



Visual Literacy

Visual literacy is the ability, through knowledge of the basic visual elements, to understand the meaning and components of an image.

One aspect of Visual Literacy is understanding Composition

Composition -- The plan, placement or arrangement of the elements of art in a work. It is often useful to discuss these in reference to the principles of design, as well as to the relative weight of the composition's parts.

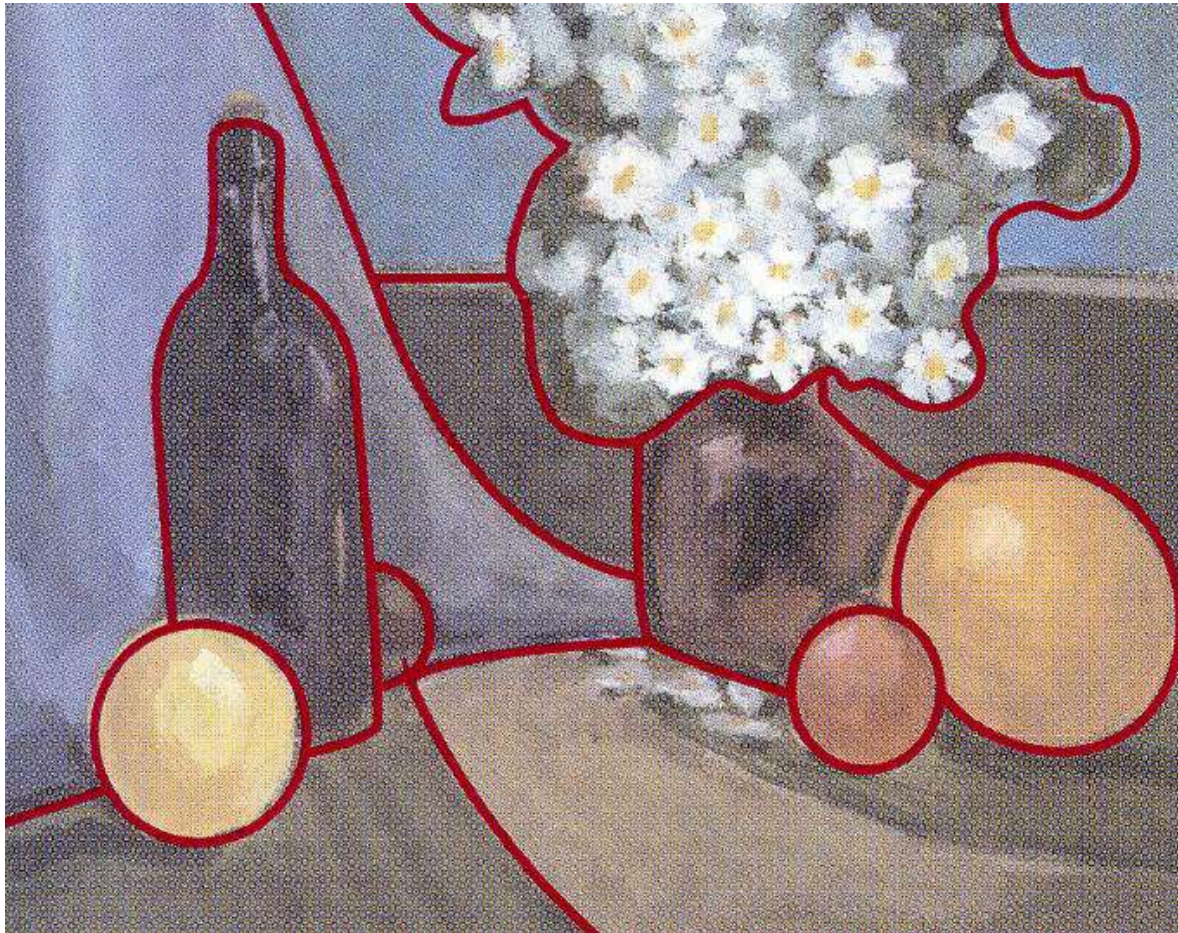


The secret to making a dynamic work of art is to design a strong composition.

