



Elements of Art and Principles of Design



Drawing I- Course 0104340

Instructor: Dr. Brown





Objectives

Students will:

- **Define Composition**
- **Be able to list the Elements of Art**
- **Be able to identify the Primary and Secondary Colors on the color wheel**
- **Define Symmetrical Balance**
- **Define Asymmetrical Balance**
- **Define Radial Balance**
- **Define Vertical Balance**
- **Define Horizontal Balance**
- **Define Rhythm**
- **Define Regular Rhythm**
- **Define Gradated Rhythm**
- **Define Random Rhythm**
- **Define Graduated Rhythm**
- **Define Proportion**
- **Define and identify the Golden Mean Ratio in art**
- **Define Emphasis / Dominance**
- **Be able to identify two questions to ask to determine if have unity and harmony has been achieved in a composition**

Drawing I - Web Site address <http://www.ocps.net/lc/southwest/hdp/magnets/VPA/VisualArt/Pages/Drawing-I.aspx>





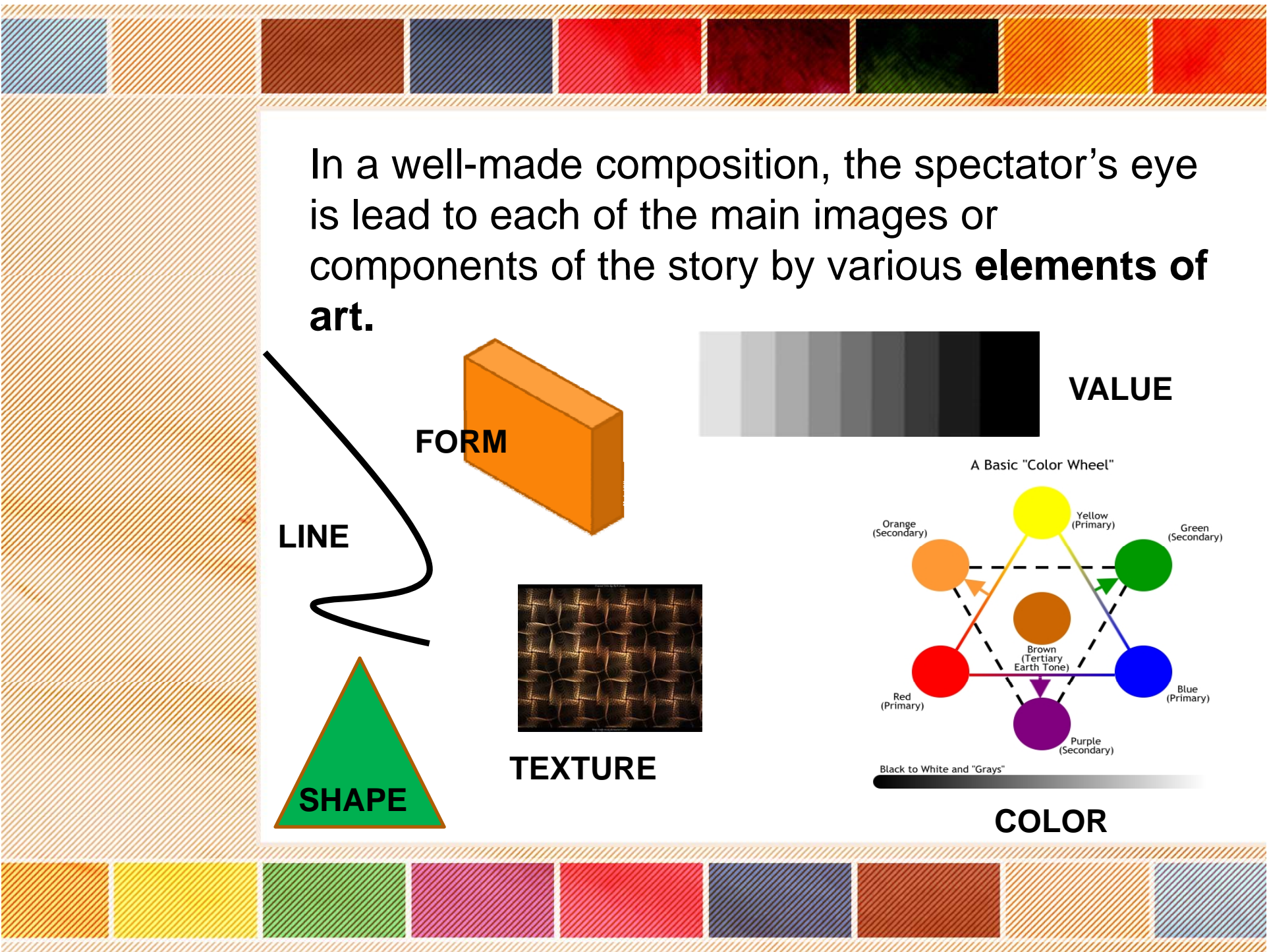
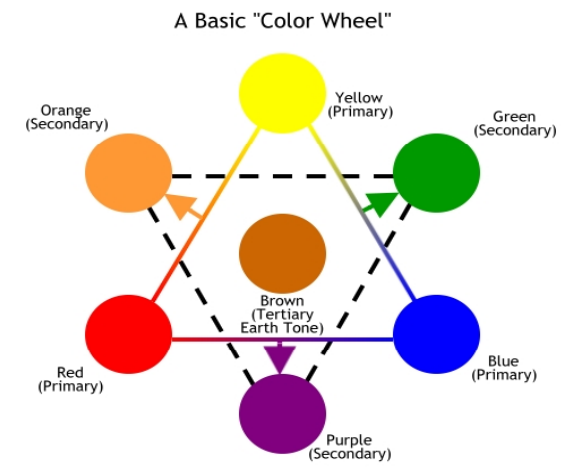
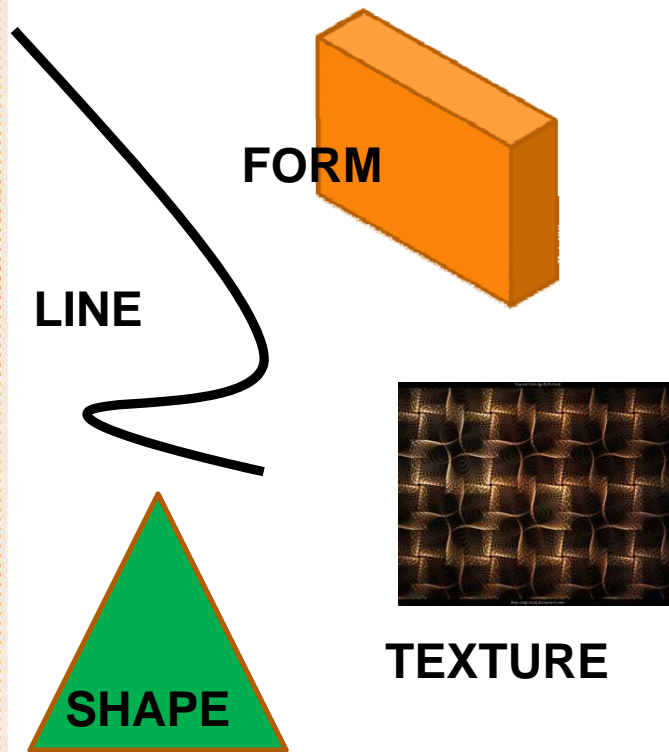
Composition

- is the placement or arrangement of visual elements or ingredients in a work of art, as distinct from the subject of a work. It can also be thought of as the organization of the **elements of art** according to the **principles of design**.

ELEMENTS OF ART



In a well-made composition, the spectator's eye is lead to each of the main images or components of the story by various **elements of art.**



Two-dimensional:
having two dimensions (height and width); referring to something that is flat.

Three-dimensional:
occupying or giving the illusion of three dimensions (height, width, depth).

