

Design Elements and Principles

What are the formal elements of design? line, shape, texture, form, space, color/contrast and time.

What are the principles of design? unity, variety, balance, emphasis, rhythm, proportion/scale.

Line

Line is a basic fundamental design element.

It starts with a point and then moves in a direction.

What are the four directions of line? horizontal, vertical, diagonal, variations.

What is quality of line? how well the line is made and/or what the line looks like (thin, thick, variations).

It can become shapes by varying its width and closing itself.

It divides space which in turn makes shapes.

When do lines become form? When the lines are so essential to the design that they are primarily the dominate elements “making the object”; they become form itself.

HOMEWORK:

DESCRIBE 2 KINDS OF LINE YOU LIKE: (find images or draw them for your Pinterest Board)

Space

There are four types of space.

1. Pictorial: it is space relating to the flat surface. it contains positive and negative space. it will usually suggest a “sense” of space.
2. Implied space: this space leads the viewer beyond the confines of the dimensions of the piece; be it a 2D or 3D object.
3. Illusionistic: this space implies depth by using four techniques: overlapping, tierring, size, perspectives.
4. Actual: space itself, it relates more to all artwork except 2D. YOU will be using this one!!

HOMEWORK:

DESCRIBE 2 NEGATIVE SPACE SHAPES YOU LIKE: (find images for your Pinterest Board)

Shape and Form

Shape is defined by 2D. It can be created with any of the design elements.

What are the four categories of shape?

1. Geometric: shape that use geometric concepts in their creation.
2. Natural: anything that is derived from nature including human form (another name is organic).
3. Abstract: a natural shape altered to emphasize an essential quality without reference to the realistic depiction of the original shape.
4. Non-representational (non-objective): no origination from realistic objects or events.

Form is an extension of shape but it also has two other essential ingredients. Mass and volume mass relates to a large amount of something where volume relates to the implied weight of the something.

What is form? it is the combination of size, shape, and mass in relation to space. form may be generated by function or fantasy.

HOMEWORK:

DESCRIBE 2 SHAPES YOU LIKE: (find images or draw them for your Pinterest Board)

Texture and Pattern

What are the two types of texture?

1. Tactile: actual texture. you can see and feel the surface and it generates a sensory response. tactile texture is produced by the artist. YOU will be using this one!!!
2. Visual: uses perception and implied meaning to create a surface. use of repetition to ensure interpretation. visual texture is variable because it is based on personal perception and interpretation. visual texture is applied by the artist.

What is the definition of pattern? When motifs (designs) are repeated at regular intervals to create an orderly overall design.

HOMEWORK:

DESCRIBE 2 TEXTURES YOU LIKE: (find images or draw them for your Pinterest Board)

HOMEWORK:

DESCRIBE 2 PATTERNS YOU LIKE: (find images or draw them for your Pinterest Board)

Color

What are three essential issues of color? color evokes and emotional response, suggest a mood and depth of experience.

Differences in color: This will matter to you when printing your designs from the computer.

What is additive color? color in direct light. in light white is supreme. red, green, and blue make all the colors. the computer uses additive color.

What is subtractive color? color in relation to pigment, to a surface that reflects the light wave. the surface reflects the color that it is and absorbs all others. magenta, cyan, and yellow make all the colors.

What are hue, value, and chroma?

Hue: name of the color; pure state of the color

Value: the relative lightness and darkness of a hue; adding white and black makes tints and Shades. normal value is a hue at its most intense state.

Chroma: the brightness or dullness of a hue. full intensity are hues without grey; low intensity have grey added. tones are hues that have grey added.

What are analogous colors? colors next to each other on the color wheel

What are complimentary colors? colors opposite each other on the color wheel.

What are split complimentary colors? each color on either side of complimentary colors.

What is a monochromatic color scheme? a composition created using variations of one hue.

What are neutrals? Hues having all or no perceived or reflected light. They are white, black, greys, and beige.

HOMEWORK:

DESCRIBE 4 COLORS YOU LIKE AND WHY: (find images for your Pinterest Board)

Time

What mediums use time as a design element? photography, video/film, and the computer.

Unity and Variety

In a composition all the components are unified if there is an inference of wholeness. Variety is important to draw interest into your composition. Too much unity will be boring. Too much variety will be chaos.

You can achieve unity through many ways.

1. Unity through line: use of line as a surface texture or use of actual lines to reinforce shapes and form.
2. Unity through shape: use of shape of materials to reinforce similarities of elements or meaning.
3. Unity through color: use of repetition of color. use of similarity of value or intensity through different hues.
4. Unity through repetition: repetition of contrast or similar elements.
5. Unity through opposition or transition: opposites create tension which create unity.

HOMEWORK:

FIND 4 COMPOSITIONS THAT USE UNITY AND VARIETY THAT YOU LIKE:

(find images for your Pinterest Board)

Balance, Rhythm, and Emphasis

Balance: Symmetrical and Asymmetrical

HOMEWORK:

WHAT 2 TYPES OF BALANCE DO YOU LIKE: (find images for your Pinterest Board)

Rhythm: metric, swirling, climatic, flowing

HOMEWORK:

DESCRIBE 2 TYPES OF RHYTHM YOU LIKE:

(find images or draw them for your Pinterest Board)

Every great design must have an emphasis point. Try to think about adding variety as an emphasis point to a unified design.

HOMEWORK:

FIND 2 COMPOSITIONS THAT USE EMPHASIS WELL THAT YOU LIKE:

(find images for your Pinterest Board)

Proportion and Scale

You divide space to create proportional elements. If you work in proportional elements then you will achieve balance.

Scale as emphasis or symbolic scale