Elements and Principals of Design

Elements of Design

- Art works are composed of the basic elements of design:
  - Dot - Tone
  - Line - Value
  - Shape - Space
  - Form - Colour
  - Texture

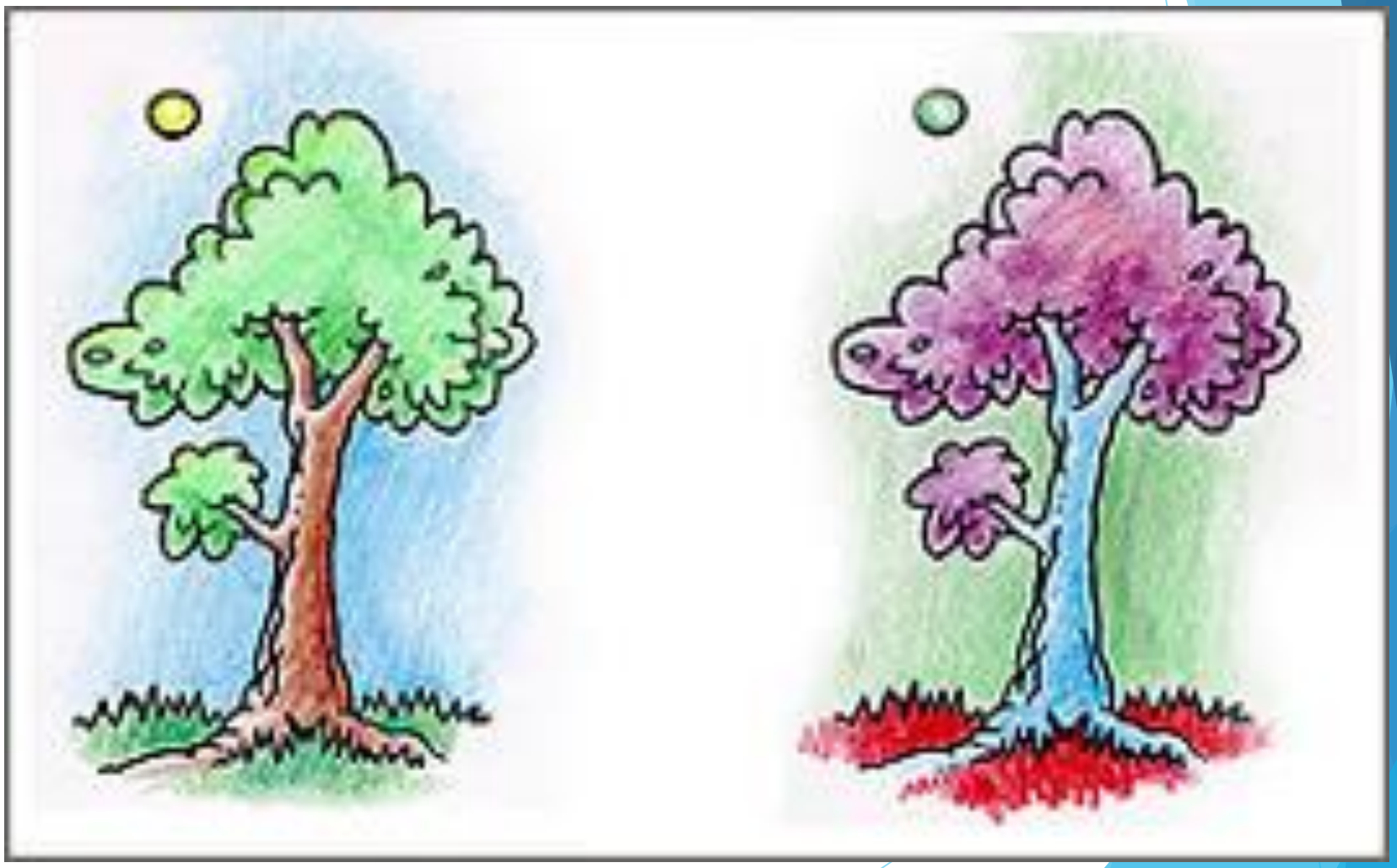
The elements of design are the visual features of a work of art.

Elements of Design

- ***Objective (or representational)*** use of colour is where the artist tries to show the real colours of the things they are painting.

- ***Subjective (or non-representational)*** use of colour is where the artist changes the colours of the objects as we know them to make a statement, express a mood, shock the viewer.

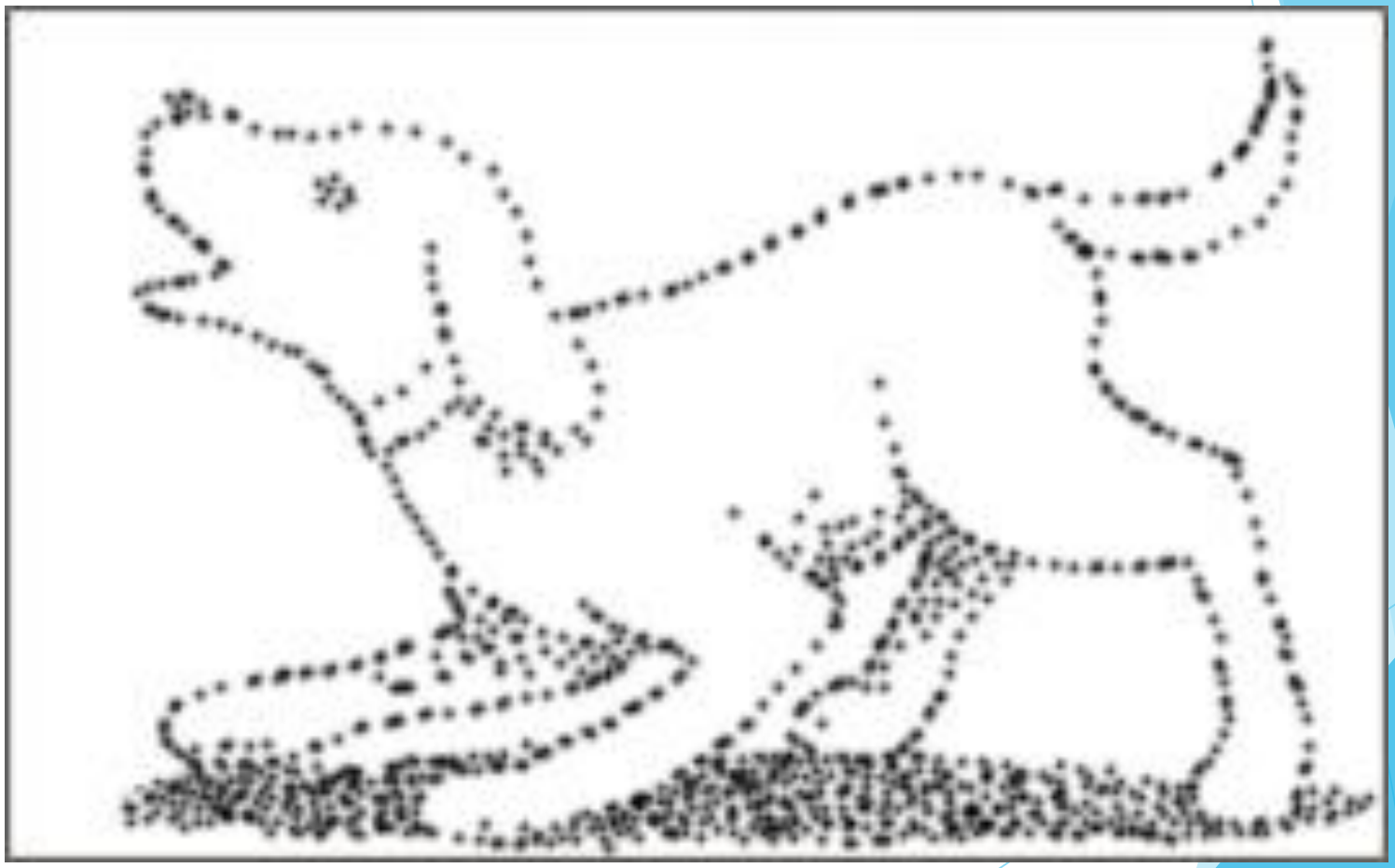
Elements of Design



Dot

- The ***dot*** is the simplest, most basic mark which can be made. It has no direction or dimensions.
- When dots are placed together, our eyes and brain see them as a group which may make up a recognizable image.
- ***Stippling*** is a very controlled drawing technique whereby dots are placed close together to create an area which appears darker (or deeper in colour), or are spread out make an area appear lighter or faded.

