE

LINE



The path of a moving point.

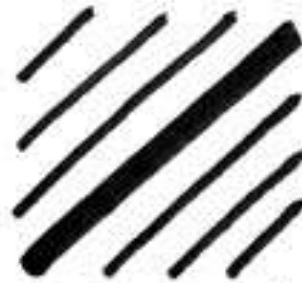
Types of Lines



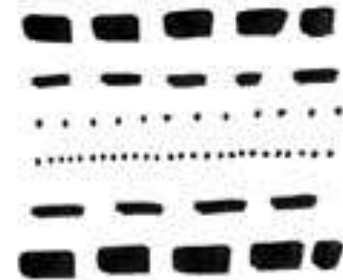
Horizontal



Vertical



Diagonal



Broken



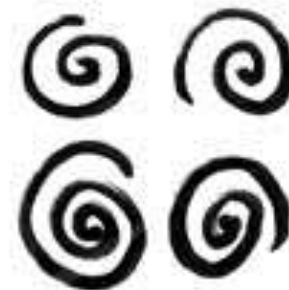
Zigzag



Wavy



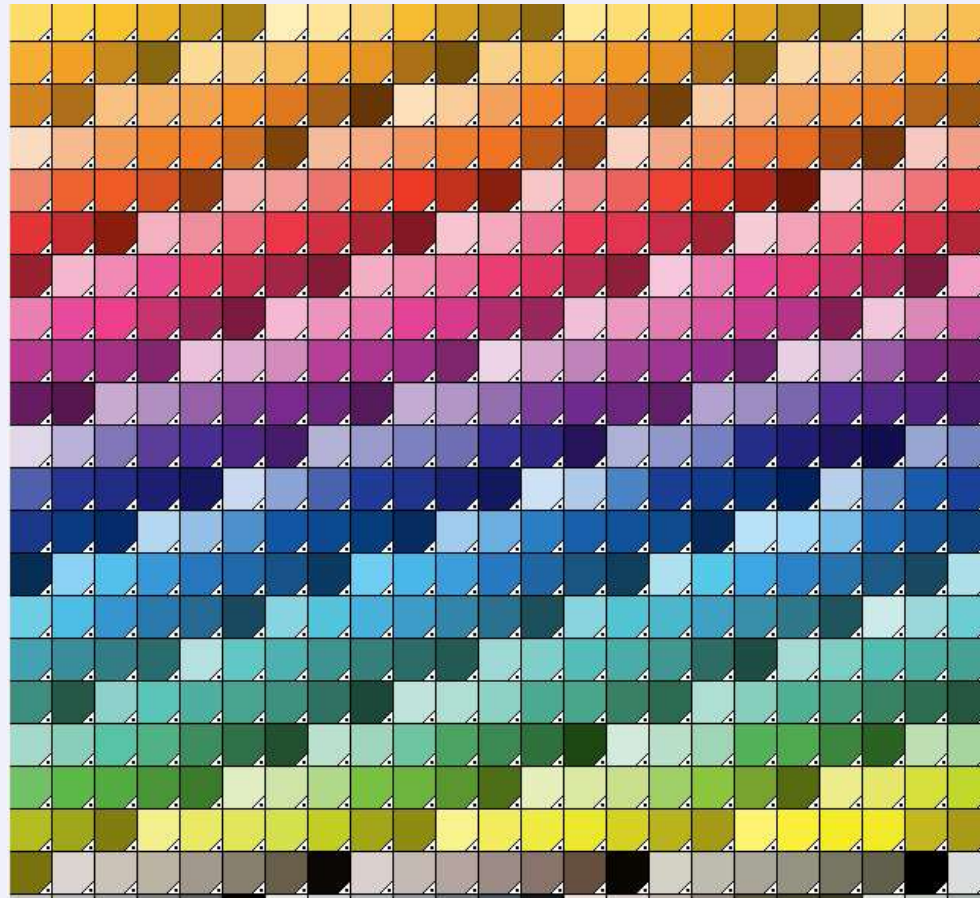
Curved



Spiral

COLOR

Produced by light of various wavelengths; when light strikes an object and reflects back to the eyes.



