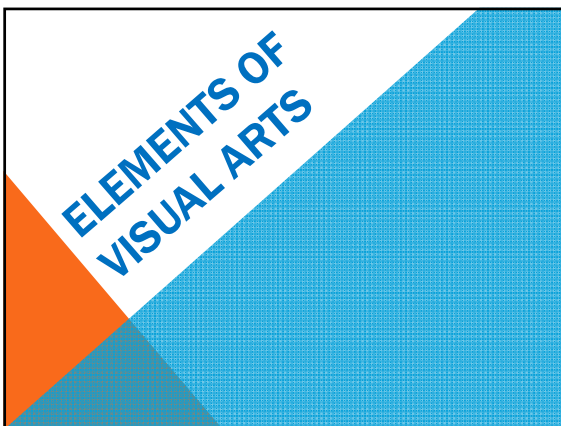


WHAT IS THE WORK OF ART ABOUT? *Subject*
 WHAT IS IT FOR? *Function*
 WHAT IS IT MADE OF? *Medium*
 HOW IS IT PUT TOGETHER? *Elements*
 WHAT IS ITS MOOD and PERSONALITY? *Style*
 IS IT GOOD? *Judgment*



MEDIUM AND ELEMENTS

Both answer the question – WHAT IS IT MADE OF? – but from different points of view.

If we say that a building is MADE OF BRICK and STONE, we are talking of MEDIUM. If we say it is made of RIGHT ANGLES and VERTICAL LINES, we are talking of the ELEMENTS.

If a picture is made of OIL or WATERCOLOR – that's MEDIUM.

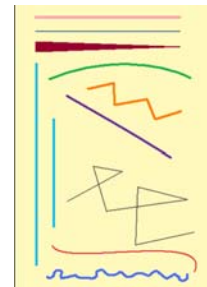
If it is made of RED and GREEN and BLUE – that's ELEMENTS.

ELEMENTS OF VISUAL ARTS

LINE – simplest, most ancient, and most universal means of creating visual art. Lines always have direction, they are always active. They symbolize emotional expression.

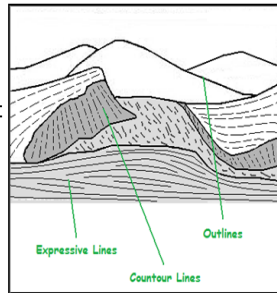
Characteristics of Line are:

- **Width**- thick, thin, tapering, uneven
- **Length** - long, short, continuous, broken
- **Direction**- horizontal, vertical, diagonal, curving, perpendicular, oblique, parallel, radial, zigzag
- **Focus**- sharp, blurry, fuzzy, choppy
- **Feeling**- sharp, jagged, graceful, smooth



Types of Line:

- **Outlines**- Lines made by the edge of an object or its silhouette.
- **Contour Lines**- Lines that describe the shape of an object and the interior detail.
- **Expressive Lines**- Line that are energetic and catches the movement and gestures of an active figure.



13



14

- **Sketch Lines**- Lines that captures the appearance of an object or impression of a place.
- **Calligraphic Lines**- Greek word meaning "beautiful writing." Precise, elegant handwriting or lettering done by hand. Also artwork that has flowing lines like an elegant handwriting.
- **Implied Line**- Lines that are not actually drawn but created by a group of objects seen from a distance.



15

Horizontal Line implies WIDTH, QUIETUDE and CONTEMPLATION. It gives a sense of infinity.



Vertical Line signifies POISE, ASPIRATIONS, DIGNITY, SOLEMNITY, and HEIGHT.