2D Shapes



Circle



Triangle



Square



Rectangle



Pentagon



Hexagon



Heptagon



Octagon



Nonagon



Decagon

3D Shapes



Sphere



Prism



Cuboid



Cube



Cylinder

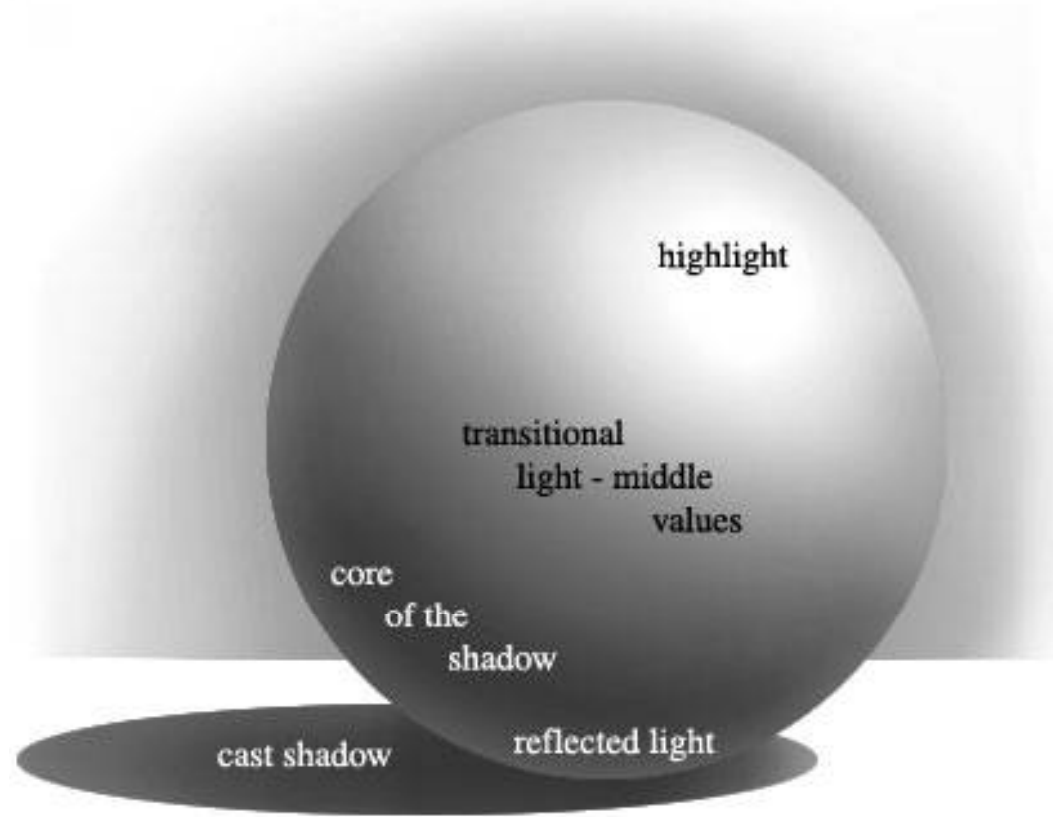


Pyramid



Cone

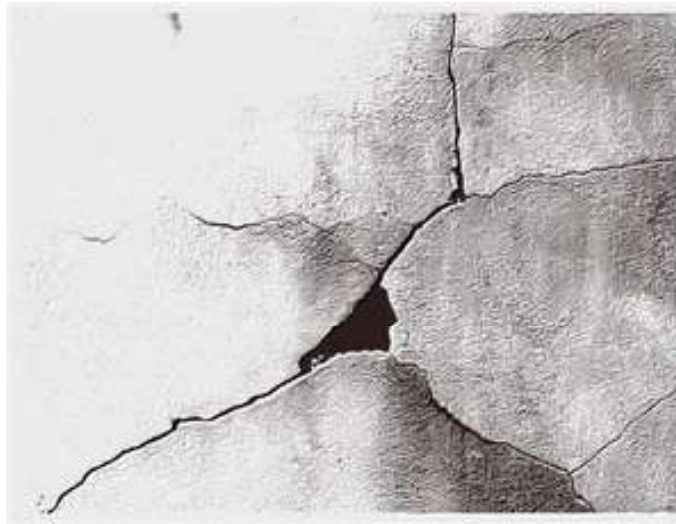
Value: the lightness or darkness of a color; **contrasts** between light and dark.