3 Properties of COLOR

- (1) **hue** the color name (red, yellow)
- (2) **intensity**, the purity and strength of a color (bright red or dull red)
- (3) **value**, the lightness or darkness of a color

Achromatic

“No color”

Using only
black, white
and greys to
create art



Monochromatic

Using ONE color,
and various values of that
color to create art



Warm Colors

Reds, Pinks, Yellows, Oranges

Think “*fire*”



Cool Colors

Greens, Blues, Purples

Think “*water*”

Complementary Colors

Colors that appear directly across from one another on the color wheel.



Orange & Blue

Green & Red

Yellow
& Violet

*Opposites
attract!



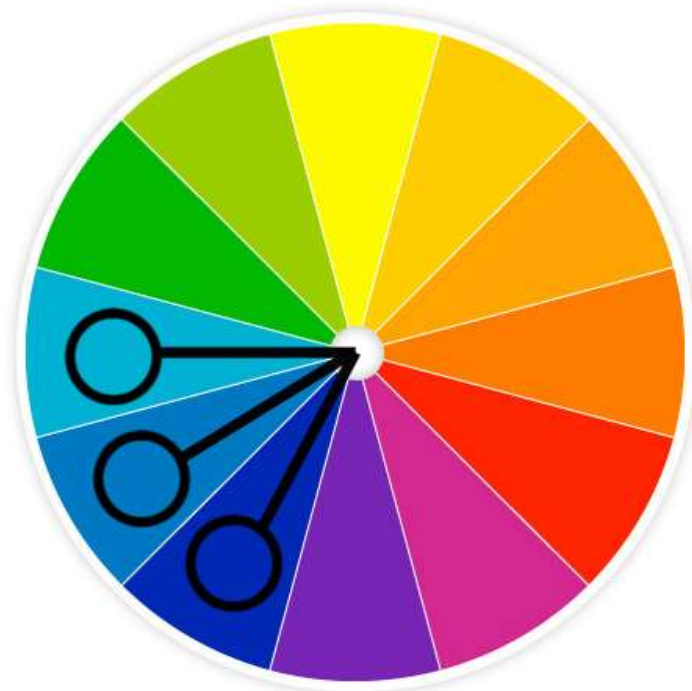
**KEEP
CALM
and
RESCUE
A DOG**

Gators

Analogous Colors

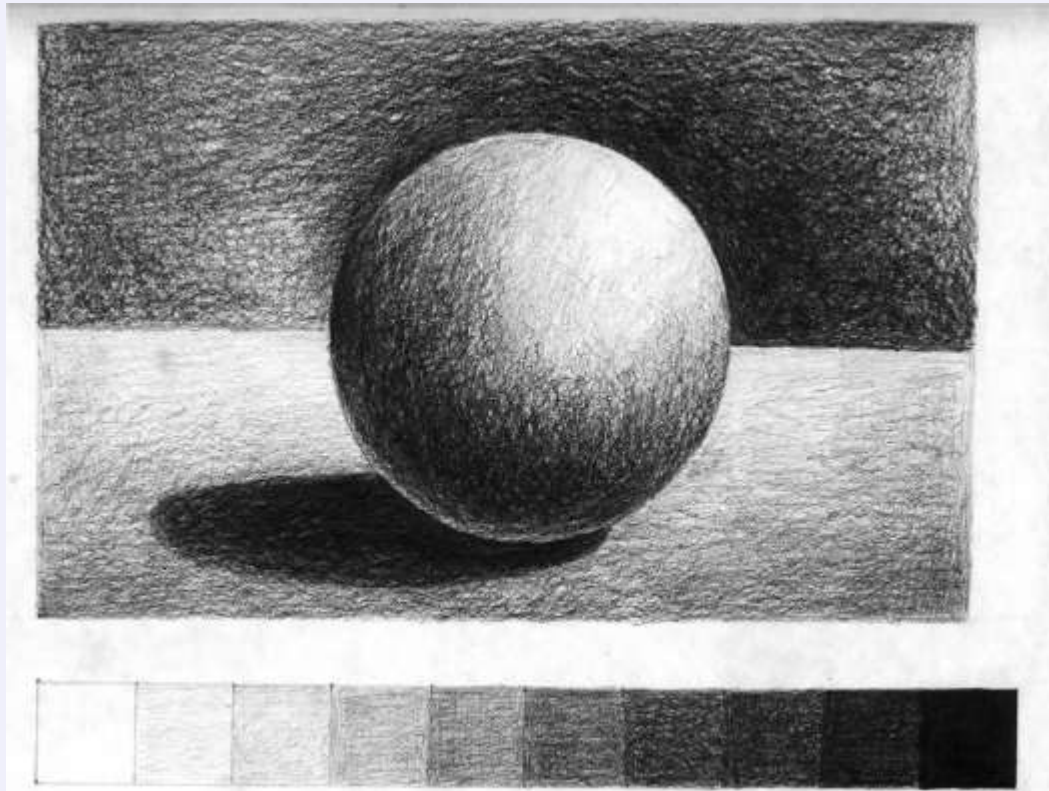
Neighboring colors on the color wheel