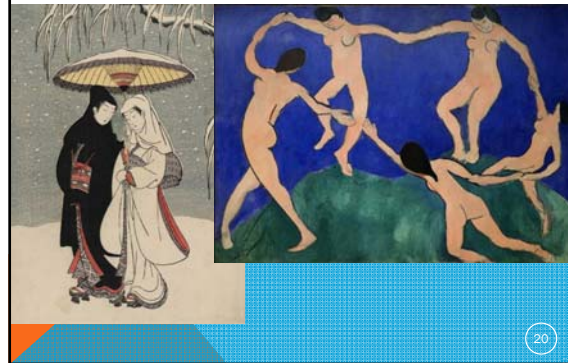
Diagonal Line suggests ACTION or MOVEMENT.

Lines that meet at sharp angles form jagged lines that are harsh and unpleasant, these suggest CONFUSION, DISTURBANCE, QUICK MOTION, CONFLICT, VIOLENCE, BATTLE, WAR and SUDDEN DEATH.

16



Curved Lines show LIFE and ENERGY.



Spiral Curved Line is the famous “LINE OF GRACE” or “LINE OF BEAUTY”



ELEMENTS OF VISUAL ARTS

SHAPE

Categories of Shapes:

- **Geometric Shapes**-Circles, Squares, rectangles and triangles. We see them in architecture and manufactured items.
- **Organic Shapes**-Leaf, seashells, flowers. We see them in nature and with characteristics that are free flowing, informal and irregular.
- **Positive Shapes**-In a drawing or painting positive shapes are the solid forms in a design such as a bowl of fruit. In a sculpture it is the solid form of the sculpture.



Categories of Shapes:

- **Negative Shapes**-In a drawing it is the space around the positive shape or the shape around the bowl of fruit. In sculpture it is the empty shape around and between the sculptures.
- **Static Shape**-Shapes that appears stable and resting.
- **Dynamic Shape**-Shapes that appears moving and active.





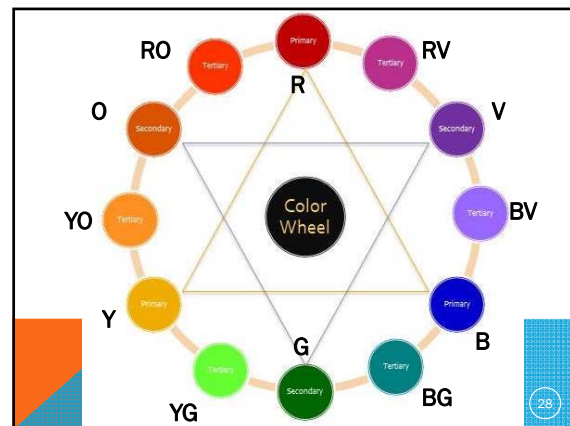
ELEMENTS OF VISUAL ARTS

COLOR

Categories of Color

Color Wheels a tool used to organize color. It is made up of:

- **Primary Colors**-Red, Yellow, Blue these color cannot be mixed, they must be bought in some form.
- **Secondary Colors**-Orange, Violet, Green, these colors are created by mixing two primaries.
- **Tertiary / Intermediate Colors**-Red Orange, Yellow Green, Blue Violet, etc.; mixing a primary with a secondary creates these colors.



▪ **Analogous colors** - The analog colors are those colors which lie on either side of any given color.

▪ **Complementary Colors**- are colors that are opposite each other on the color wheel. When placed next to each other they look bright and when mixed together they neutralize each other.

▪ **Monochromatic** is where one color is used but in different values and intensity.

▪ **Warm colors** are on one side of the color wheel and they give the feeling of warmth for example red, orange and yellow are the color of fire and feel warm.

▪ **Cool colors** are on the other side of the color wheel and they give the feeling of coolness for example blue, violet, are the color of water, and green are the color of cool grass.



ELEMENTS OF VISUAL ARTS

PERSPECTIVE

32

Types of Perspective

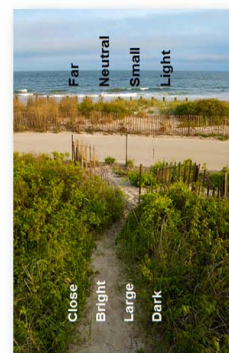
- Perspective in the graphic arts, such as drawing, is an approximate representation, on a flat surface (such as paper), of an image as it is perceived by the eye.
- **Nonlinear Perspective** is the method of showing depth that incorporates the following techniques.
 - **Position**-Placing an object higher on the page makes it appear farther back than objects placed lower on the page.
 - **Overlapping**-When an object overlaps another object it appears closer to the viewer, and the object behind the object appears farther away.