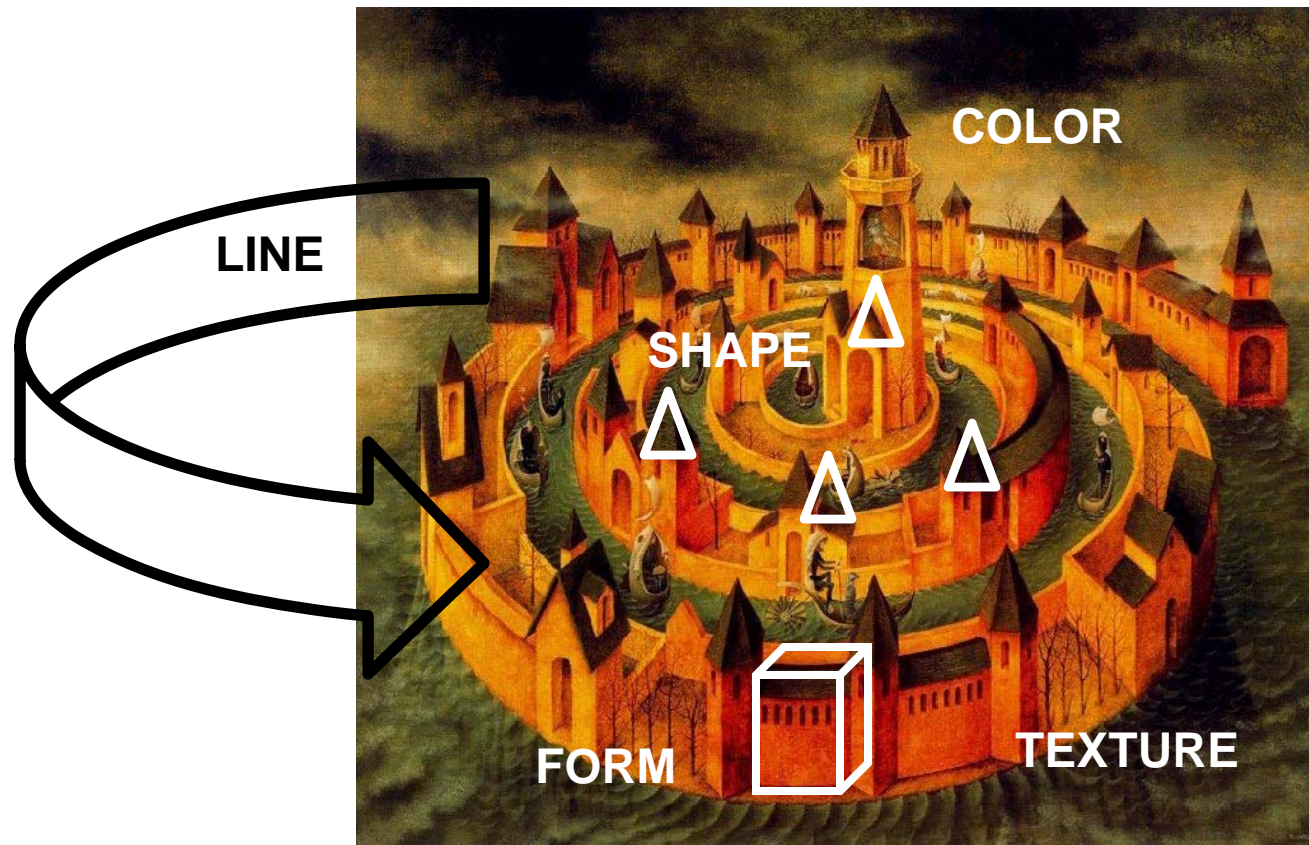
Shading: showing change from light to dark or dark to light in a picture by darkening areas that would be shadowed and leaving other areas light. Shading is often used to produce illusions of dimension and depth

Texture:
the **tactile**
surface
characteristics
of a work of art
that are either
felt or
perceived
visually.