Analogous



VALUE

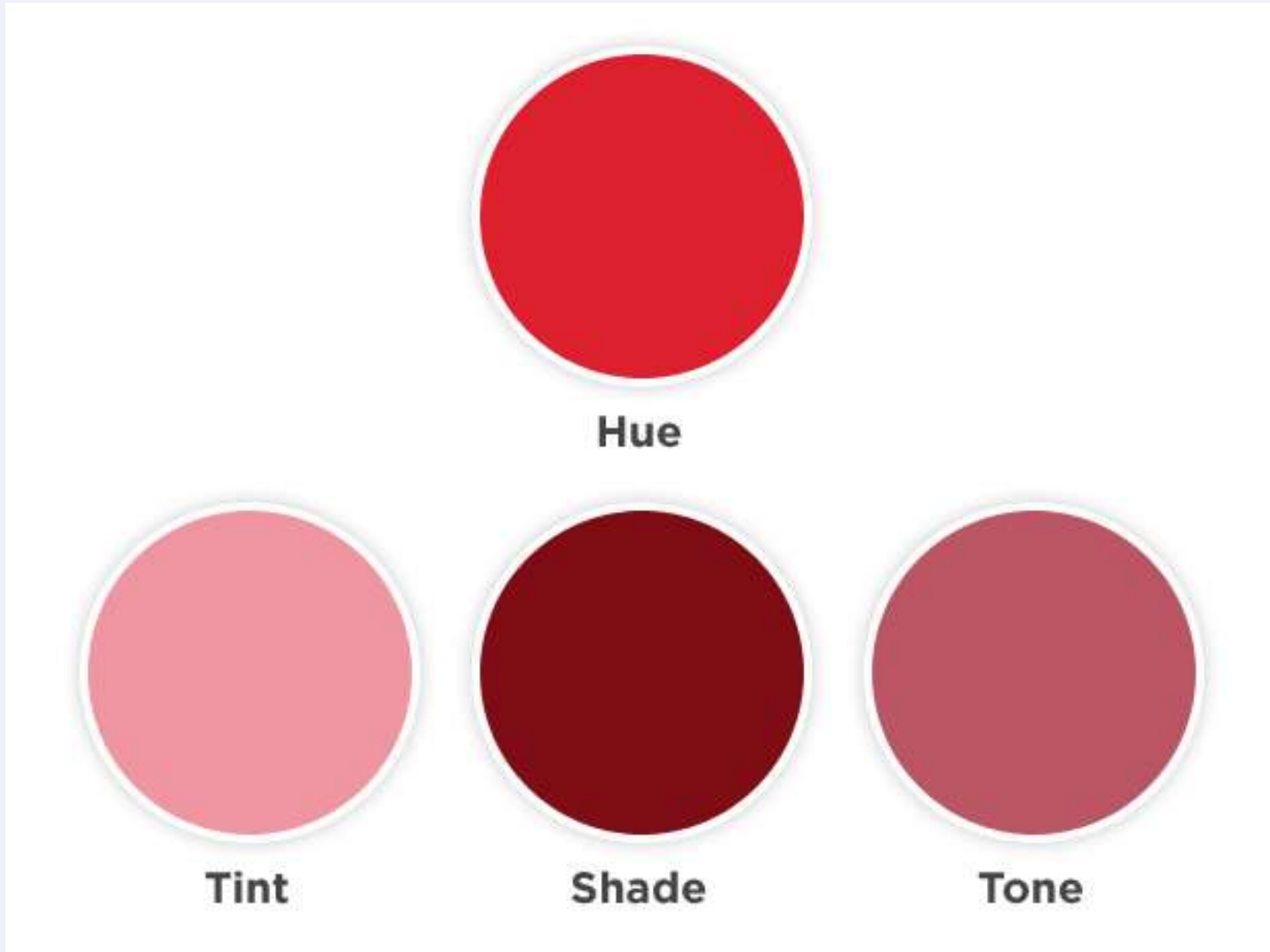
The lightness and darkness of a color



Tint: color + white

Tone: color + gray

Shade: color + black



TEXTURE

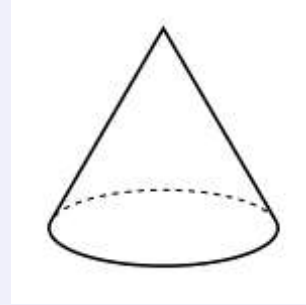
The surface quality or feel of an object

Actual vs. simulated

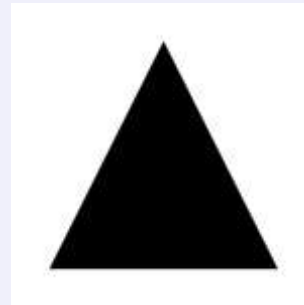


FORM

A three-dimensional
geometrical figure
(length, width, height)