33

Types of Perspective

- **Nonlinear Perspective:**
 - **Size Variation**-Smaller objects look farther away in the distance. Larger objects look closer.
 - **Color**-Bright colors look like they are closer to you and neutral colors look like they are farther away.
 - **Value**-Lighter values look like they are farther back and darker value look like they are closer.



34



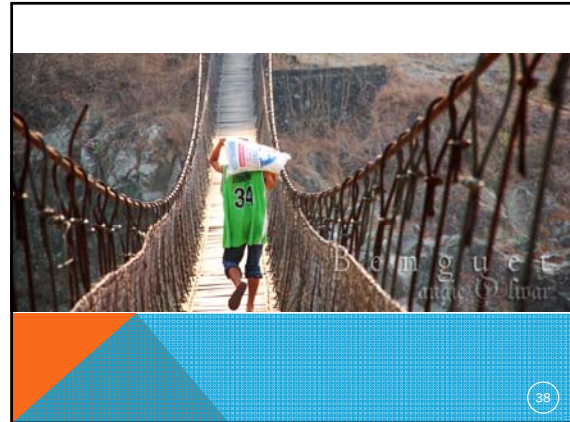
- **Linear Perspective** is the method of using lines to show the illusion of depth in a picture. The following are types of linear perspective.
- **One-point perspective**-When lines created by the sides of tables or building look like that are pointing to the distance and they all meet at one point on the horizon this is one-point perspective. To see an example stand in the middle of the hallway and look at the horizontal lines in the brick or the corner where the ceiling meets the wall. See how they move to one point on the horizon.
- **Two-point perspective**-Here the lines look like they are meeting at two points on the horizon line.



36



37



38

ELEMENTS OF VISUAL ARTS

TEXTURE

39

Categories of Texture

- **Real Texture** is the actual texture of an object. Artist may create real texture in art to give it visual interest or evoke a feeling.
- **Implied Texture** is where a piece of art is made to look like a certain texture. Like a drawing of a tree trunk may look rough but in fact it is just a smooth piece of paper



40

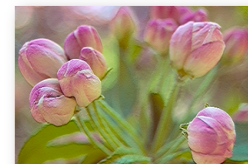
ELEMENTS OF VISUAL ARTS

VALUE

41

Categories of Values

- **Tint** is adding white to color paint to create lighter values such as light blue or pink.
- **Shade** is adding black to paint to create dark values such as dark blue or dark red.
- **High-Key** is where the picture is all light values.



42

Categories of Values

- **Low-Key** is where the picture is all dark values.
- **Value Contrast** is where light values are placed next to dark values to create contrast or strong differences.
- **Value Scale** is a scale that shows the gradual change in value from its lightest value, white to its darkest value black.



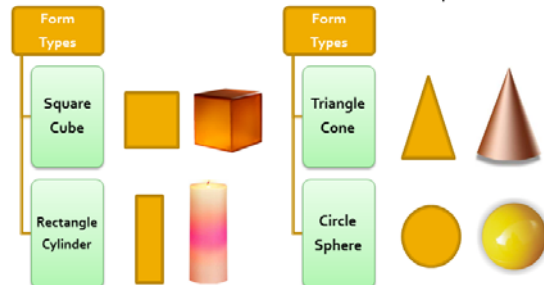
43

ELEMENTS OF VISUAL ARTS

FORM

44

Form is the three-dimensionality of an object. Shading a circle in a certain manner can turn it into a sphere.