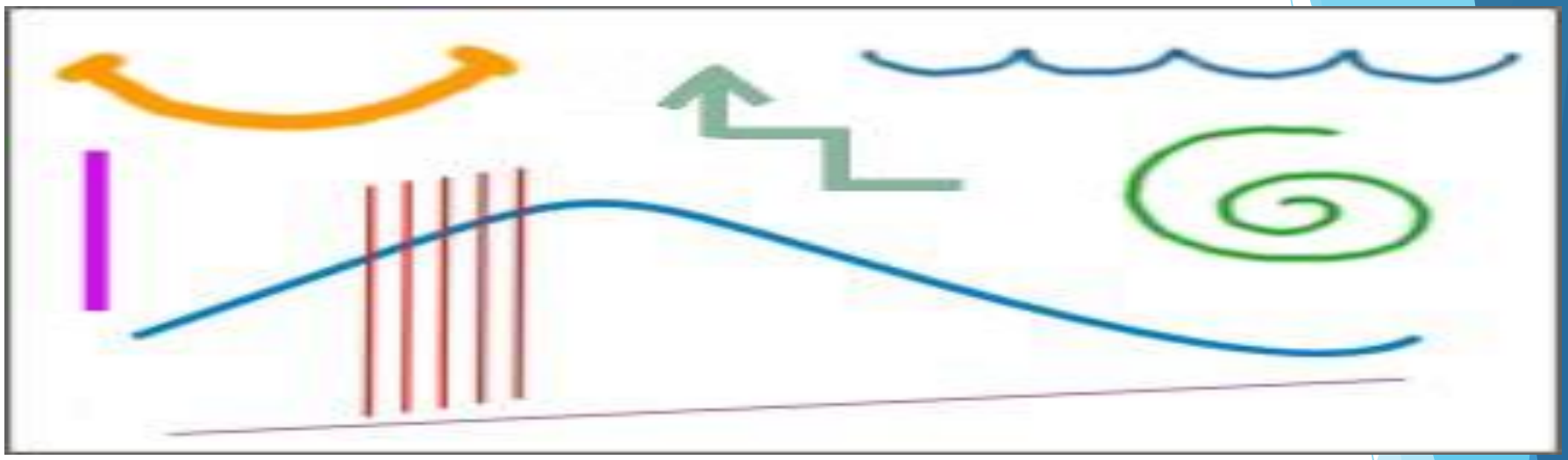
Dot

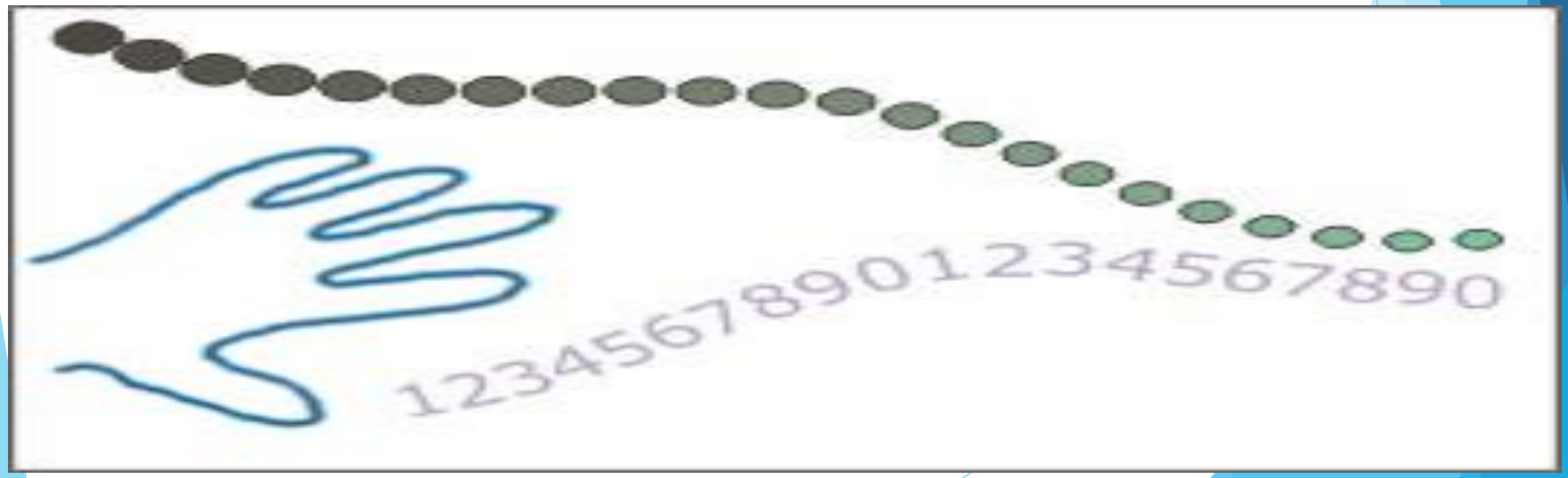


Line

- A ***line*** is the most important element in art which can express direction.
- There are many variables involving line, including "size, shape, position, direction, number, interval and density".
- Lines can represent physical forms and can express emotions.
- ***Implied lines*** are "seen" but are not really lines at all.

Line





Lines and Doodles

- A ***doodle*** is a spontaneous drawing that you create without a lot of thought.
- Often people doodle when their mind is on something else.
- Drawing doodles is like playing where you can freely move your pencil across paper without making a specific plan, or worrying how it will turn out.

Lines and Doodles

- Some doodles are like scribbles, designs, places or people.

- Doodles can be silly, weird, funny, or serious.