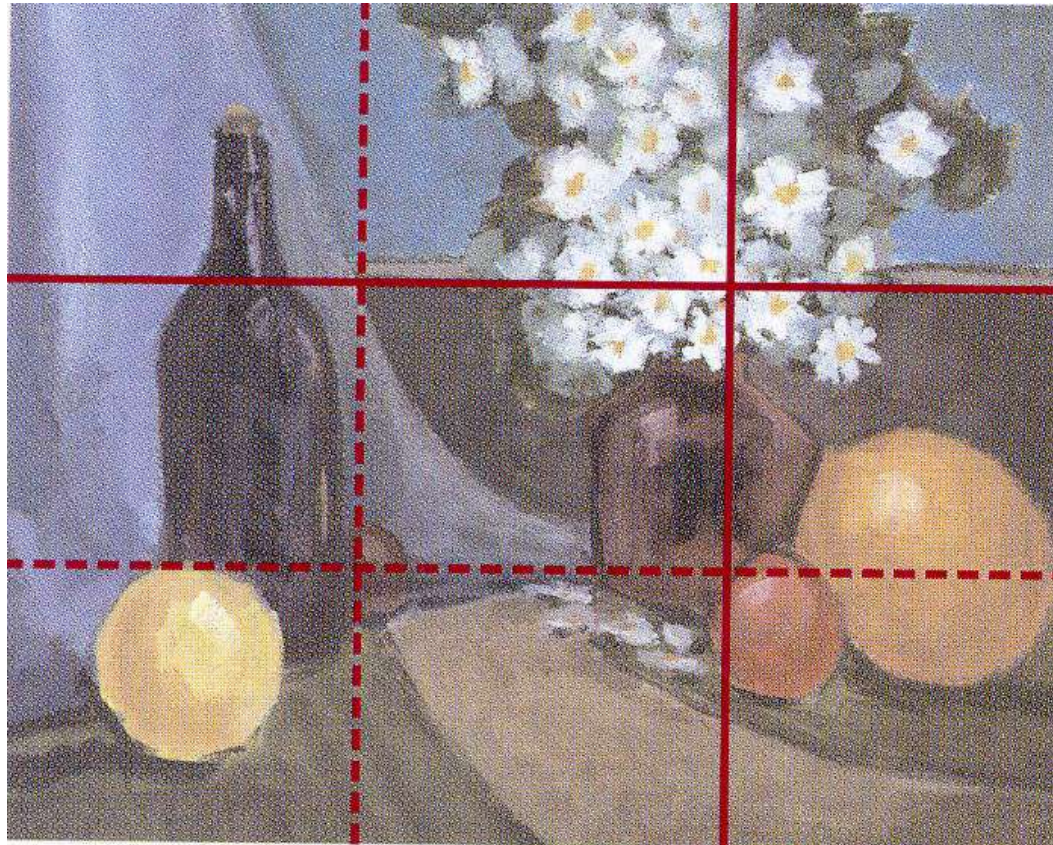
- The composition should have variety for interest and unity for order.



This simple still life painting has enough variety in shapes, colors and space to create interest, but is not so much to disrupt the unity.