Versus *shape*, which is
two-dimensional, or
flat

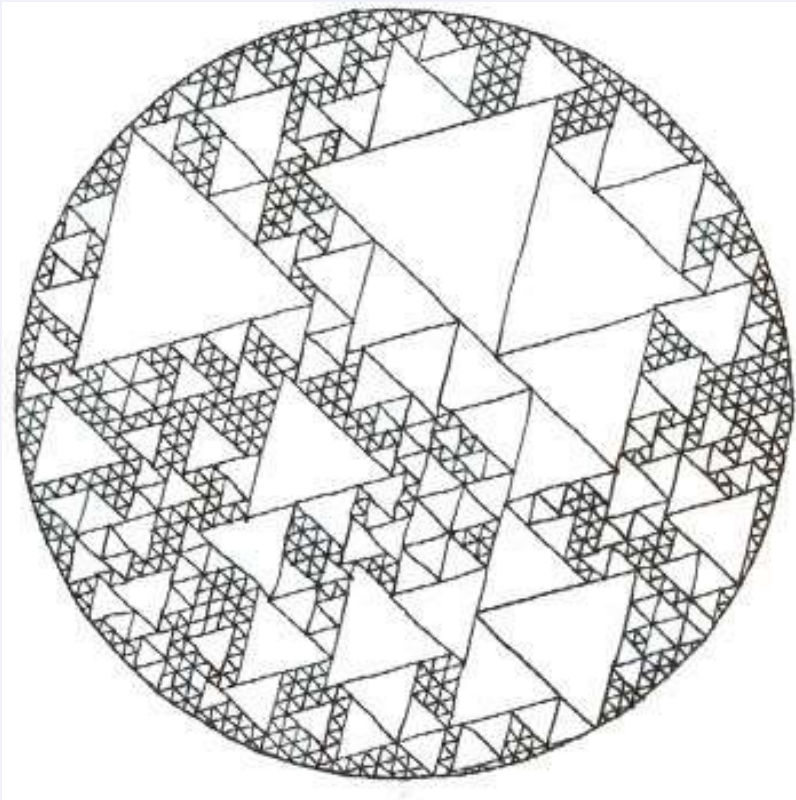


SHAPE

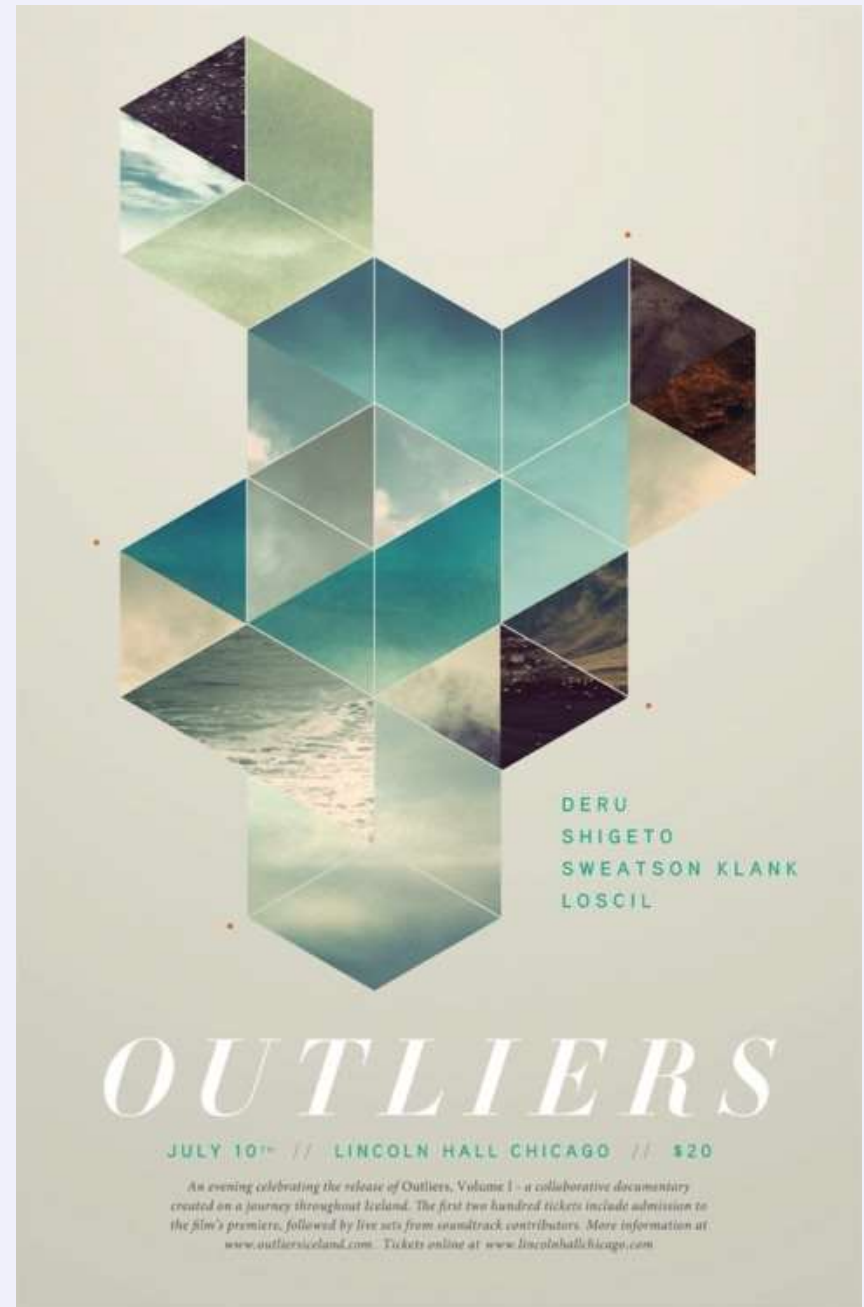
A two-dimensional enclosed area
(Length, width)