Tactile -
capable of
being
perceived by
the sense of
touch



When a drawing tells a story, the artist uses **composition** to give the work a natural flow that helps the spectator to follow the action.



VOCABULARY REVIEW





LINE:

This is a mark that is made on a surface.

SHAPE:

This always has two dimensions, length as well as width.

FORM:

This always has three dimensions; length, width and height. Examples of such would be cubes, rectangular prisms, spheres or even cylinders.

VALUE:

This refers to the changes in the base color; the lightness or darkness of a color. This is often shown in drawing by “shading”.

TEXTURE:

This is the quality of a surface or the way any work of art is represented. Lines and shading can be used to create this as well. Examples of this in drawings may include “wood grain”, “the roughness of the surface of a stone”, or the “sharpness of a thorn”.





SPACE:

This is the creation of visual perspective; this gives the illusion of depth or distance. Distinguishing between the foreground, middle ground, and background, is how visual perspective is represented in a composition.

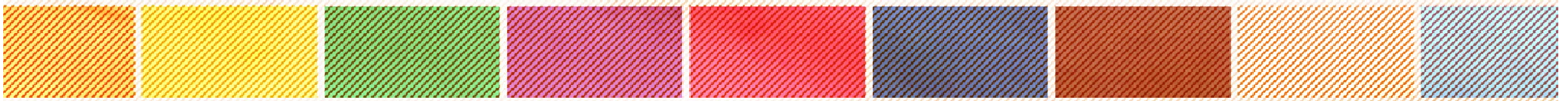
COLOR:

This always has three characteristics, which are **hue**, **value** and the **intensity**.

Hue means shades or tones of this

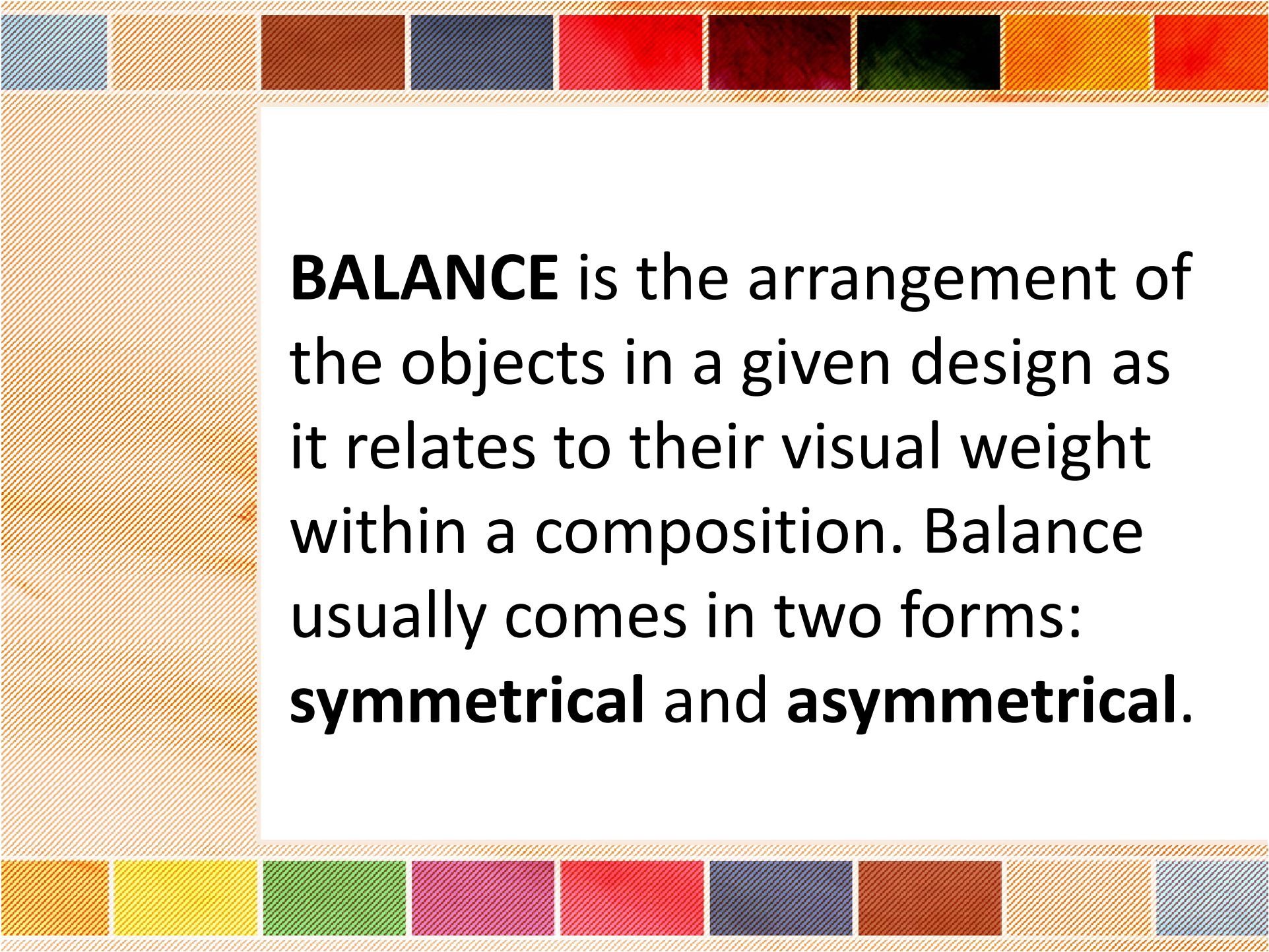
Value refers to the lightness or the darkness of this