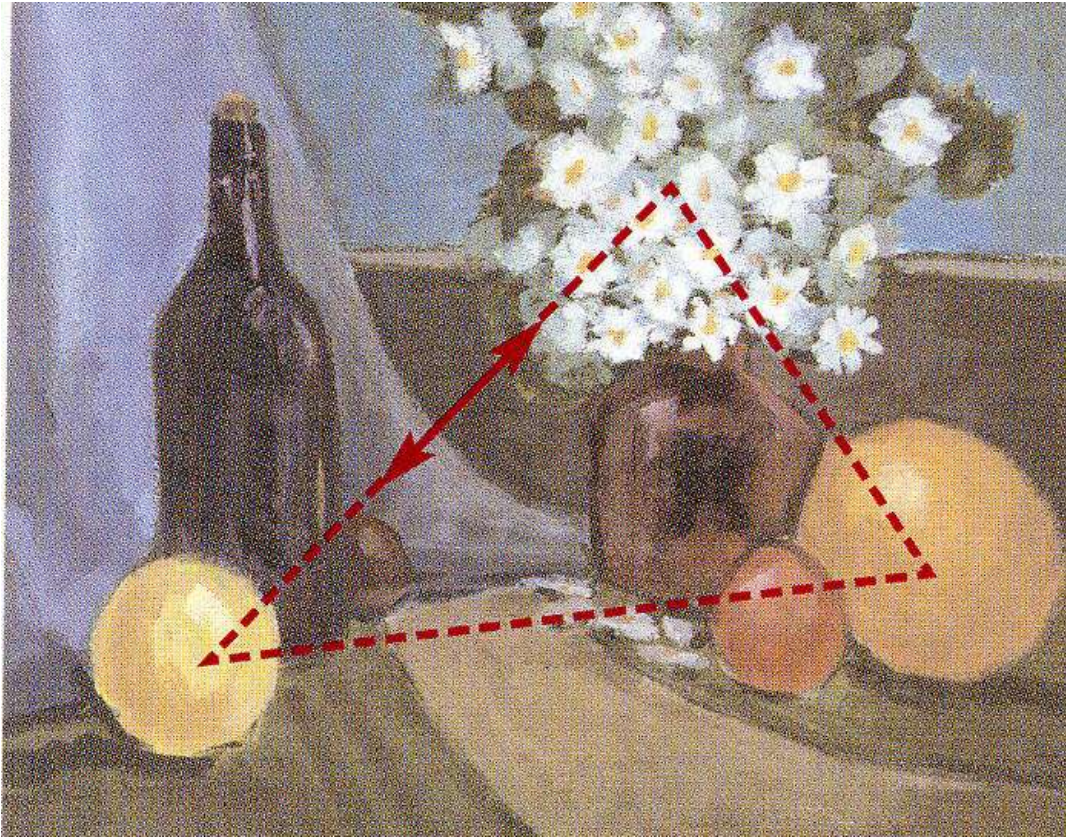


The shapes vary in size and complexity. The circular shape is repeated for unity.

