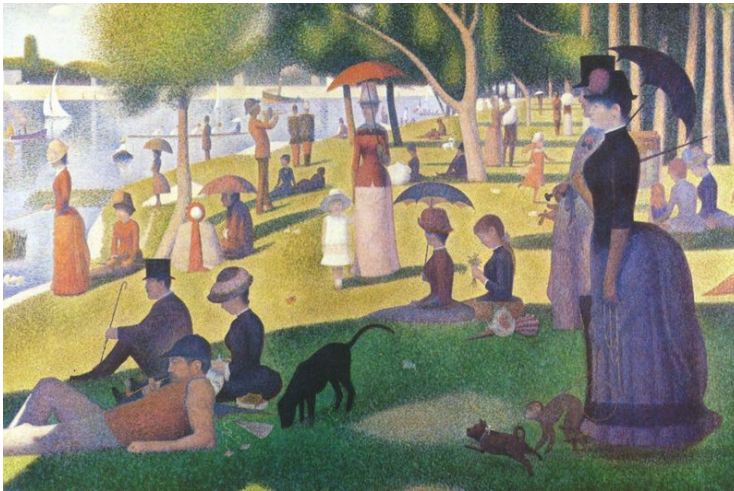


Art Elements and Design Principles

Dot

A small round mark made by a pointed tool. A relatively small or speck-like mark.



A Sunday Afternoon on the Island of La Grande Jatte
Painted in 1884 by Georges Seurat.

Colour

When light is reflected off an object, colour is what the eye sees.

Colour consists of primary, secondary and tertiary colours.

The primary colours are red, blue and yellow.

The secondary colours are green, orange and purple.

They are produced by mixing the primary colours.

Finally tertiary colours are a combination of primary and secondary colours.

Colour consists of hue (another word for colour), intensity (brightness) and value (lightness).

The value can be changed by tints (adding white) or shades (adding black).

Chromolithographs or 3 coloured lino prints are examples of colour used in print.



Head

Painted in 1910 by Alexei Von Jawlensky

Pattern

Pattern is a repetition of design.

An artist achieves a pattern through the use of colours, lines or shapes.

It comes from repetition and consistency.



Geometric Pattern

Painted in 1900-1974 by Harry Aaron

Unity

Unity occurs when all the elements and principles such as colour, texture, line etc work together creating a balanced and harmonious pleasing image.

It is the forming of a cohesive whole from separate parts, with each part contributing to the aesthetic effect.



The Ironworkers Noontime
Painted in 1880 by Thomas Pollock Anshutz

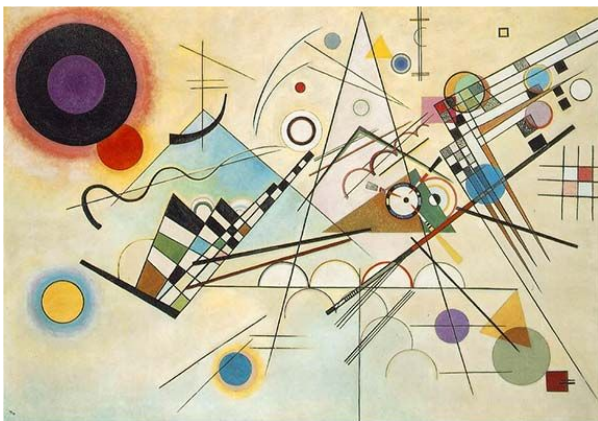
Line

A line is a continuous mark created on a surface with length and direction.

It can be a mark used to define a shape, outline or contour.

There are many different varieties such as straight, bent, curvy, thick, thin, broken, diagonal, free-hand.

It can also be used to create texture.



Composition VIII
Painted in 1923 by Wassily Kandinsky

Form

A form is a 3 dimensional object which has volume and thickness or something in a 2 dimensional artwork that appears to be 3 dimensional. For example, a triangle which is 2 dimensional is a shape, but a pyramid which is 3 dimensional is a form.

