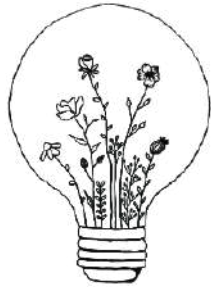


The Elements of Art are the basic components that make up a work of art...line, shape, form, value, texture, space, and color.

The Principles of Design deal with how the elements of art are arranged in a work of art. In essence, the principles of art deal heavily with composition.



Principles of Art & Design

Formal properties or rules we use to organize the elements of design in a work of art.

Contrast

Movement

Rhythm

Balance

Emphasis

Pattern

Unity

NEXT



ELEMENTS OF ART

The ingredients that make up a work of art

LINE

A mark that connects two points. It is longer than it is wide.

SHAPE

An object that is 2-dimensional – has height and width but no depth.

FORM

An object that is 3-dimensional – has height, width, and depth.

VALUE

The range of light to dark.

COLOR

The hue of an object made visible with light.

SPACE

The area where objects exist. The area surrounding the subject.

Texture

The surface quality of an object.

PRINCIPLES OF DESIGN

How you use the ingredients to make art that works

CONTRAST

The different between two related objects.

BALANCE

Having an even distribution of visual weight.

Unity

Common elements that tie an artwork together.

Emphasis

Placing greater attention in an area to direct the viewer.

PATTERN

The regular repetition of an element.

Movement

Having real or implied motion.

Rhythm

The repetition of movement, like a beat in music or dance.

Contrast

Movement

Rhythm

Balance

Emphasis

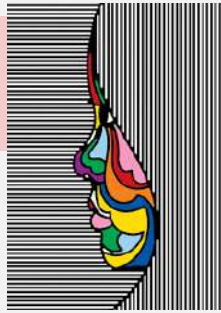
Rhythm

Unity

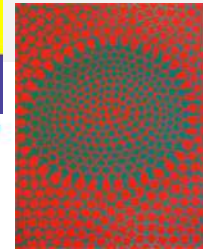


Contrast in Art.

Differences that create areas of visual excitement in a work of art.



CONTRAST: A principle of art that refers to the arrangement of opposite elements (light vs. dark colors, rough vs. smooth textures, large vs. small shapes, etc.)



A large **difference** between two things to create **interest** and **tension**

Contrast refers to **differences** in **values**, **colors**, **textures**, **shapes**, and **other elements**.

Contrasts create **visual excitement** and **interest** to a work of art.

*If all the other elements – value, for example, are the same – the result is monotonous and plain. **No contrast = boring***

Examples of Contrast

1. Contrast of **Color** – warm vs. cool colors
2. Contrast of **Texture** – smooth vs. rough
3. Contrast of **size** – large vs. small
4. Contrast of **shape** – organic vs. geometric



CONTRAST

VISUAL VOCAB

Contrast

Movement

Rhythm

Balance

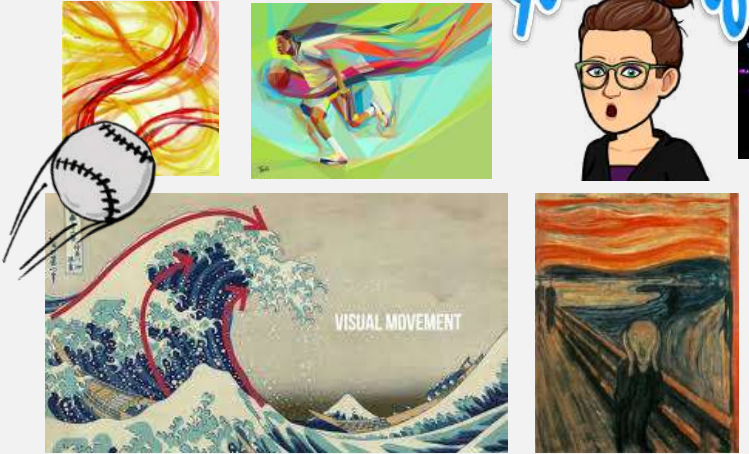
Emphasis

Pattern

Unity

Movement in Art.

Elements arranged to lead the viewer's eyes into and through a work of art.

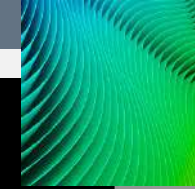


MOVEMENT is the path our eyes follow when we look at a work of art, and it is generally very important to keep a viewer's eyes engaged in the work. Without movement, artwork becomes stagnant/boring.