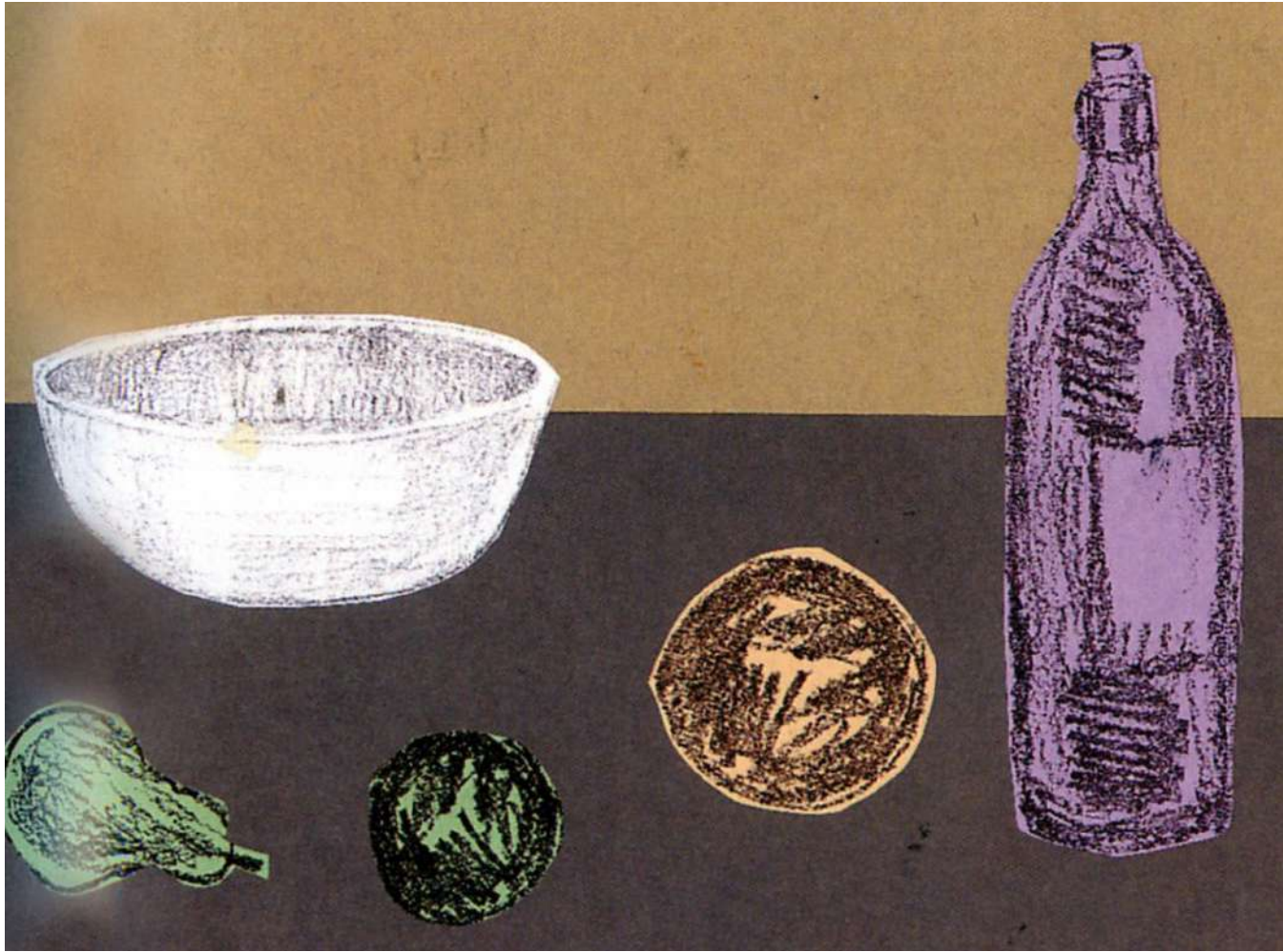


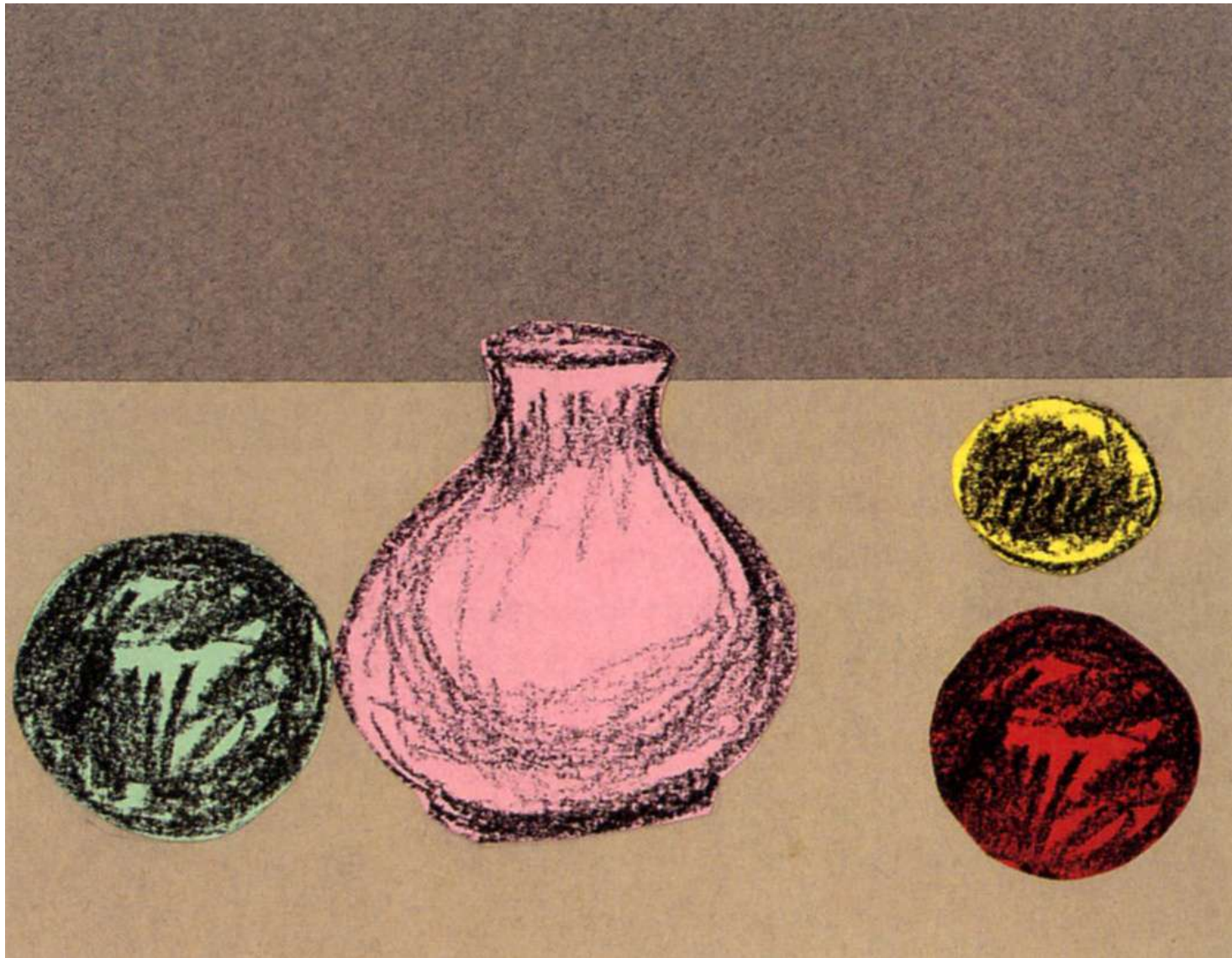
The focal point is located at the intersection of the vertical and horizontal thirds. (Rule of thirds)