Intensity refers to the brightness or dullness of this



PRINCIPLES OF DESIGN





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.



When symmetry occurs with similar, but not identical forms, it is called **approximate symmetry**.

ASYMMETRICAL balance occurs when the weight of a composition is not evenly distributed around a central axis.

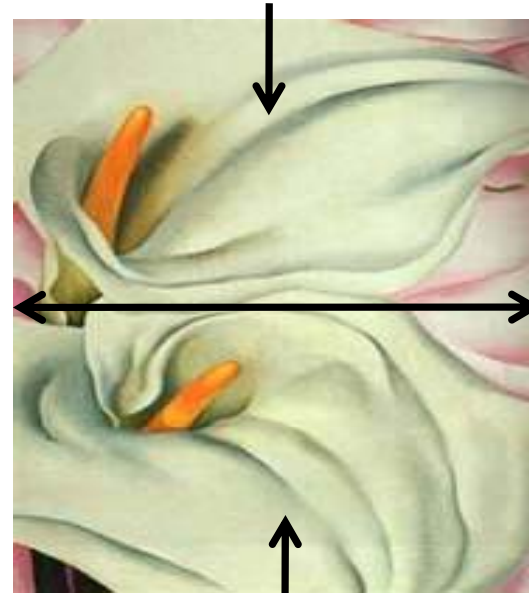


It involves arranging objects of different sizes in a composition such that they balance one another with their respective visual weights.

RADIAL balance – a design's elements radiate outward from the center.



VERTICAL balance -
the top and bottom of
the composition are
equally balanced.

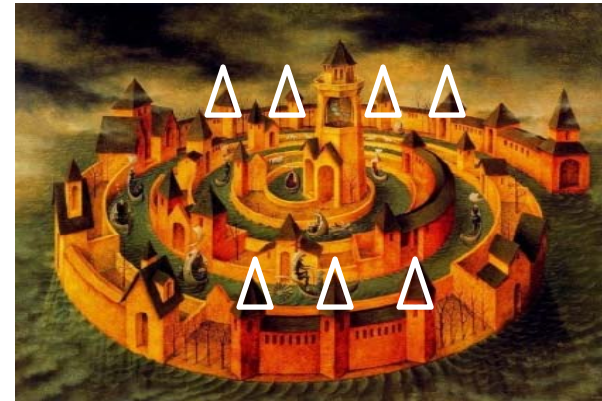


HORIZONTAL balance -
the left and right parts
are equally balanced.