Lines can create *Movement*

- Movement is one of the Principles of Art
- A way to guide the viewer's eye through a piece of artwork
- Use elements to create a "visual path"



Vincent Van Gogh, *The Starry Night*, 1889



Umberto Boccioni, *Unique Forms of Continuity in Space*, 1913

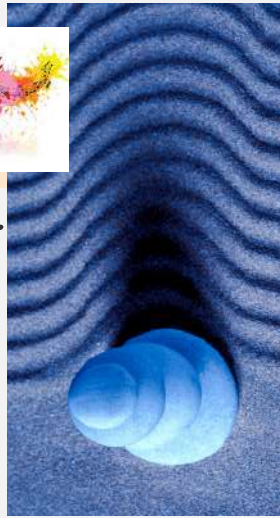
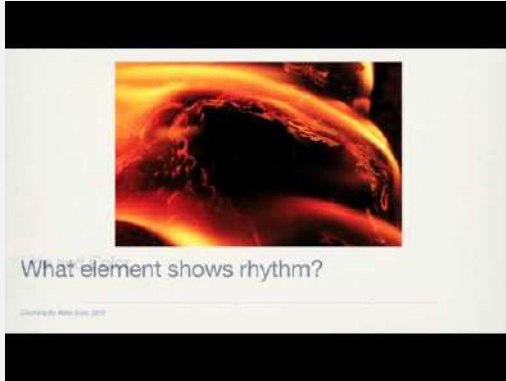
Movement-



A way of combining visual elements (such as lines, shapes, forms, etc...) to produce a sense of action, or implied motion. It creates the look and feeling of action & guides the viewer's eyes through a work of art.

Rhythm in Art.

The repetition of visual movement.



Rhythm in art refers to the arrangement of shapes in a way which creates an underlying beat. It is similar to the **rhythm** of music, but instead of notes and sounds, we use colors and shapes. The best way to learn about **rhythm** in art is to see it in action.

Rhythm

A way of combining elements to produce the appearance of movement, usually through repetition.

Movement

Refers to the arrangement of parts in an artwork to create a sense of motion, or in some case, actual movement.



Marcel
Duchamp
*Nude
Descending
Staircase*



Alexander Calder *The Star*



A REGULAR REPETITION OF THE ELEMENTS OF ART CAN
CREATE A SENSE OF MOVEMENT/RHYTHM.



Active
lines
create
a
sense
of
movement.

Trees blowing in the wind...



Non-objective design...



The day has a rhythm to it.
Sunrise... sunset...
Sunrise... sunset...



People marching...



The city has a rhythm.

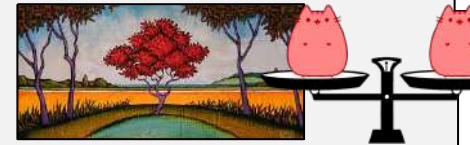
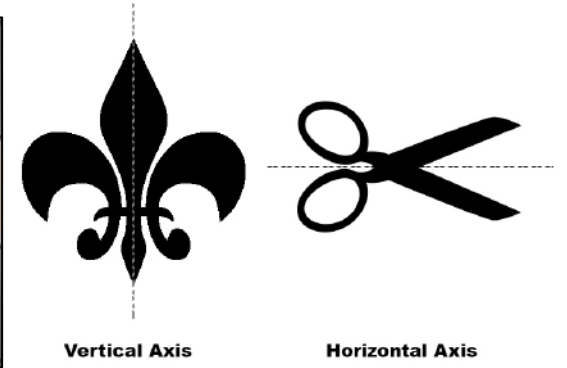
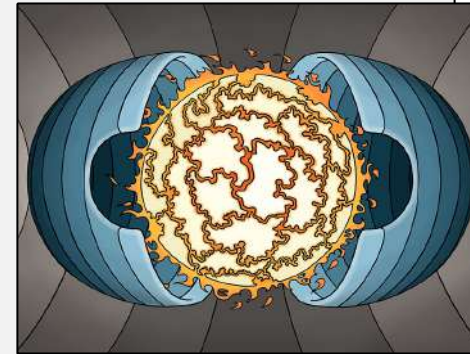
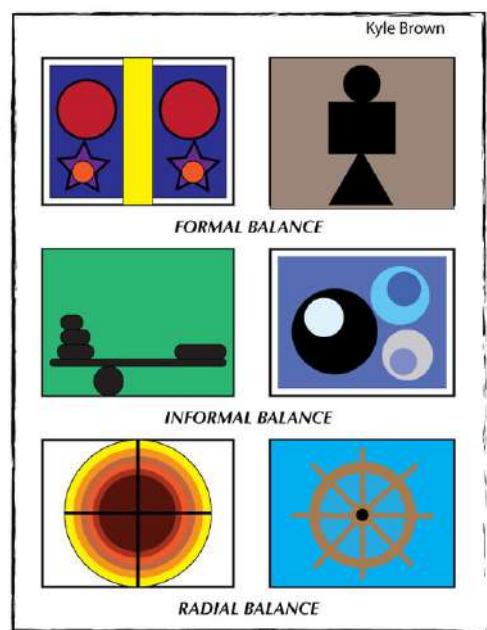
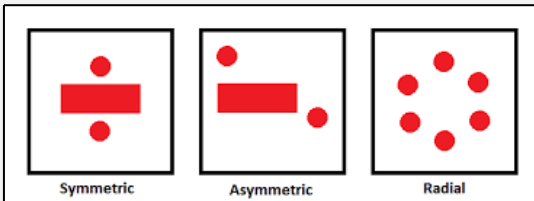
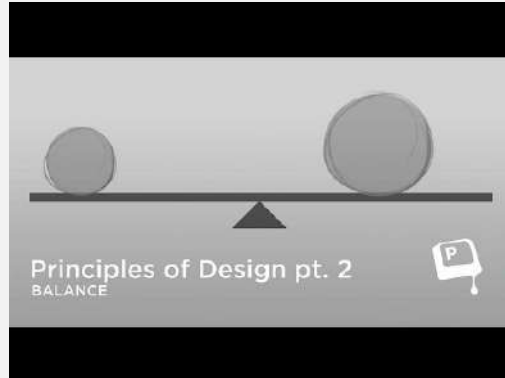
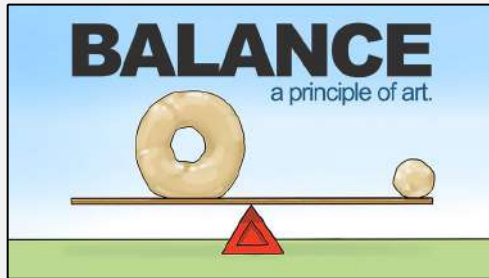
RHYTHM
IS
ALL
AROUND
US.