The white flowers contrast with the surrounding colors to draw the eye and create the focal point



The brightest color areas, the flowers and fruit create a triangular path that leads the viewers eye through the picture plane.

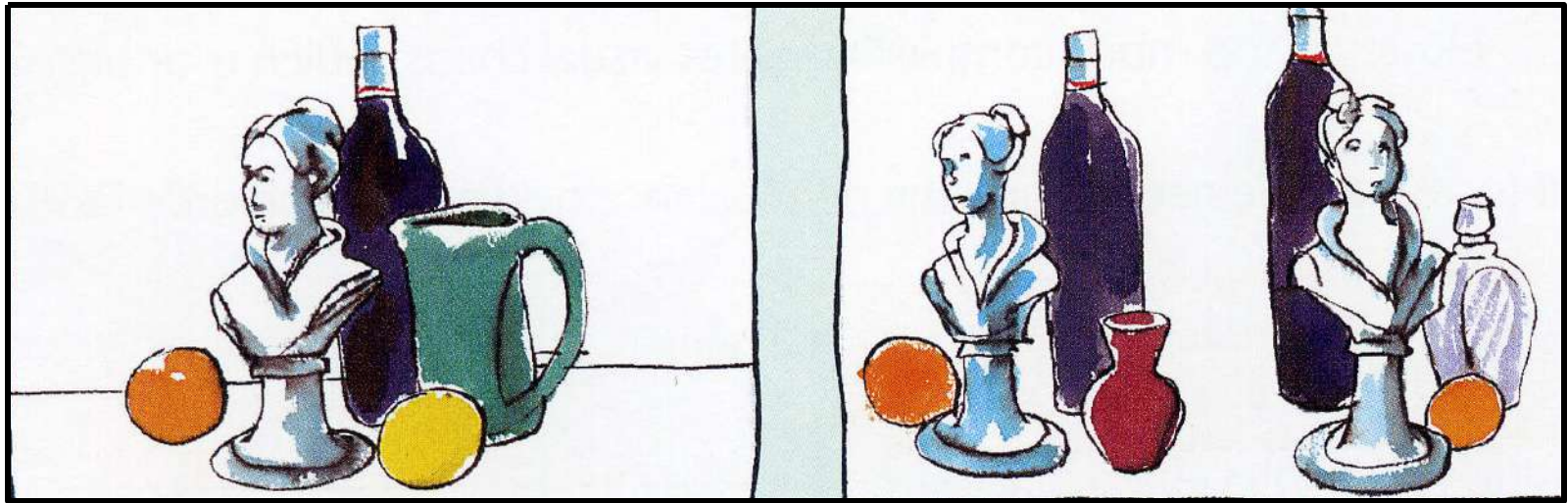




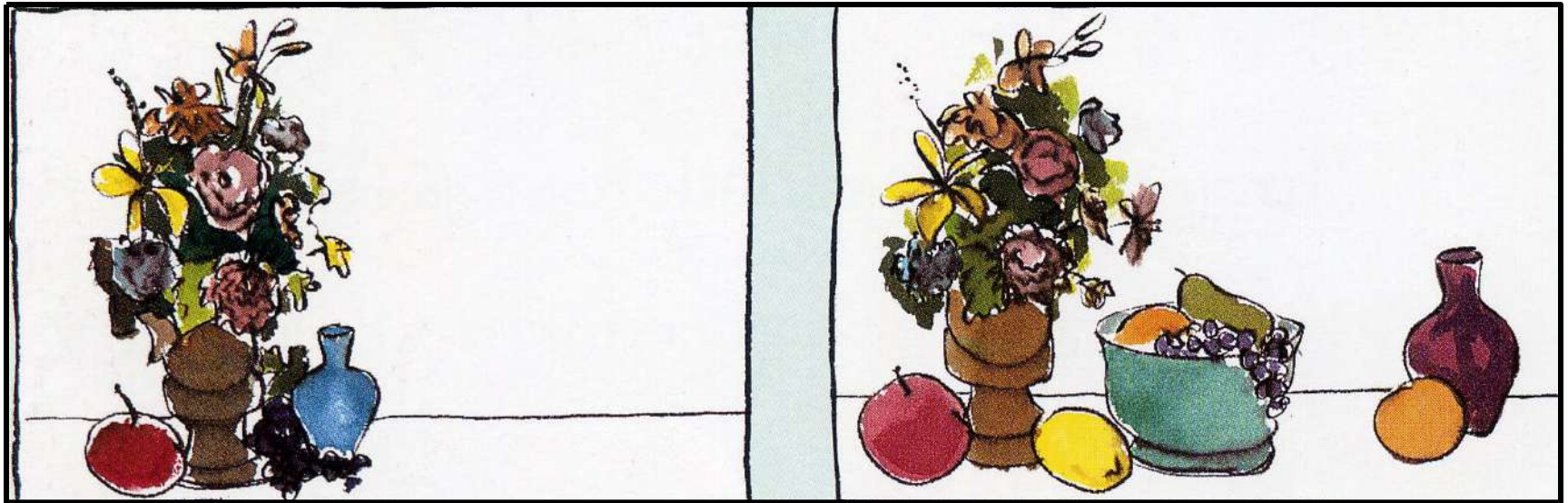
Balance



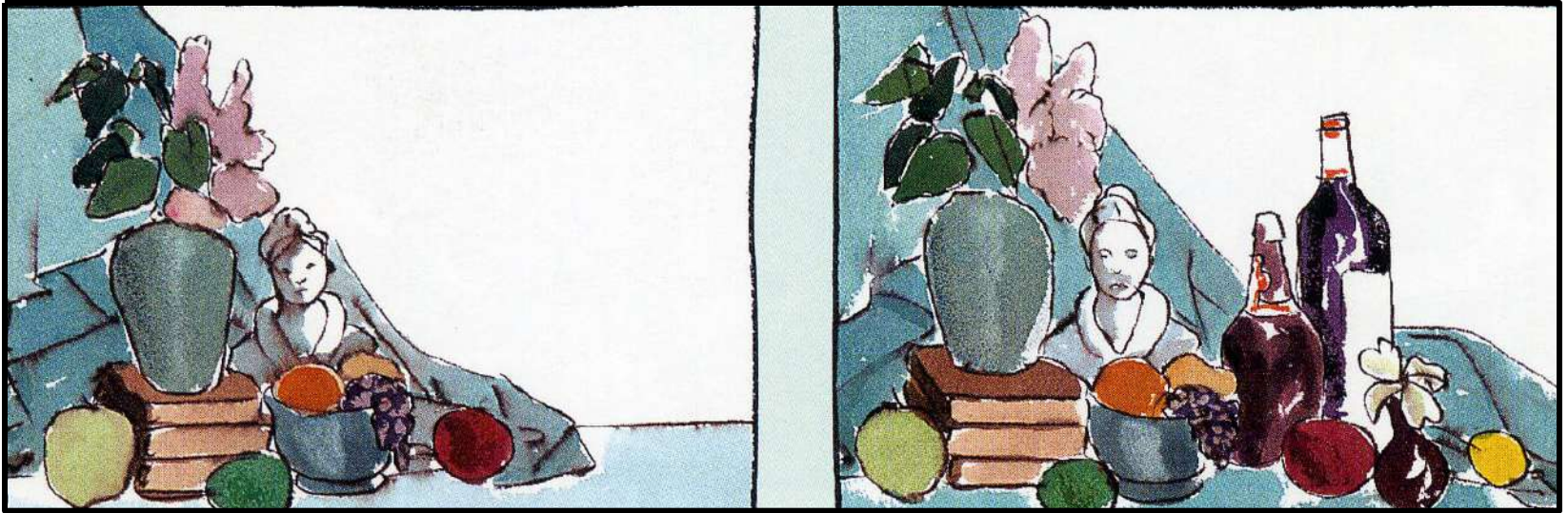
If all of the visual activity is to one side of the central axis, the viewer's eye does not cross over and imbalance is created.



