

**ME 110: Elements of Art
Principles of Design**

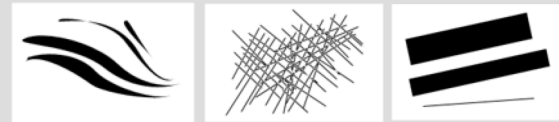
Elements of Art

- LINE

- Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.
 - Horizontal - structure or calm
 - Vertical - reverence or balance
 - Diagonal and/or Zigzag- dynamic, movement
 - Curved - soft, organic
 - Line Weight as well as Line character



Ben Shahn (Lithuanian) 1889-1968, Supermarket, serigraph



- SHAPE

- **A shape is a self contained defined area, which are comprised of lines or edges. A positive shape in a design automatically creates a negative shape.**
 - Two dimensional - Flat
 - Geometric vs. Organic
 - Positive Shape vs. Negative Shape



Joan Miro (Spanish) 1893-1983, The Policeman, Oil on canvas

Elements of Art

- FORM

- **Form refers to three-dimensional shapes that have length, width and depth.**
 - Three dimensional - Volume (in sculpture) or the illusion of volume (in 2D work)
 - Full Round
 - Bas Relief
 - Shading: Light / Shadow



Michelangelo Buonoratti (Italian)
1475-1564

David, Marble sculpture



Sandy Skoglund (American)
b.1946,

Radioactive Cats,1980, Chicken wire and plaster cats, furniture, live models

- SPACE

- **Defined and determined by shapes and forms. Positive space is where shapes and forms exist; negative space is the empty space around shapes and forms.**
 - Collection of single or multiple shapes / forms
 - Positive Space: the object(s) itself aka the subject
 - Negative Space: the environment aka the ground



Henry Moore, (British) 1895-1986

Reclining Figure, Elmwood,



Salvador Dali (Spanish) 1904-1989

The Deterioration of The Persistence Of Memory, Oil on wood

Elements of Art

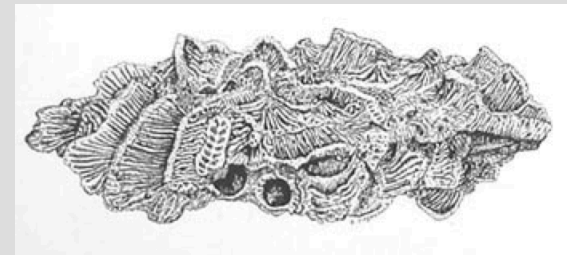
- COLOR

- **Color is produced when light strikes an object and reflects back in our eyes.**
 - **Hue:** Where the color is positioned on the color wheel. Terms such as red, blue-green, and mauve all define the hue of a given color.
 - **Value:** The general lightness or darkness of a color. In general, how close to black or white a given color is.
 - **Saturation:** The intensity, or level of chroma, of a color. The more gray a color has in it, the less chroma it has.



- TEXTURE

- refers to the surface quality or "feel" of an object - smooth, rough, soft, etc.
- Textures may be actual (felt with touch - tactile) or implied (suggested by the way an artist has created the work of art -visual)



Shanon Fitzpatrick, 11th Grade, Coral Study , Pen and Ink

Principles of Design

- RHYTHM (MOVEMENT)

- **is the repetition or alternation of elements, often with defined intervals between them. Rhythm can create a sense of movement, and can establish pattern and texture. There are many different kinds of rhythm, often defined by the feeling it evokes when looking at it.**

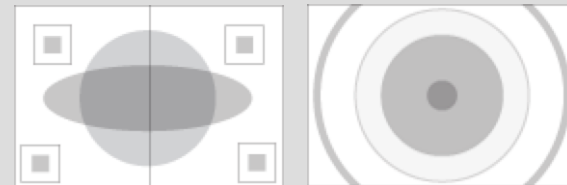
- Regular: A regular rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length.
- Flowing: A flowing rhythm gives a sense of movement, and is often more organic in nature.
- Progressive: A progressive rhythm shows a sequence of forms through a progression of steps.



- BALANCE

- **is the arrangement of the objects in a given design as it relates to their visual weight within a composition. Balance usually comes in two forms: symmetrical and asymmetrical.**

- Symmetrical balance occurs when the weight of a composition is evenly distributed around a central vertical or horizontal axis or radially from a central point.
- Asymmetrical balance occurs when the weight of a composition is not evenly distributed around a central axis or point.



Principles of Design

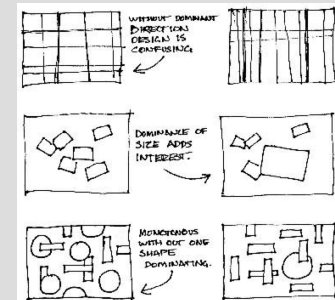
- PROPORTION

- is the comparison of dimensions or distribution of forms. It is the relationship in scale between one element and another, or between a whole object and one of its parts. Differing proportions within a composition can relate to different kinds of balance or symmetry, and can help establish visual weight and depth. In the below examples, notice how the smaller elements seem to recede into the background while the larger elements come to the front.



- EMPHASIS or DOMINANCE

- determines the visual weight of a composition, establishes space and perspective, and often resolves where the eye goes first when looking at a design.
 - Through the various elements and principles: shape, line, rhythm etc.
 - Focus/depth of field pushes/pull your attention/the eye



- HARMONY or UNITY

- describes the relationship between the individual parts and the whole of a composition. It investigates the aspects of a given design that are necessary to tie the composition together, to give it a sense of wholeness, or to break it apart and give it a sense of variety.
 - Closure
 - Continuance
 - Similarity, Proximity and Alignment



Q & A

Sources:

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