The ticking of a clock
is rhythm.

Balance in Art.

The distribution of visual weight.

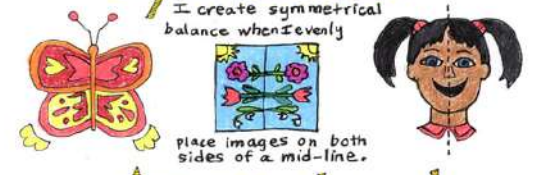


When no single part of the design can overpower or appear heavier than another part in the same design, a sense of visual **BALANCE** is created.

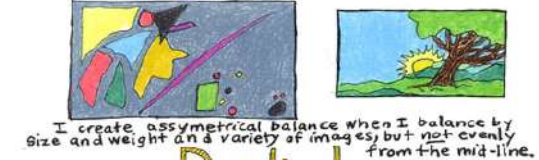


BALANCE

Symmetrical



Asymmetrical



Radial



The ABCs of Art: The Elements & Principles of Design
Compiled, organized, and added to by M.C. Gillis
Contact artist, mo@expandingheart.com, to give feedback.
More downloads at www.expandingheart.com & www.awesomeartists.com.

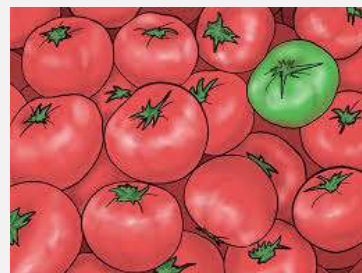
Emphasis in Art.

Elements arranged to create an area of dominance or focus.



EMPHASIS

There are many ways you could go about using **EMPHASIS** in your art. Usually, it involves contrasting different elements against each other.



Principles of Design pt. 3
EMPHASIS



EMPHASIS



FOCUS-MAIN IDEA-WHAT "GRABS" MY ATTENTION?



A beautiful flower growing in a grey, dismal setting.



The light at the end of a tunnel



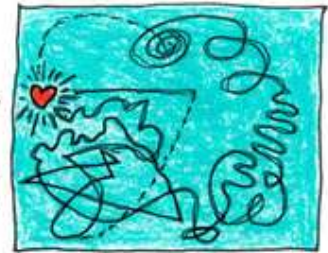
A flower with more detail in the center draws our eyes to the center.

LOUD NOISE
DRAWS OUR
ATTENTION.

PEACE!!!

Shiny, bright things like jewelry attract our attention.

It can be to make a point or for a message. It can simply be used as a design element.



A non-objective design.



A house that stands out from the rest



Big Lettering draws our focus. Fast movement in a still setting grabs our attention.



I will notice what "grabs" my attention in my day to day travels.

Pattern in Art.

The repetition of visual elements.

Pattern

Irregular Pattern

In art, a **PATTERN** is a repetition of specific visual elements. The dictionary.com definition of "pattern" is: an arrangement of repeated or corresponding parts, decorative motifs, etc. a decorative design.



PATTERN

IS THE REPETITION OF THE ELEMENTS OF ART OR ANYTHING ELSE.