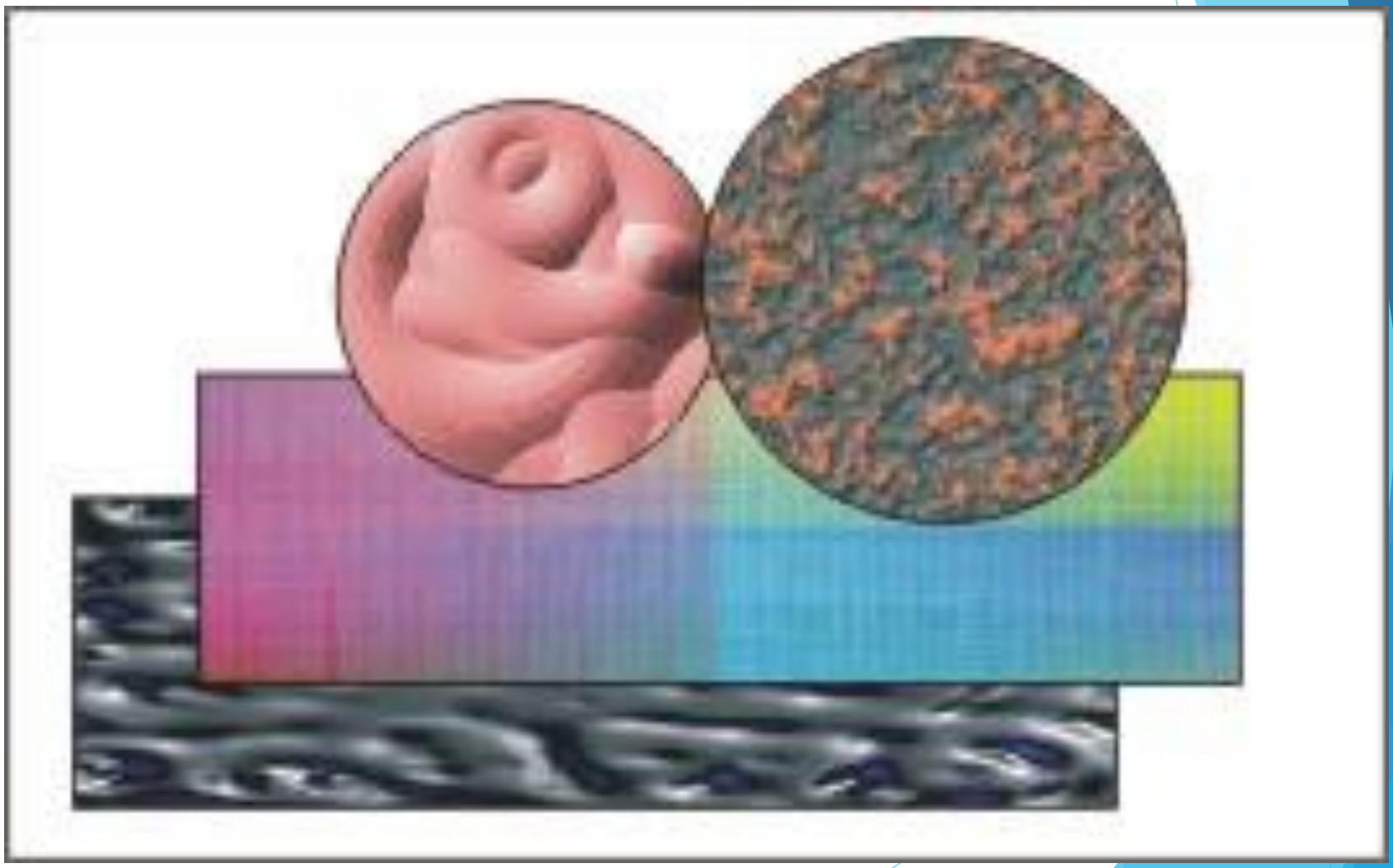
Texture

- ***Texture*** refers to the visual look or feel of a surface.

- It is, or implies, a 3-dimensional feature.

- Texture can, for example, be rough, smooth, soft, or hard, or can appear to be warm or cold.

Texture



Texture

SNAIL
LEAVES
POPCORN
HAMMOCK
DIAMONDS
LEAVES
CROSSHATCH
CLOUDS
FENCE
WATER RINGS
TREES
SPONGE
TILES
OBSTACLE LINE
CANDLE LIGHT
SNOW IN MTS.
TORN SCREEN
ROADS
LACE
WEB
COBBLESTONES
HAIR BRUSH
PARALLELS
MOUNTAINS
LONG SHORT
NAILS
LOOPS
TURTLE SHELL

Tone/Value

- ***Tone and value*** deal with the level of lightness or darkness in a colour or shade.

- ***Contrast*** refers to the range of colours or the amount of difference between lights and darks (or black and white). Sometimes there's a lot of contrast used in an image; sometimes there's very little.

Tone/Value

- *"**High contrast**"* images have very few varieties of grey; they are mainly black and white.

- *"**Low contrast**"* images use only a few similar values of grey.

Tone/Value

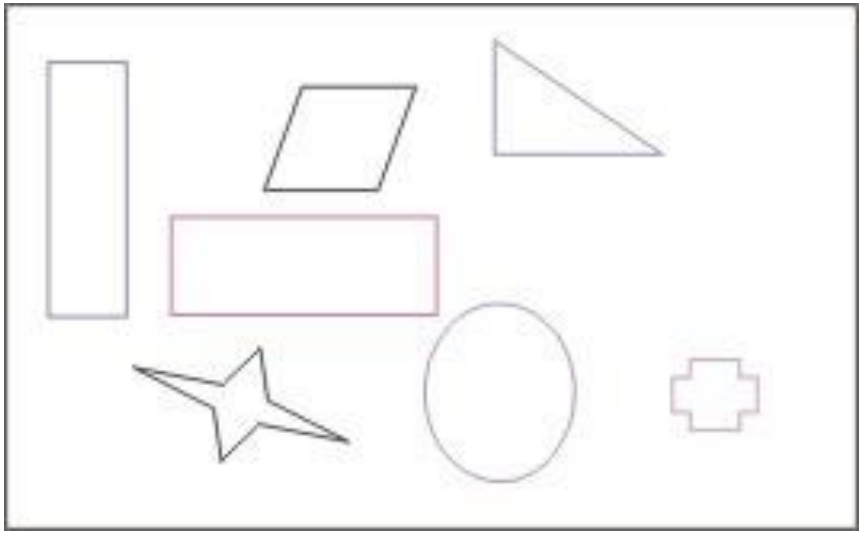
Shape

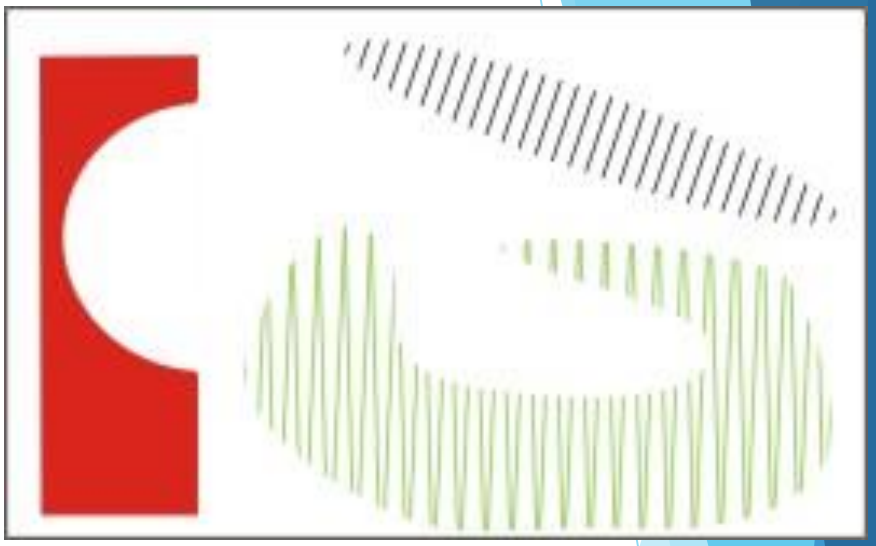
- ***Shapes*** are flat, 2-dimensional areas enclosed by lines or areas defined as a result of a collection of lines. Shapes have width and height.