If all the visual activity is located on the central axis, or is the same on either side of the axis, a static balance is created.



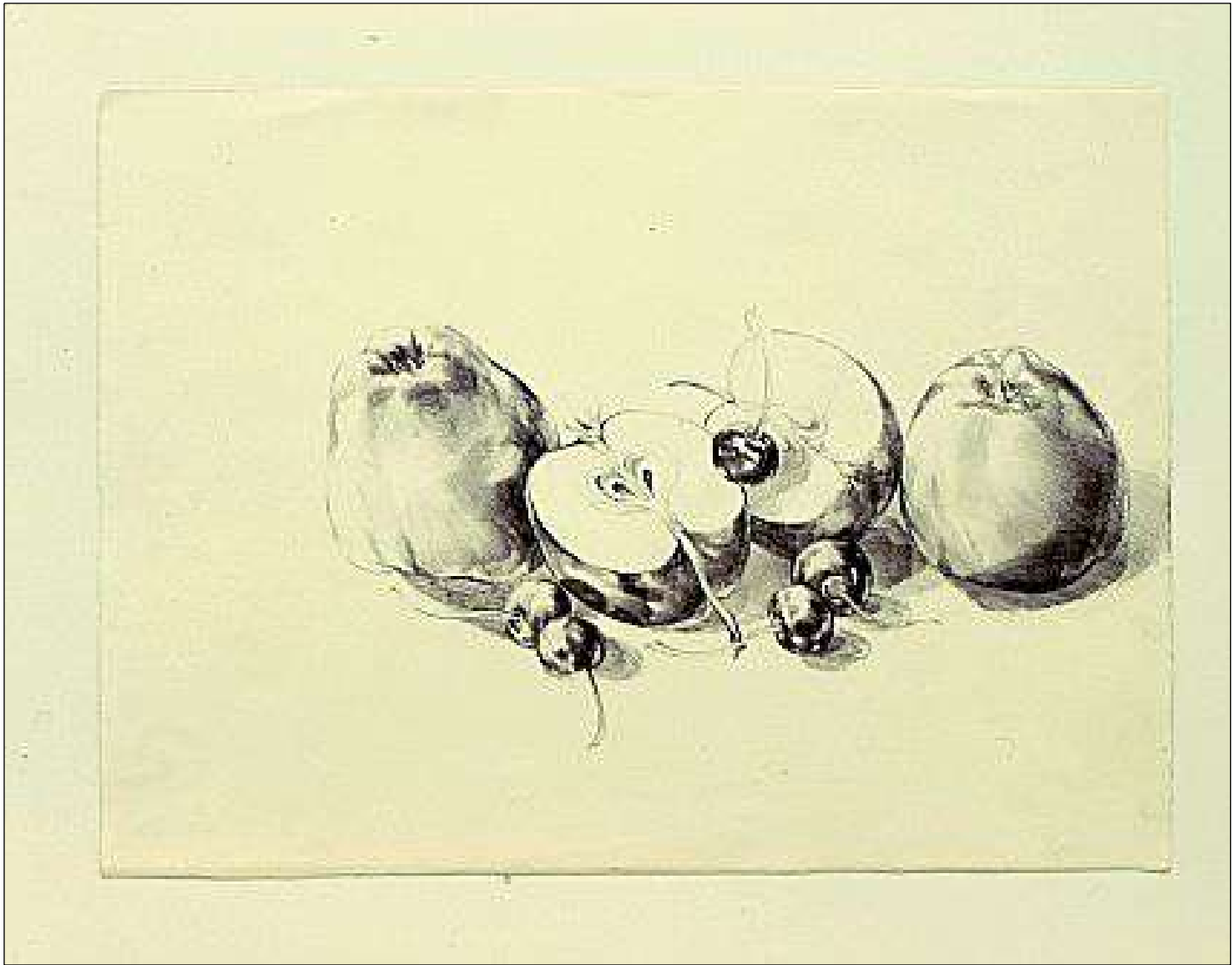
By locating varying elements on the both sides of the central axis, the viewer's eye crosses over and dynamic balance is achieved.



