

Points - 9-01-24

Single point - significance of space

↓  
building structure

point stretched = shape

↓  
scale and sizes

Pixel - picture element

↓  
visual is made  
up of.

- house fly's eyes

use of points

↓  
Balance space

Sym<sup>m</sup>onic - research term

tactile p - touch

convergences - convergence  
points coming

together align.

divergence

diversion - points going away

Abstract - combination of different  
expressions.

Surrealism - dreamy like visual  
↳ subject matter

Pointilism.

ontology - study of being

↓  
spiritual

hierarchy - imp of element

↳ scale, color, placed  
↓  
first thing  
your eyes  
captures

oneness

Research term\*

movements, tension, balance

↓  
principles.

convergence - unity

how do you deal w/ diff scale?

line - dividing the space.

Pattern

elements & principles of design.

activation of space

(elem)  
spatial understanding

## Research terms

### Elements of Design: Point, Value

- ↳ These are the structure of the work (media tool) and defines visuals, tools, & components used to create a composition (creativity)
- these impact how an art is perceived / executed / used (invision app)
- basic unit of a visual image (brightonkia)

#### Point

- first & simplest element, focus of something visual (beauty design)
- \* Gestalt - brain organizes visual elements into groups / unified wholes when principles applied
  - alone can act as a focal point, together a number of point can have leading effect where the eye naturally attempts to connect the dots to create a line or form (gestalt) (online design teacher)
  - if one point, brain wills a meaning, two point a line, three point a triangle (gestalt) (char.txd.cornell.edu)
  - If a point has no dimension - we set the point in motion and create first dimension; a line. (pg 128, design basics David A., Stephen Pentak)
  - point simultaneously contracts inward, and radiates outwards
    - anchors itself in space and provides reference point for the eye
    - complex object, fundamental building block of other forms.
    - a shape is still a dot, no matter how big
    - recognizing this = crucial to understanding its visual effect in space and its to adjacent forms
    - dot creates spatial relation, variety of arrangement, complexity
    - distance / close and farther should be considered and seen.
- (design elements, a graphic style manual timothy samare) (pg 45)

## Value

- darkness / lightness of an object in composition / document
  - Any change in lightness / darkness of an object creates value shift
    - can occur in color since any hue can be manipulated
    - plays key role in saturation level of hue
    - assists in creating - light & dark contrast, mass & vol, contrast and comparison, readability, illusion of form (wichita.edu)
- Placing series of lines close together → visual of grays, vary no. of lines and proximity → limitless no. of grays → area of dark and light (value) gives 3D quality lacking in pure contour line.
- hatching & cross-hatching techniques i.e. Pat O'Leary's cartoon (pg 140-141 design basics Stephen Pentak)

## Principle of Design

- shows how elements of design can and should go together for a result (interaction-design.org)
- used to make appealing designs, they are abstract, considered next, focuses on value and usefulness of design, these are rules not laws (sowmya-medium)

## Repetition

- elements which have something in common are repeated regularly or irregularly, sometimes creating a rhythm
  - interval b/w shapes alike repeated in a uniform & regulated order = formal design
  - varied length of interval / change of shapes while preservation of similarity  
informal design
- To maintain continuity - increasing or decreasing elements in a series: small to large, light to dark and vice versa (Design: Elements and Principles Dorothea C. Malcolm)
- Creates particular style, cohesiveness, emphasis, hierarchy structure and strengthens a design
  - Its impressionable, human nature to find comfort & attraction to familiarity (254-online)

## Unity

- a congruity or agreement that exists among the elements in a design, like harmony.
  - achieved through the repetition
  - for visual unity, whole must predominate over parts, whole pattern must be seen before noticing individual elements (Design-Basics Stephen Pentak)
  - its oneness, consistency or integration
    - artist arrives at unity by use of imagination, reasoning and design judgement

- unity and appearance of work of art are strongly influenced by materials used - all materials have particular qualities and limitations.  
(design: elements and principles Malcolm, Dorothea C)

## Multiplicity - \*

### Scale

- relative size of an element in a design when compared to another element. (Microsoft 365)
  - Scale & proportion are related - both refer to size, tied to emphasis and focal point closely
    - scale is relative to overall area of the format - a big element in one painting might be smaller in larger painting. (design basics - Stephen Pentak)
  - refers to the size and dimension of figures and forms relative to a specific unit of measure
    - determined in two ways: actual measurement / visual estimates
    - specifies or illustrates details based on relative size of object
- (basic (and) visual concepts and principles (Hartley Wauschidegro))

### Contrast

- Elements with strong contrast stand in opposition to one another i.e. large against dark, round against square
  - recognized as light colors against dark ones / warm colors contrasted against cool ones
- makes it possible to show differences
  - can be treated in subtle manner (Design: element & Principles Malcolm)
- valuable tool for creating visual impact & hierarchy
  - without contrast, elements of composition blend together (fabrik brand)
- draws viewer's attention to specific area of information (Elizabeth Resnick DFC)

### Hierarchy

- hierarchy / visual hierarchy directs viewers to most important information first, and identifies navigation through secondary content (uxplanet.org)
- refers to how elements are arranged in a design using alignment, balance, contrast & other things
  - demonstrates order of importance through arrangement of elements (fabrik brands)

## Composition

- Artist combines the principles and elements of design to form whole of a visual composition

- principles of composition include balance, movement, rhythm, emphasis, contrast, repetition, proportion.

- these principles overlap to form visual composition (Jstor)

- It's essentially about resolving how competing demands of different principles enable an artist to produce their best work. (making a movie)

- Composition = putting together.

## Two-dimensional plane, space

- Planes are usually considered quadrilateral in shape - commonly organized perpendicular to the ground plane and parallel to picture plane

- two dimensional plane can be transformed by bending, folding, stretching, and oriented to appear three dimensional.  
(Basic Visual Concept & Principles (Charles))

- picture plane is the flat surface an image is created upon; a piece (space) of paper etc.

- plane is defined as any surface area in space (Lumen Learning)

- Two dimensional plane space is defined as a flat plane with only width and length

(- it only has illusion of depth created through monocular cues)  
(2D plane (BVC & P Charles))

Алтын жеткенер Үрә 80