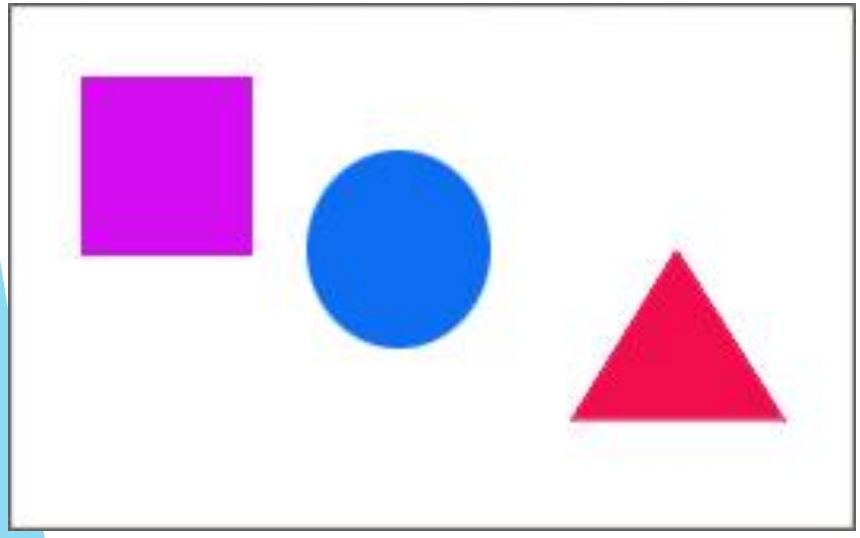
- They can be **organic** or **geometric**.

- Shapes may also be implied by the placement of other shapes.

Shape







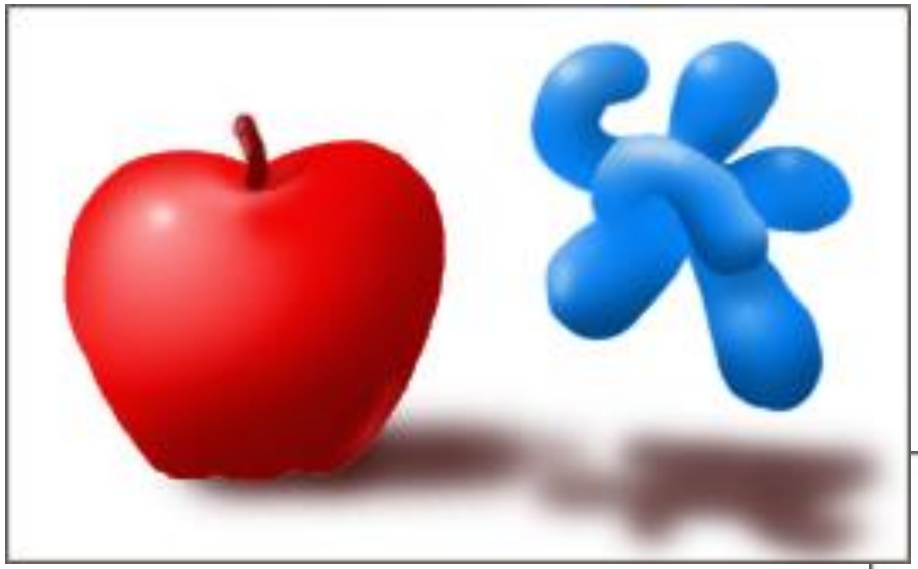
Form

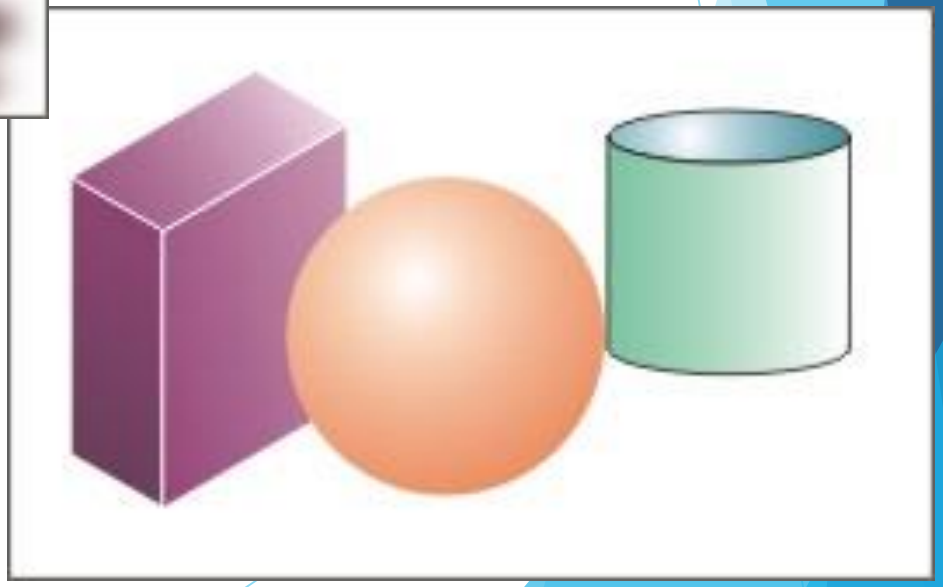
- ***Forms*** are 3-dimensional or can have the appearance of being 3-dimensional. The object will have height, width and depth.

- Forms can also be organic or geometric.

- They may also be implied.

Forms

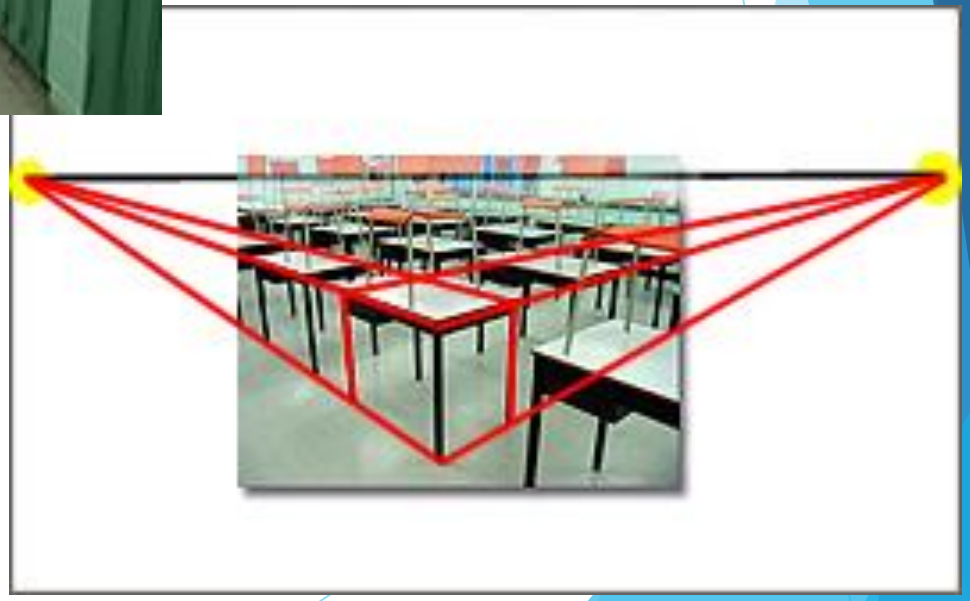




Space

- Artists can represent 3-dimensional space on a 2-dimensional, flat picture plane in a number of ways:
  - overlapping objects
  - increasing the amount of detail visible in the foreground
  - varying the size/scale of like objects so that 'closer' ones appear to be larger
  - varying the intensity of colours and tones so that nearer things are darker/deeper
  - positioning objects higher and lower (lower ones appear to be nearer to the viewer)
  - by using **linear perspective** techniques involving vanishing points to foreshorten geometrical forms