It is the shape or structure of an object.

A form can be viewed from many angles.

A selection of prints could be shaped into a form.



Painting done by a French Artist named Shaka

Volume

The amount of space occupied by a 3 dimensional object, it is the capacity of a form.

It implies bulk, density and weight but also a void or empty enclosed space.

Also in a 2 dimensional print it is the implied space filled by a drawn object or figure.



Mona Lisa by Leonardo Da Vinci

Harmony

Harmony is a pleasing combination of elements in a whole.

To create harmony in a print an artist would normally be making use of aesthetically compatible components and similar characteristics.

For example, if a composition consisted of curvy lines and organic shapes you continue with these and not insert a geometric shape and strong straight lines.



Night Fantasy by Leonid Afremov

Shape

A shape is a 2 dimensional line with no volume or thickness.

Shapes are flat.

A shape is an enclosed area defined by the other art elements such as lines, colours or textures.

It is distinguishable from its surroundings by its outline.

There are two types of shapes, geometric or organic.

Geometric shapes- circles, rectangles etc have a clear edge that you get by using tools to create the shape.

Organic shapes- have natural, less well defined edges (food, clouds).



Bedroom in Arles by Vincent Van Gogh

Light

Light makes things visible to us, colour depends on light.

A light colour is pale or whitish and not deep.

Artists make use of light in their work to show importance to an area or to show an interesting detail or event.



The Last Supper by Leonardo Da Vinci

Balance

Balance is the way in which the elements such as shape, form, colour etc are arranged equally to create a feeling of stability in the work.

No one part of the work overpowers or seems heavier than any other part.

There are two types, symmetrical and asymmetrical.

Symmetrical balance- the parts of the artwork are organised so that one side mirrors the other.

Asymmetrical balance- when one side of the artwork is not an exact repeat but still there is a feeling of equilibrium.



L.S Lowry, Going to Work (1943)

Contrast

Contrast is a large difference between two things which creates interest and tension.

Contrast can be used as a background to bring objects out and forward in an artwork creating an area of emphasis.

The use of opposing elements such as colour, textures or lines close to each other is a technique used to intensify the work of art and direct our attention to a particular point of interest within the space.



Café Terrace at Night, Van Gogh, September 1888

Tone

Tone is the degree of lightness or darkness of an area or colour rather than what the colour is.

Tone ranges from the bright white of a light source through shades of grey to the deepest black shadows.

How we see tone depends on the actual surface lightness or darkness, colour and texture, the background and light source. Tone is used to give volume, shape and depth to an image.



Alison Lambert 2011

Space

Space is the distance or area between, below, above, around or within something.

Space can give a feeling of depth or 3 dimensions to an artwork.

Space can be either positive or negative.

Positive space- the area occupied by the primary objects.

Negative space- the area around the primary objects in an image, for example the area between a cup and its handle.

Sometimes space can be closed, shallow or deep, 2 dimensional or 3 dimensional and sometimes it isn't actually within the piece, but the illusion of it is.

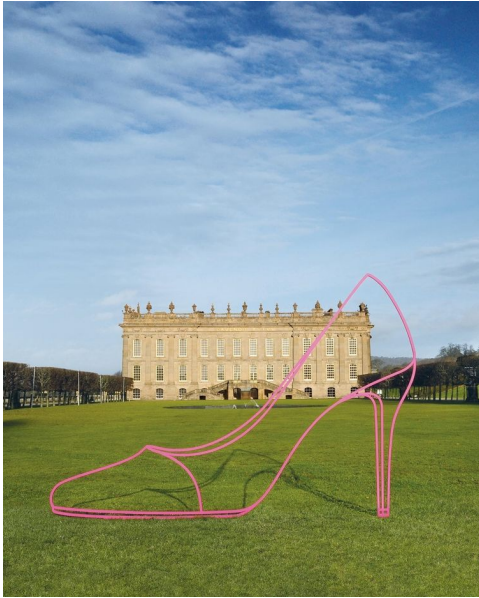


Scale

Scale is the proportion or ratio that defines the size relationships between two things.