RHYTHM is the repetition or alteration of a line, shape, color texture, or pattern within a composition.

Regular Rhythm
the same each time



Gradated Rhythm
repeated element is identical with exception of one detail (size, color or color intensity) increasing or decreasing gradually with each repetition

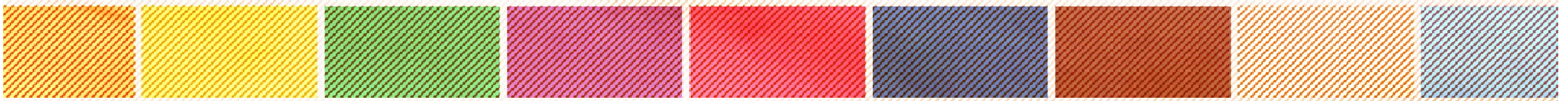




Random Rhythm
repeated at irregular
intervals



Graduated Rhythm
increase or decreases
in distance apart

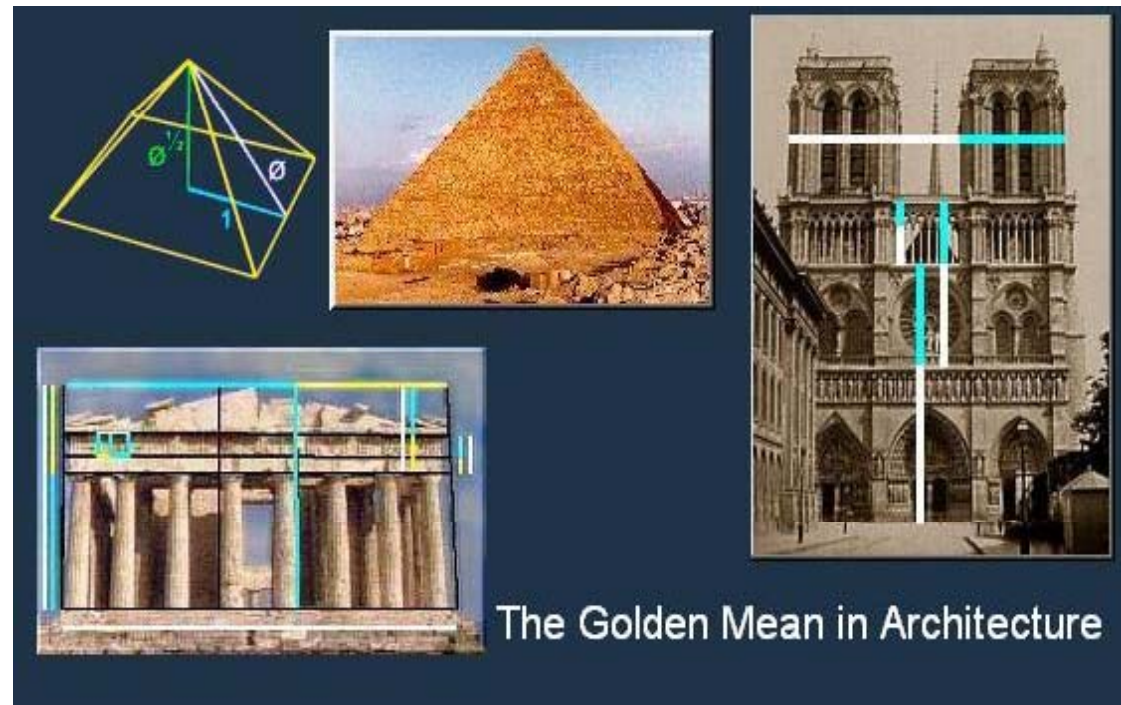


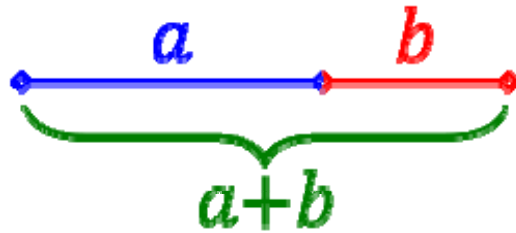
Proportion - tells how the design is *visually divided*. It is the relationship in scale, visual weight and depth, between one element and another.