Space

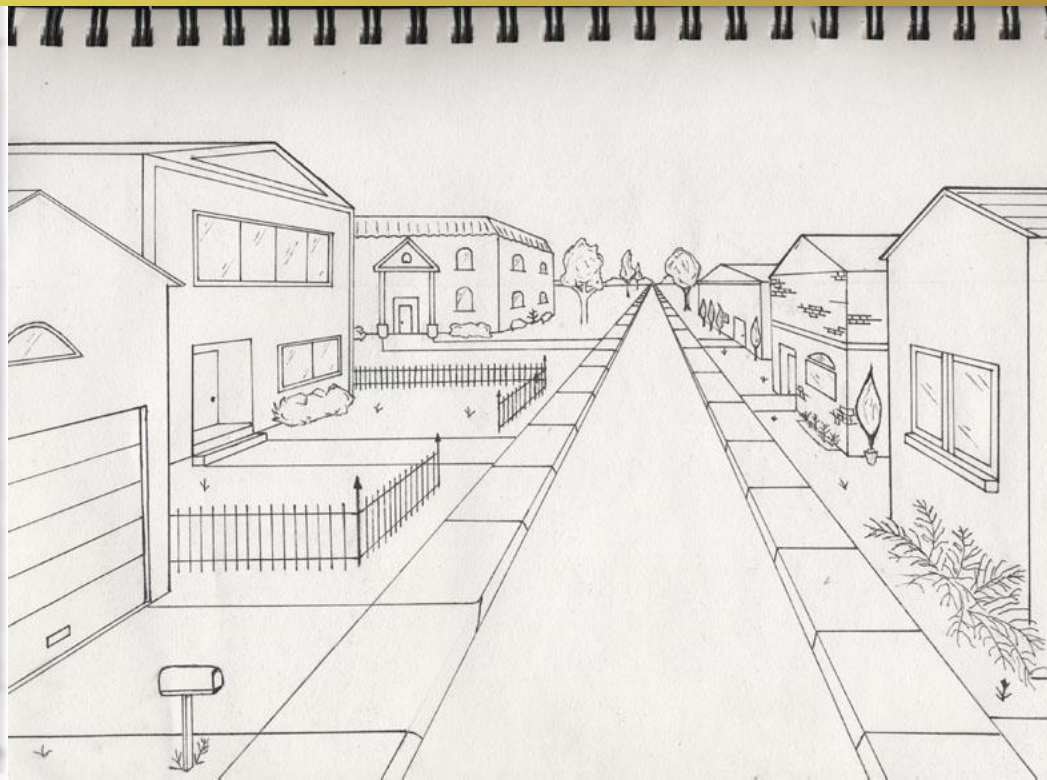


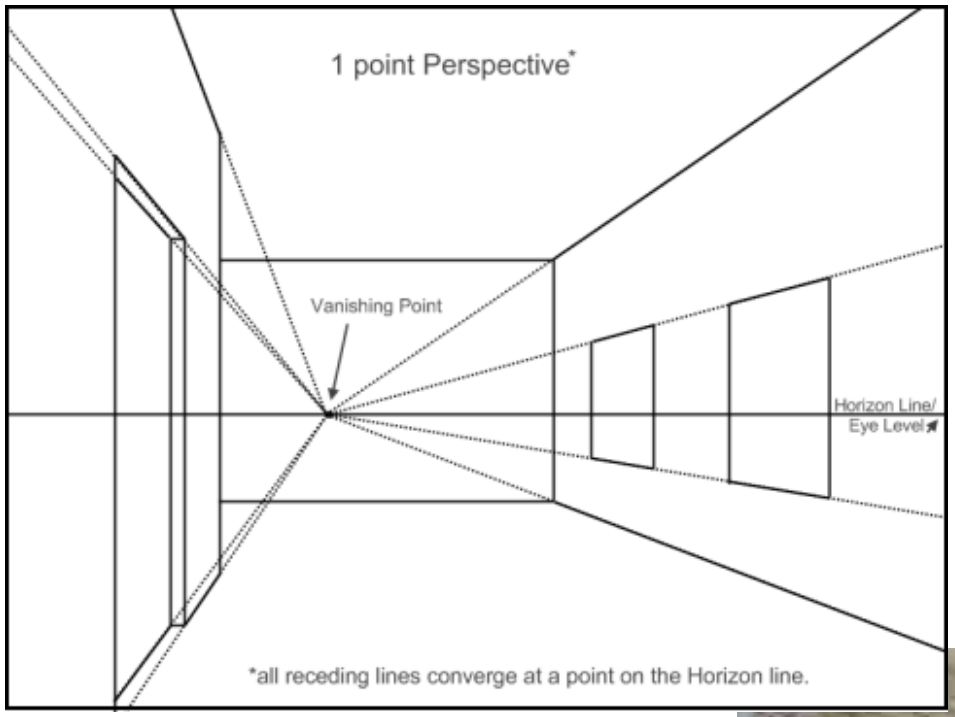
Space

- ***Infinite space*** would be the space around us when we're in an open outdoor area; the space goes on and on.

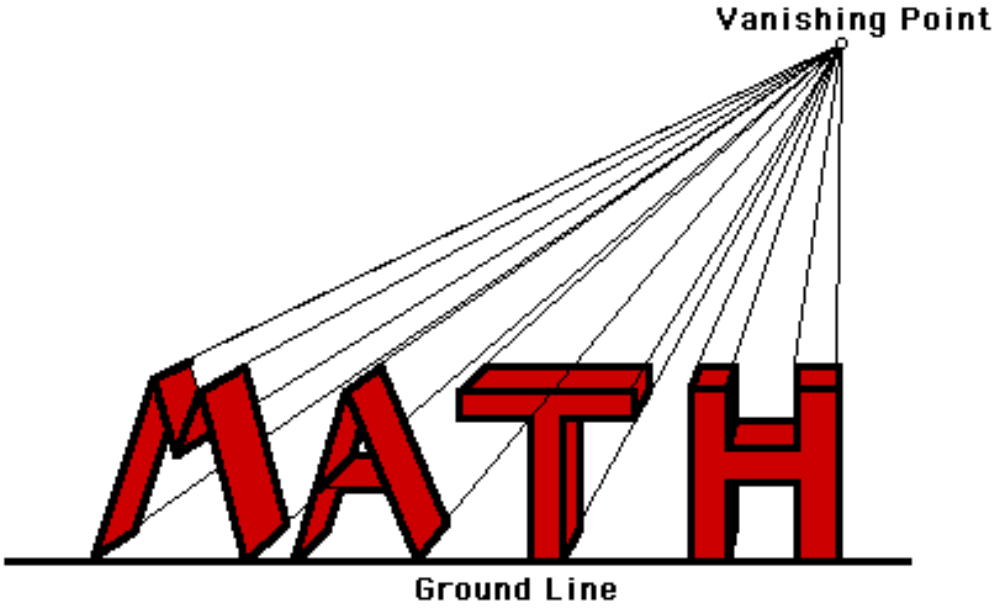
- ***Limited space*** occurs when we have a controlling influence on the amount of space around us, such as the ceiling, floor and four walls of a room.