Scale creates the illusion of correct size relationships between objects and figures.

It is used to make images look realistic and correct.



Michael Craig Martin, High Heel, 2013, Powder coated steel

Symmetry

Symmetry is an exact matching of forms and arrangements of parts on opposite sides of a boundary, it is a mirror image. It is the balance and equal distribution of elements on opposite sides of a plane, line or point.



The virgin and child enthroned 1513

Texture

The surface quality or “feel” of an object for example, the smoothness, roughness, softness etc.

Texture can either be tactile and real or implied visually.

Artists use colour, line and shading to convey texture.



Vincent Van Gogh, wheatfield with cypresses, 1889

Structure

Structure is the way in which parts are arranged or put together to form a whole; it is the make up and organisation of the work of art.

The parts are arranged to form a cohesive and meaningful whole, including the elements and principles of art.



Bedroom set (2005) by Joanne Greenbaum

Rhythm

Rhythm is the regular repetition of elements to produce the look and feel of movement.

Rhythm in art is a flow of objects to a visual beat, for example, consistency or pattern in lines and colours.

Colours of a piece can convey rhythm by making your eyes travel from one component to another.

Form can cause rhythm by the way in which pieces are placed next to each other.

Line can convey rhythm by implying movement.

An image can have a flow and lead your eye to key details.



Dagobert peche, swallowtail, 1913

Proportion

Proportion is the comparison of one part to another in relation to size, quantity and scale etc.

Proportion has a great deal to do with the overall balance and harmony of an artwork.

An artist may decide to distort the proportions within an artwork to create a certain effect on the viewer.

Proportion in a piece is a sense of appropriateness.



Raphael, school of Athens 1509-1511

Repetition

Repetition is the act or process of repeating or being copied. Repeating visual elements such as line, colour, shape or texture can unify the total effect of a print as well as create rhythm. Repetition can either be an exact duplication (pattern), a near duplication or duplication with variety.



Germantown Eyedazzler, Robert Allerton Endowment 2000.

Variety

Variety is the use of differences and changes to increase the visual interest of a piece. It is the opposite of harmony in a work.

The use of contrast, emphasis, difference in size, colours, shapes, lines and textures will create a great deal of variety.



Manierre Dawson, Figure in Pink and Yellow 1914.

Emphasis

Emphasis is the main area of an image; it is the point that stands out the most.

Emphasis gives importance to the part singled out.

Contrast is a great method of giving emphasis.

The main function of emphasis is to attract attention



William Bonnell, J. Ellis Bonham 1825.

Functionality

Something that is functional should serve a purpose.

Art can have many different functions.

Communication- it can be used to communicate thoughts and ideas with viewers.

Religion- in the past it was used to teach illiterate people stories from the bible through images.

Satires- in newspapers satires can be used to quickly put forward a joke or idea.

Political- Hitler made use of posters to help his campaign. Also the fur covered Dada teacup, useless for holding tea carried a social function in that it protested World War One.

It can be a personal function for the artists themselves as they feel the need to express themselves somehow.



William A. Mitchell, Rack picture for Dr. Nones, 1879.

Proximity

Proximity is the nearness or closeness in a series.

Proximity means that parts placed together will be perceived as belonging or relating to each other. The closeness implies a relationship.

Proximity helps the viewer understand what they are seeing.

Therefore by being more aware of how you place things on a page you can better influence what the viewer thinks.



Stuart Davis, Ready to wear 1955.

Composition

Composition is the arrangement of elements such as form, colour etc in an orderly way using conscious thought to produce an overall effect. A good composition should draw in the viewer and pull their eyes across the whole piece so that everything is noticed and then finally resting on the main point of the piece.



Cadurcis Plantagenet Ream, Purple Plums 1895.