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

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.

- **Form**
- **Line**
- **Shape**
- **Texture**
- **Value**
- **Color**

A Basic “Color Wheel”

- Red (Primary)
- Orange (Secondary)
- Yellow (Primary)
- Green (Secondary)
- Brown (Tertiary Earth Tone)
- Purple (Secondary)

Black to White and ‘Grays’
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).
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 color.

**Value** refers to the lightness or the darkness of this color.

**Intensity** refers to the brightness or dullness of this color.
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 call 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 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 a person’s upper torso is 3:5

Example: the proportions /ratio of this building’s arches and columns 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**
– a design’s elements radiate outward from the center.
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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.