45



46



47

PRINCIPLES OF DESIGN

PRINCIPLES OF DESIGN – **BALANCE**

“Law of Rest” or feeling of equality in weight, attention, or attraction of the various elements. It suggests stability, security, satisfaction, rest and peace.

SYMMETRICAL BALANCE is achieved by arrangement of same objects of same sizes so that they have equal distances from the center. It suggests dignity and strength.

ASYMMETRICAL BALANCE is stability in composition in which objects on one side differ from those on the other side and yet visually attract our attention in equal force. It suggests freedom and power.

49



50



51



52

PRINCIPLES OF DESIGN – **HARMONY**

“Law of Order”, it gives an impression of unity. It refers to adaptation of the visual elements to each other, the agreement between the parts

- **Unity** means keeping your design in a sort of harmony in which all sections of the pattern make other sections feel complete. Unity helps the design to be seen as one design instead of randomness all around your design.
- **Harmony** is similar to Unity. Harmony brings together a composition with similar units. If your composition was using wavy lines and organic shapes you would stay with those types of lines and not put in just one geometric shape.

- **Pattern** is simply keeping your design in a certain format. For example, you could plan to have curved lines all around your design as a pattern, but then you must continue those curved lines throughout the design for good patterns.

54



55



56

PRINCIPLES OF DESIGN – **CONTRAST**

- Contrast means showing differences in two different sections of the design or showing somehow that the design being created is very different from other designs because of its contrast. Contrast can also be used to show emphasis in any part of the design.

57



PRINCIPLES OF DESIGN – **EMPHASIS**

- Emphasis is given to an area within the design because that area is meant to be seen or is more important to be noticed when compared to other places of the design.

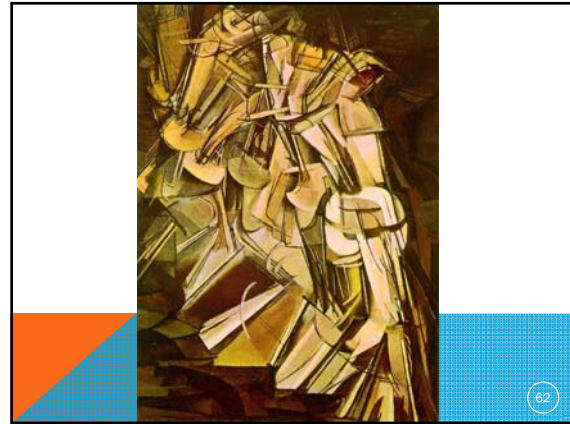


58



PRINCIPLES OF DESIGN – **MOVEMENT**

- **Movement** is the suggestion or illusion of motion in a painting, sculpture, or design. For example, circles going diagonally up and down from right to left could show that the design moves up and to the right or down and to the left.

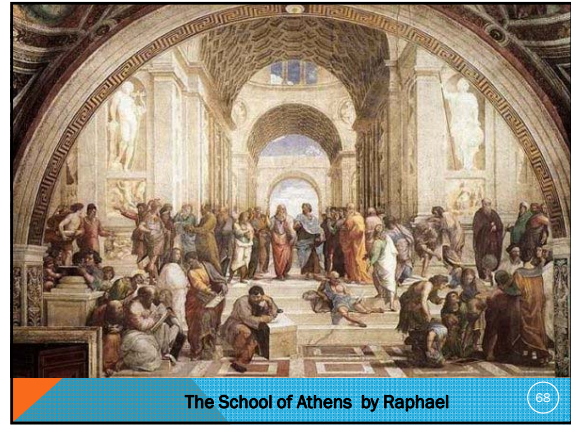


PRINCIPLES OF DESIGN – **VARIETY**

Variety refers to the differences in the work. You can achieve variety by using different shapes, textures, colors and values in your work.

Proportion or scale refers to the relationships of the size of objects in a body of work. Proportions give a sense of size seen as a relationship of objects, such as smallness or largeness.





The School of Athens by Raphael

68