The central axis is not always vertical. In this case and diagonal axis is used.

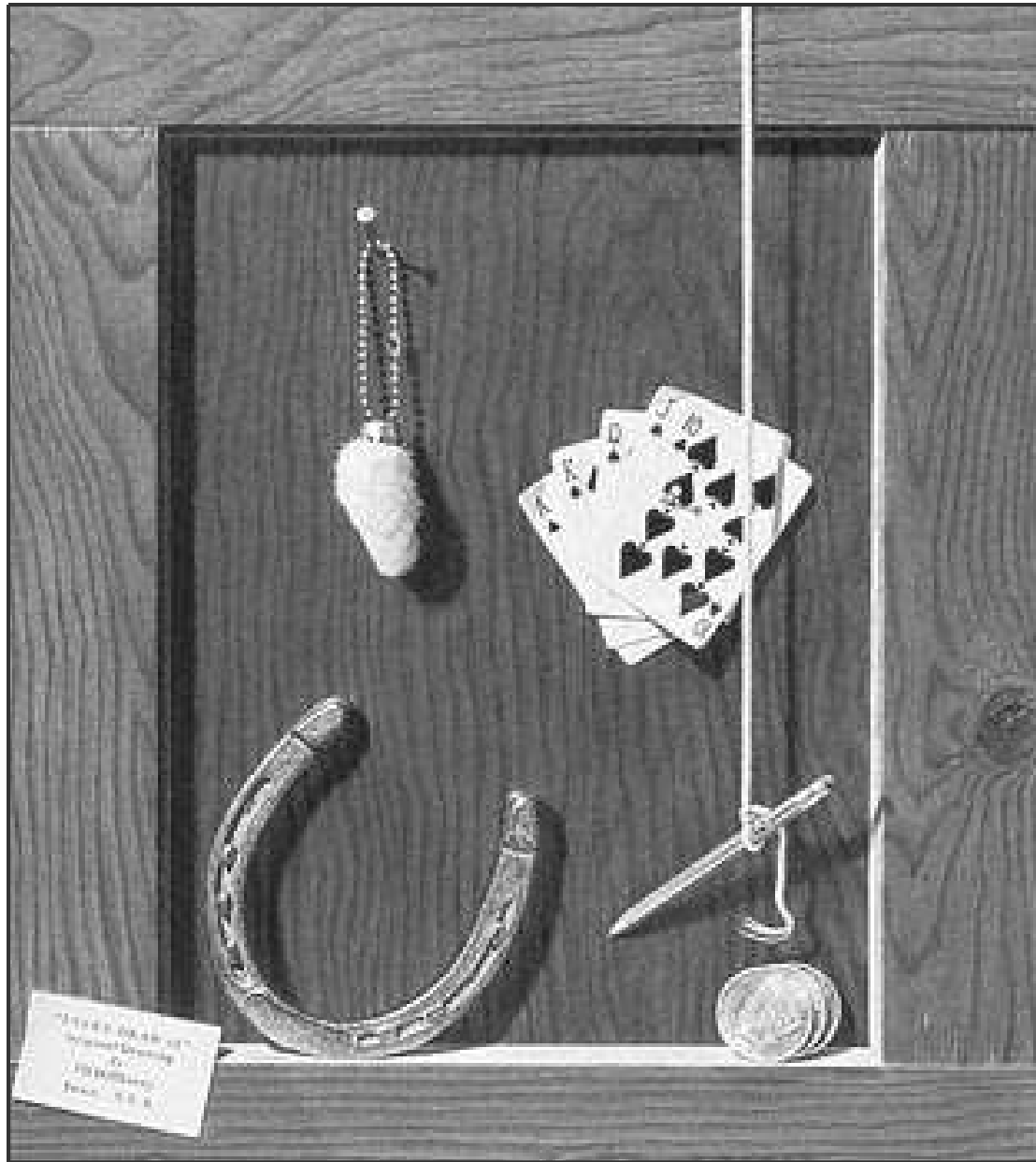
Contrast











“SPOILS OF WAR”
Looted from the
USSR
1945