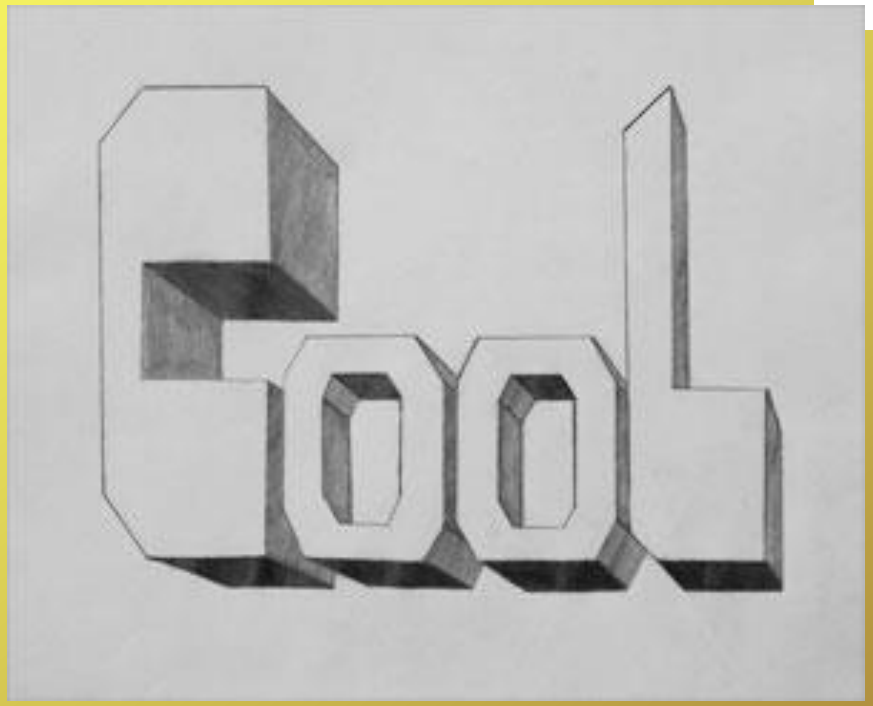
Space




1 point Perspective*
Vanishing Point
Horizon Line/
Eye Level
*all receding lines converge at a point on the Horizon line.

CALIFORNIA


Vanishing Point
MATH
Ground Line


COOL

BIG.
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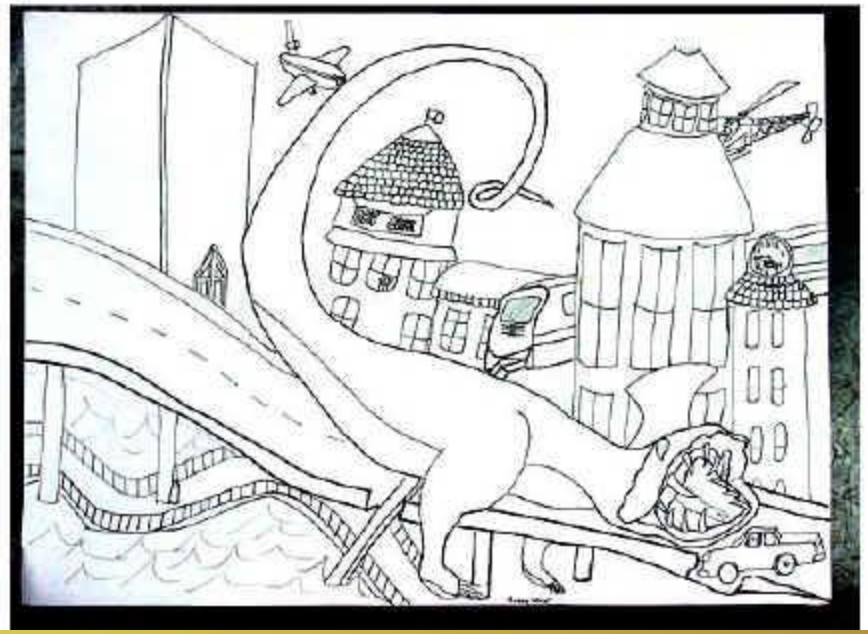
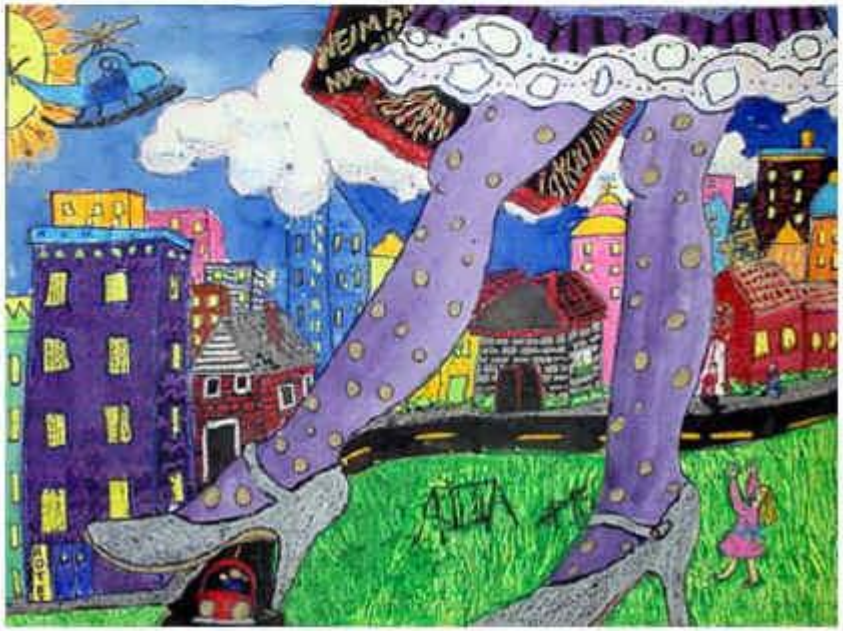
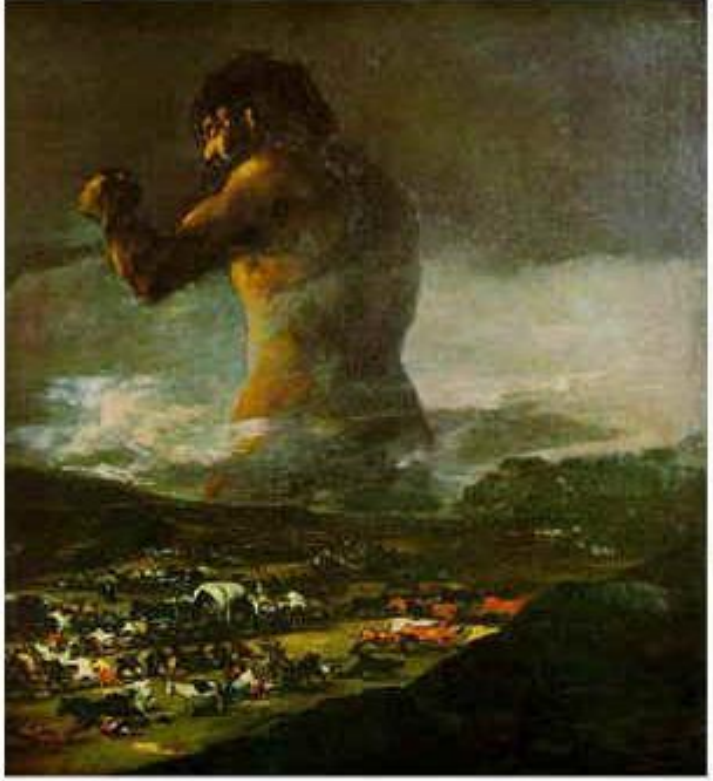
The Day of the Rats
By Anne J. Grade 3

Bad Day on the Freeway
By Henry W. Grade





Colossus
By Goya



The Giant
By Goya

Guiliana Lazzarini - I chose this image to show kids how you could show the shadow of the giant, rather than the giant.