Geometric shapes



have clear edges and angles
ex. Square, circle, triangle



Organic Shapes



are irregular shapes or
shapes found in nature

SPACE



Distance or area around, between, behind, below, or within objects

Positive & Negative Space

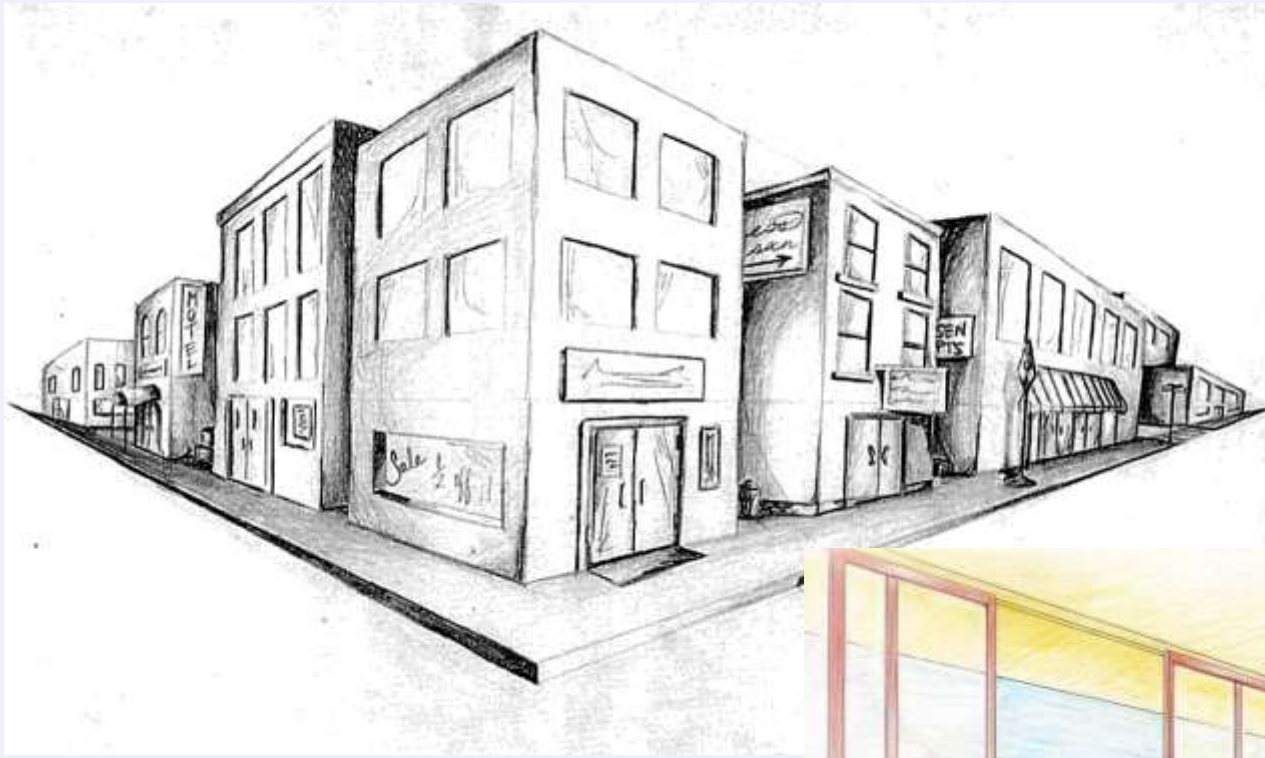
Positive - area that objects occupy

Negative - area around objects



which is negative space?





In 2-D artworks,
use of perspective
adds an illusion of
visual space



- **We have our ingredients!**



- HOW do we use them?!

