

Week Seven: Elements and Principles of Design Study Notes:

Art/Design Elements- The visual tools used to create both two-dimensional and three-dimensional art and design. The design elements are line, shape, space, form, value, scale, texture, and color.

Atmospheric or Aerial Perspective - A type of spatial perspective that is created by emphasizing the differences in the foreground, middle ground, and background, made by atmospheric effects such as higher contrast in the foreground, vaguer definition in the background.

Form or Volume - a shape that is realized in three dimensions is called a *form* or a *volume*.

Line - A pathway, the closest distance between two points, a moving point. Align if they mark with length greater than its width.

Linear Perspective - Lines and vanishing points used to depict the diminishing sizes and recession of objects as they seem to move further away in the picture plane.

Modeling - Gradated values that give a shape a sense of volume or form.

Picture Plane - A given entity of art in design, the rectangle or square that is used to contain the composition.

Plane - A shape that has height and width, but no breath or depth. It is two-dimensional and flat but can have any type of outer contour.

Point - Either a dot or a location in space. A point can be visible or invisible and be of any size, but it refers to a particular location or place in a composition.

Shape - A two-dimensional closed form or plain. A shape can have any contour, height, and width, but no depth. A shape has mass or area defined by its edges.

Space - actual physical space has three dimensions, height, with, and depth. Three-dimensional space can also be depicted on a Two-dimensional format by spatial illusionary devices such as overlapping, diminishing size, vertical location, form and modeling, linear perspective, and atmospheric perspective.

Texture - The characteristic surface quality of an object. Texture is related to our tactile sense, but we also experience texture visually.

Value - Value simply refers to all the perceptible levels of light and dark from white to black and the lightness or darkness of achromatic or chromatic colors

Vertical Locations - The vertical placement of objects in relationship to a horizon line that emphasizes spatial depth.

Volume - A plane that has been pushed back or comes forward into space. It has three dimensions: height, width, and depth.

Asymmetrical Balance - The balance of unequal art elements in an artwork; Also called informal balance.

Balance - A design principle that addresses the equal distribution of visual weight in any given piece of art.

Continuation or Continuity - A visual pathway through a composition.

Crystallographic Balance - A pattern or subdivision of the picture plane, such as a grid, used to achieve balance.

Design Principles - theoretical guidelines for the compositional placement of art/design elements.

Economy - The use of a minimal amount of visual information in art or design.

Emphasis - A design principle that establishes a particular place of interest in an artwork. Emphasis is synonymous with a point of focus or focal point in art.

Gestalt - their perception but a configuration, pattern, structure, or fullness. The term Gestalt can be roughly translated from German as *configuration*.

Gradation - Anything that changes gradually in a visual sense. Scale, shape, color, position, texture, value, and color all can be gradated.

Movement - Both the literal and the suggested motion in a work of art.

Proximity - Referring to the Gestalt concept of the physical grouping of objects.

Radial Balance - This form of balance employs radiating or emanating forms from a given area or object.

Repetition - Repeating any art element or concept to unify a design.

Rhythm - A design principle that encompasses the visual quality of movement, describing the manner in which our eyes move through an artwork.

Scale - The relative size of objects in an artwork.

Similarity - according to Gestalt theory, when we perceive similarity in a design, our eye picks up the pattern or configuration of the similar elements.

Symmetry - Formal balance, which is perfect balance vertically, horizontally, or diagonally along an axis. In a symmetrical composition, the elements of the composition are perfectly equal.

Unity - A design principle that addresses the way the parts of a composition visually hold together. *Unity* is also referred to as *harmony*.

Variety - The variation of any art element or art concept in repetition is visual structure.