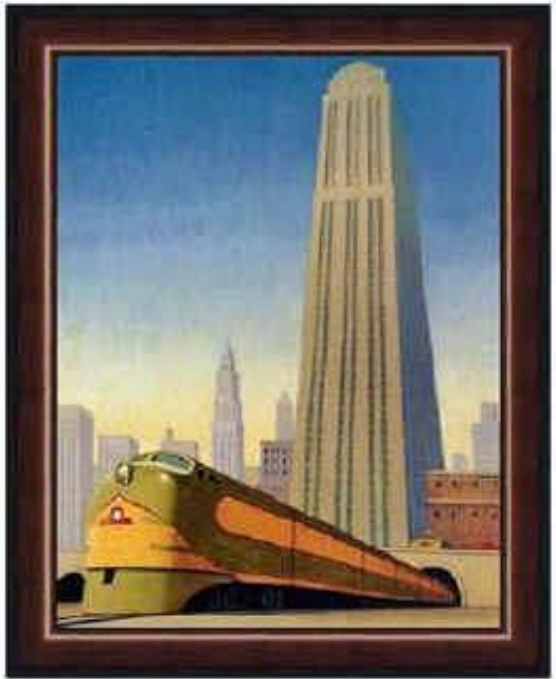
Kandinsky "Houses In Munich"

John Sloane, "NY City at Night", 1920

I selected this image because I was able to show my students how they could transform a road into an elevated highway by drawing poles to the ground.

Robert LaDuke, "Big City"

I selected this image as an example of atmospheric perspective, point of view, and vanishing points.



Georgia O'Keeffe - City At Night Images

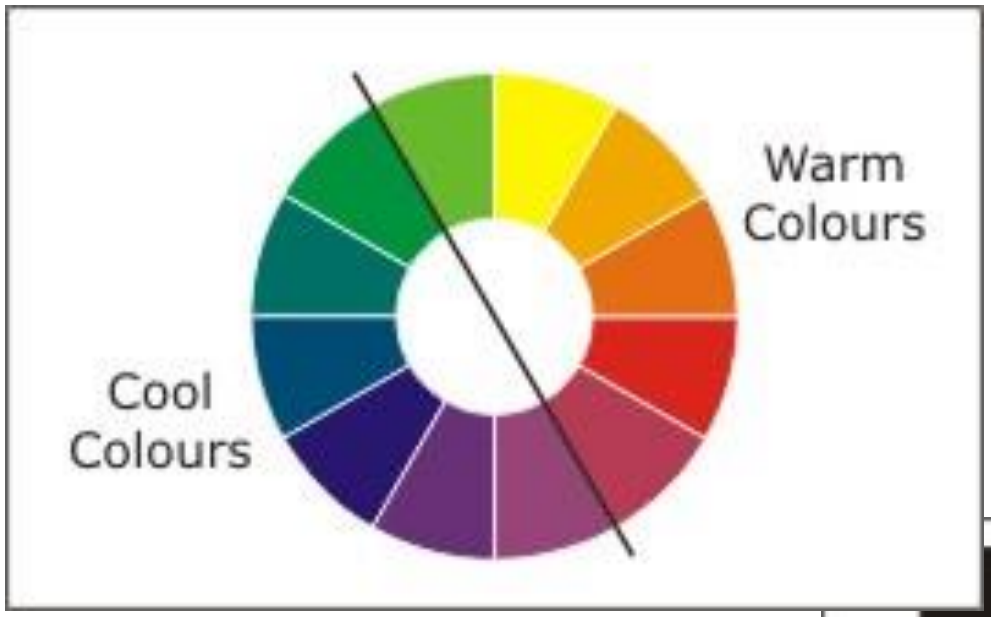
Colour

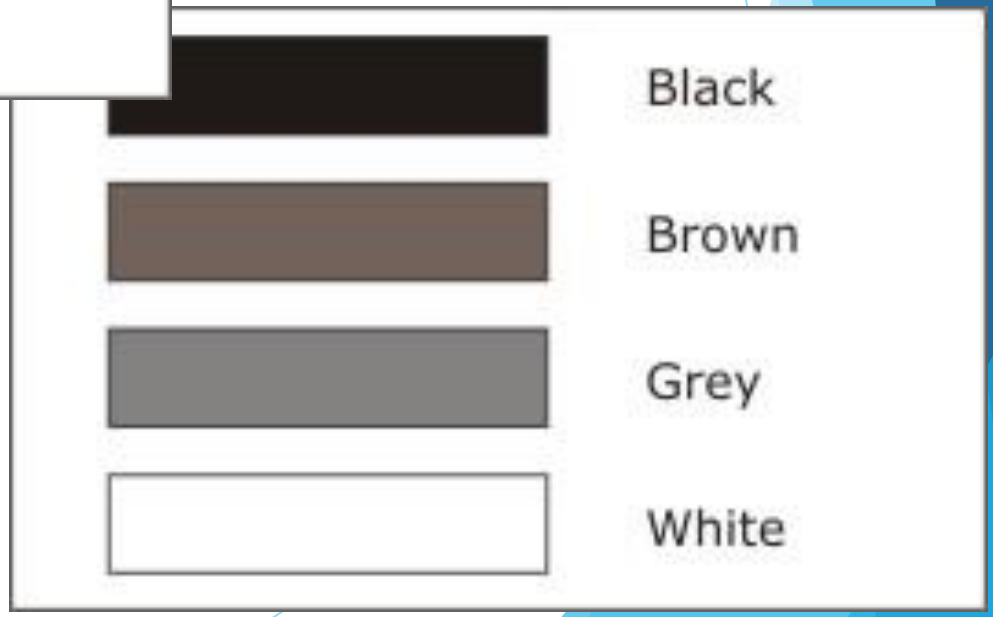
- Artists use colour to express emotion, moods and feelings and to give detail to objects in their work.
- Colour can also direct a viewer's attention. Some colours (bolder, deeper) appear to stand out, while others (lighter) appear to recede.
- A colour's ***hue*** is it's name.

Colour

- Some groups of colours work together very well and are considered harmonious. (Examples: Warm, Cool, and Neutral colour families).
- Others do not and are in contrast to one another. (Example: Complementary colours which are complete opposites).
- Colour affects the appearance of size and weight, and often affects a person's feelings.