PRINCIPLES OF ART

What we do with/ How we use the elements of art

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

• **BEV R PUP!**



BALANCE

Equalizing the visual forces, or “Visual weight”



Central Axis - dividing line that works like the point of balance on a scale (can be vertical or horizontal)

Types of Balance

Symmetrical:

two sides identical;
mirror image



Radial:

when the elements of a design
come “out” from a central point



Asymmetry (Informal):

balance of unlike elements, b/c
two objects may have same visual
weight as a larger singular object



EMPHASIS

Emphasis of an area or focal point:
First part of the work that
grabs your attention



- Ways to create Emphasis:
1. Contrast of elements
 2. Isolation of objects
 3. Location (centering)

Variety

combining elements of art in involved ways to achieve intricate and complex relationships.

Obtained through the use of **diversity and change** by artists who wish to increase the visual interest of their work.



Variety of colors
Variety of textures
Variety of lines

Rhythm/ MOVEMENT

How your eye moves throughout the artwork;
portrayal of visual movement





Pattern

repetition of an element
or motif (theme)



UNITY and HARMONY

Harmony: creates unity by stressing the similarities of separate but related parts.

Color, Repetition of shapes, Spacing

Unity: quality of oneness of wholeness that is achieved through the effective use of the elements



Proportion

- Comparing size relations

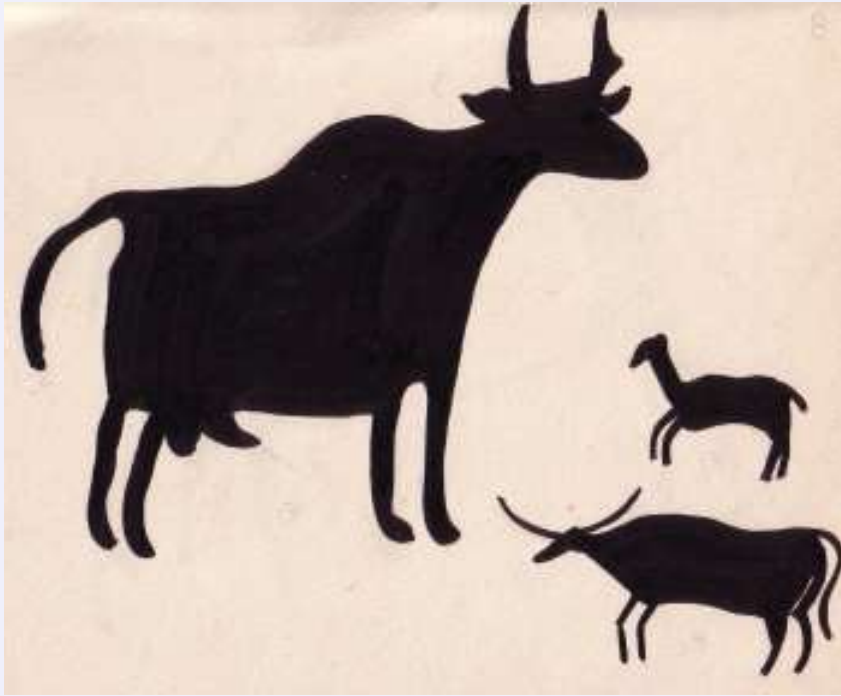


Other Important Terms:

- Composition: the selection and arrangement of elements of art and design
- Design: arranging your elements in a work that is non-objective or abstract
- Medium: what an artwork is made of or how it is made
- Subject matter: what an artwork is OF
- Rule of Thirds: not centering your subject

What is a motif (theme)?

A thematic or visual element in a work of art, usually recurrent.










In design, a repeated form or pattern - geometrical, naturalistic or stylized.



The Elements of Design

(the tools to make art)

Line		Horizontal, vertical, diagonal, straight, curved, dotted, broken thick, thin.
Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)
Form		3D (three dimensional), Geometric (cube, sphere, cone), Organic (all other forms such as: people, animals, tables, chairs, etc).
Colour		Refers to the wavelengths of light. Refers to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool). Relates to tint, tone and shade.
Value		The lightness or darkness of an image (or part of an image).
Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry).
Space		The area around, within, or between images or parts of an image (relates to perspective). Positive and negative space.