The golden mean: 3:5 ratio

This can be seen in building design, animals, and even the human body. The natural balance of design using this internal composition measurement has been proven to create a stronger balance and positioning of shapes

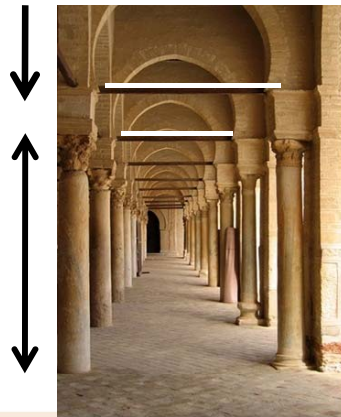




$a+b$ is to a as a is to b

A line is divided into two segments a and b . The **entire line** is to the a segment as a is to the b segment.

Golden Mean: 3:5



Example: the proportions /ratio of this building 's arches and columns is 3:5



Example: the proportions /ratio of a person's upper torso is 3:5


EMPHASIS or **DOMINANCE** is the element or object that the artist thinks is the most important part of the design, therefore, wants to draw attention to it.



Emphasis: Size and position



Emphasis: Color and position



UNITY or **HARMONY** describes the relationship between the individual parts and the whole of a composition.

Two main questions to ask when determining harmony:

1. Are the elements of art (lines, form, color, shape, texture) working together in a pleasing fashion?
2. Are the principles of design (balance, rhythm, proportion, emphasis) guiding the use of these elements?

If the answer to both of these questions is “YES”, then the design is harmonious.



VOCABULARY REVIEW





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. The same on both sides.

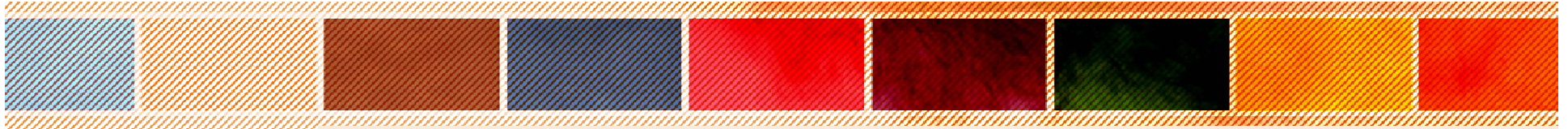
ASYMMETRICAL

balance occurs when the weight of a composition is not evenly distributed around a central axis. Not the same on both sides.

RADIAL balance

– a design's elements radiate outward from the center.





VERTICAL

balance -the top and bottom of the composition are equally balanced.

HORIZONTAL

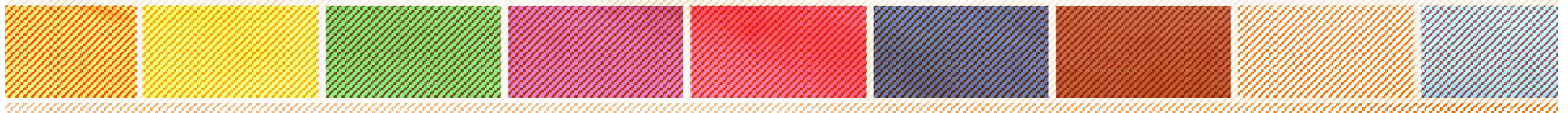
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RHYTHM

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Regular Rhythm

- the same rhythm each time





Random Rhythm –rhythm repeated at irregular intervals

Graduated Rhythm - Rhythm that increases or decreases in distance apart

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On your quiz - You will also have to identify the types of **balance** shown in 5 different pictures; the types of **rhythm** shown in 4 additional pictures; There will be 25 questions.