Colour

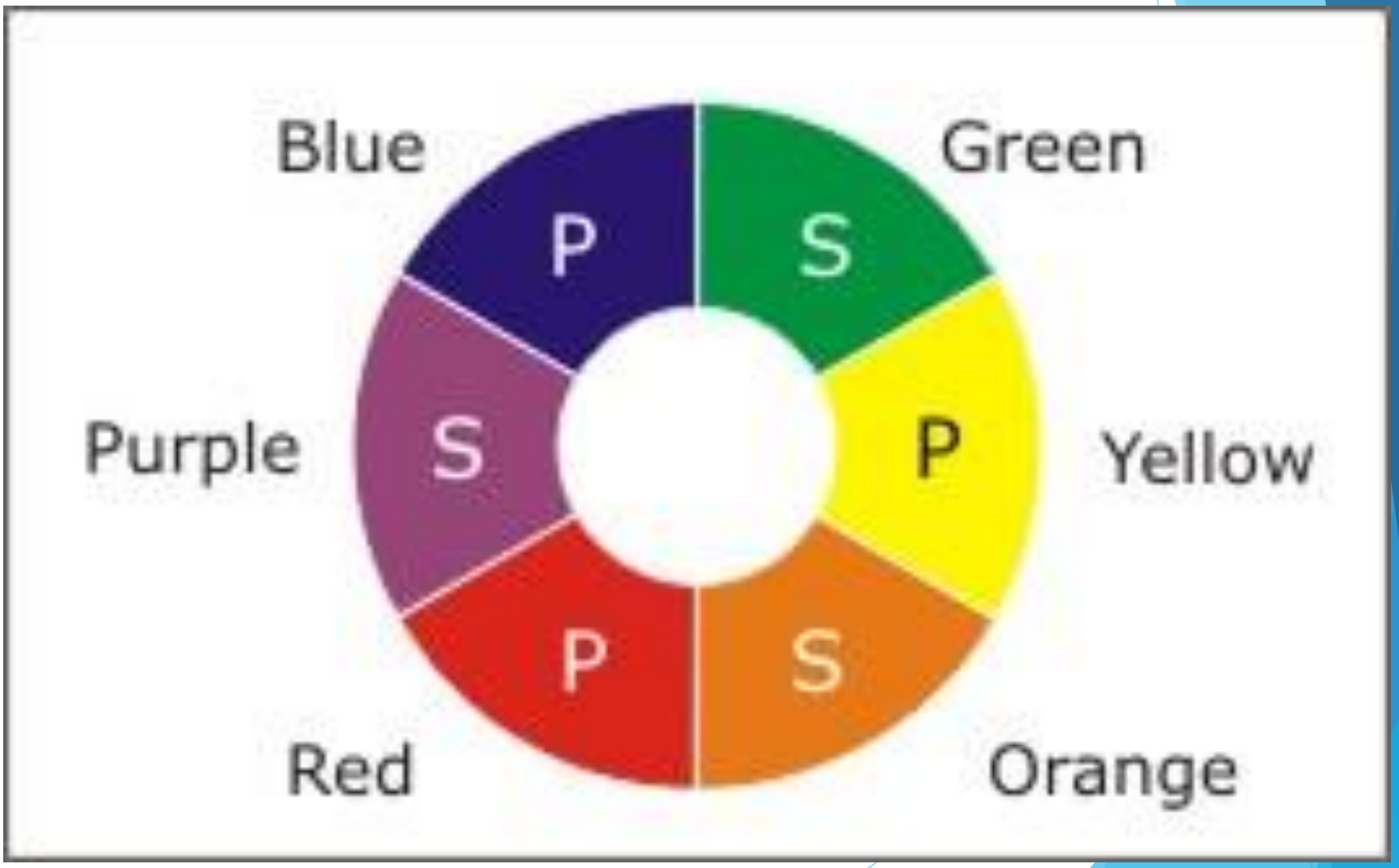




Subtractive Colour Theory

- Unless an artist is working on a computer screen or with light sources, they are using materials which may contain coloured pigments, such as paint or ink.
- ***Subtractive Theory of Colour*** deals with light waves of energy in the visible spectrum are absorbed or reflected by surfaces. If you have the three primary colours (red, blue and yellow) you can mix to create any visible colours.

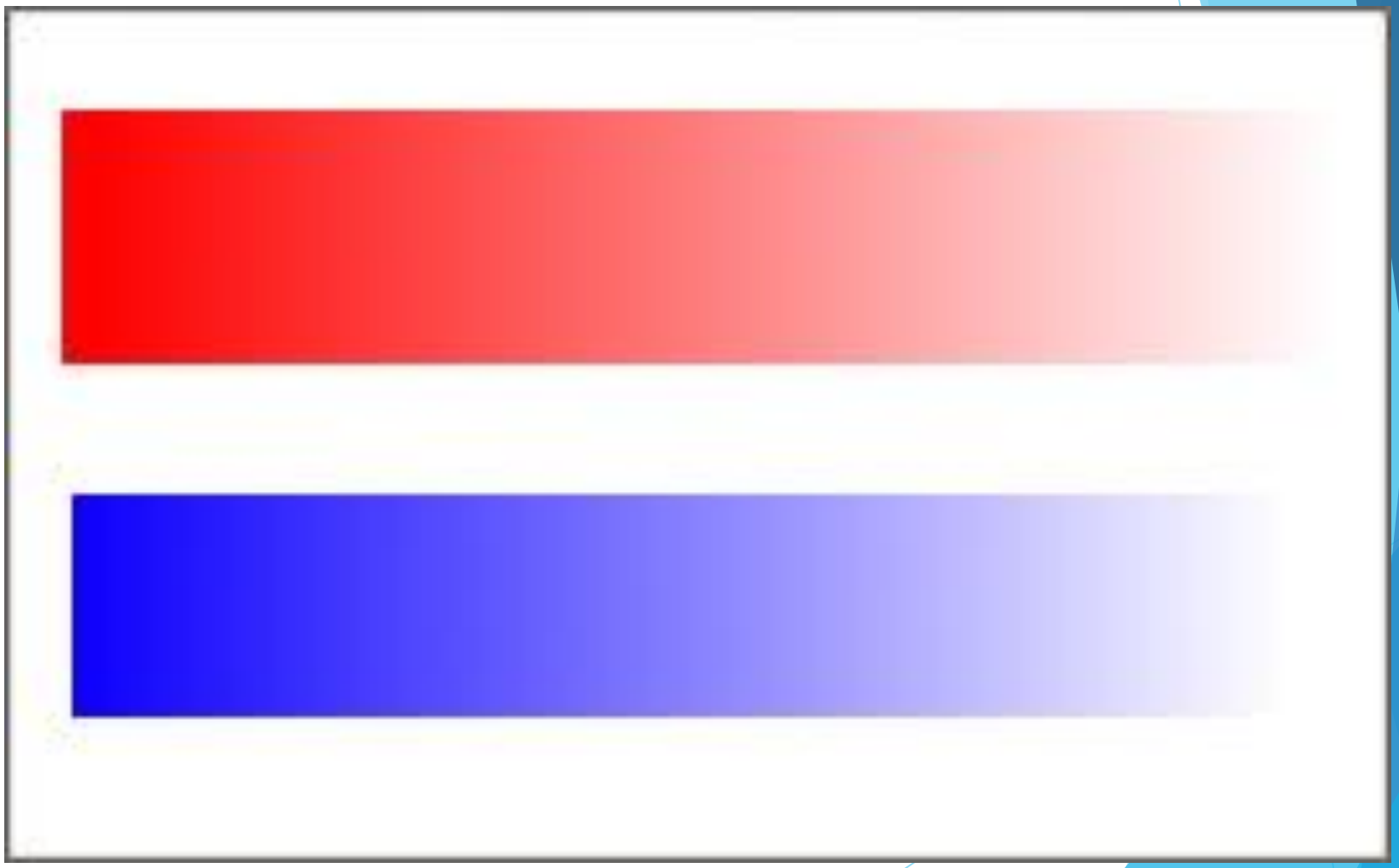
Subtractive Colour Theory



Subtractive Colour Theory

- **Value** refers to the lightness or darkness of a colour. Colours can be made darker or lighter by adding black or white.

- **Tints** are lighter values.

- **Shades** are darker values.

Subtractive Colour Theory