PATTERNS OF LINE:



PATTERNS OF SHAPE:



PATTERNS OF COLOR:



NOTICE OTHER PATTERNS IN YOUR LIFE:

Breathing, Music, Math, Jumping Jacks, Butterfly Wings, Fabric, Habits...

PATTERN IS EVERYWHERE!

PATTERN

IS THE REPETITION OF THE ELEMENTS OF ART OR ANYTHING ELSE.

PATTERNS OF LINES



PATTERNS OF SHAPES



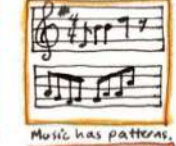
PATTERNS OF COLOR



Birds flying in formation are a pattern.



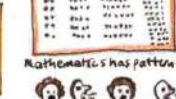
Cars stopped in traffic makes a pattern.



Music has patterns.



Jumping jacks are a pattern.



Mathematics has patterns.

PATTERN IS EVERYWHERE!

Breathing is a pattern.



IDENTIFYING PATTERNS

A pattern is a shape or design that is repeated. The artist Klimt, loved to use lots of pattern within his artworks.

Look carefully at this detail from one of his paintings. What different types of shapes and patterns can you see?



Klimt, detail from 'Portrait of Adele Bloch-Bauer' - 1907



STRAIGHT REPEAT

In a straight repeat pattern, the design is repeated and stacked in a grid format. The design is repeated in a row and the next row below it matches the one before exactly.

PATTERN

'Art is a line around your thoughts.' Gustav Klimt - Artist

Pattern - A pattern is a repeated shape or design.

PATTERN TYPES

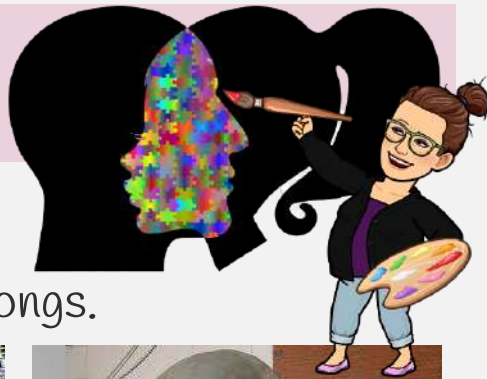
Below are some examples of some well know pattern types. Practice drawing the examples in pencil.

What other types of patterns can you think of? Experiment drawing other types of patterns. You can also invent your own, by creating designs and then repeating them in different ways.

Polka dots Stripes Checker Chevrons

Unity in Art.

The sense that a work of art is complete and that everything in that work belongs.



Unity / Variety

Unity is consistency in a work of art and gives an artwork a finished and harmonious feel by using similar elements or techniques throughout the composition. Variety is the use of contrast or difference within a work of art to create interest.

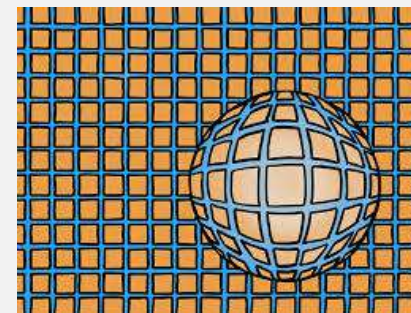


The use of repeated texture and color creates unity.

These repeated forms, pattern and texture create unity.



These repeated rhythm color and shapes create unity.



Difficult to define but instinctively recognized, **UNITY** in art is one of the art's principles representing the sum of compositional elements. The arrangement of different pieces producing the harmonious, balanced, and complete whole would be a definition of **unity** in art.



Principles of Design pt. 7
Unity



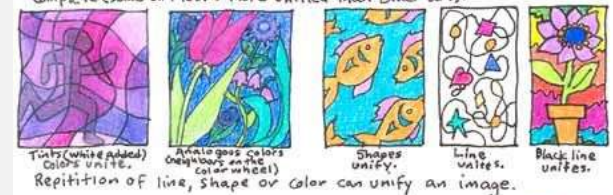
UNITY

UNITY SHOWS WHAT THINGS HAVE IN COMMON, HOW THEY ARE ALIKE.
UNITY IS THE THING THAT JOINS THE PARTS TOGETHER.
SAMENESS... ONENESS...

Uniforms show we are joined as a team.



In art, the elements work together, fit together, in the artwork so it looks complete (some art looks more unified than other art).



Vocabulary Terms Recap.



Principles of Design:

Formal properties or rules used to organize the elements of design.

Contrast: Differences that create areas of visual excitement in a work of art.

Movement: Elements arranged to lead the viewer's eye into and through a work of art.

Rhythm: The repetition of visual movement.

Balance: The distribution of visual weight.

Emphasis: Elements arranged to create an area of dominance or focus.

Pattern: The repetition of visual elements.

Unity: The sense that a work of art is complete and that everything in that work of art belongs.

