

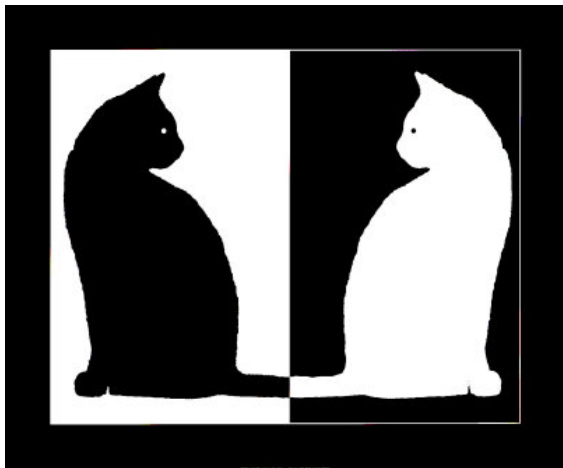
# SPACE

ROSS & AUSTIN



SPACE IS THE ACTUAL AREA OR DEPTH IN A WORK OF ART AS IN A SCULPTURE OR THE ILLUSSION OF DEPTH OR SPACE.

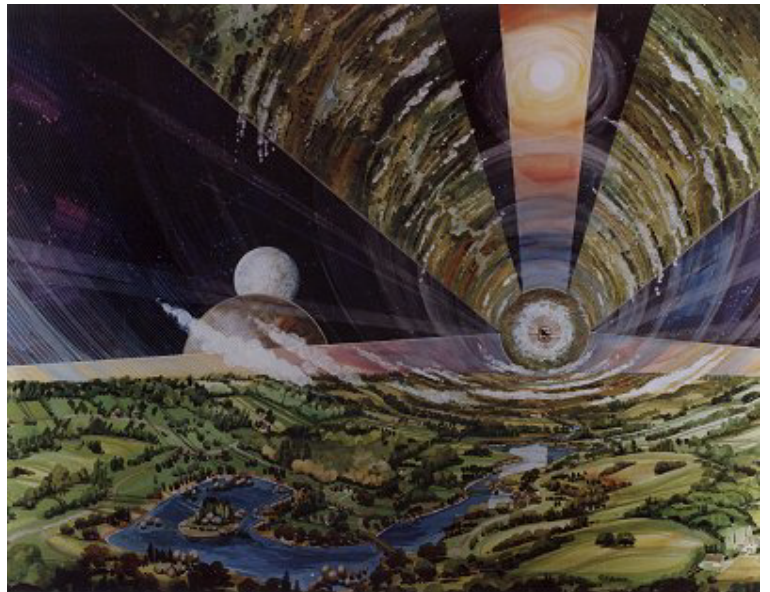
POSTIVE



NEGATIVE



OVERLAP, SIZE, PLACEMENT,  
DETAL AND PERSPECTIVE



AREA BETWEEN, AROUND,  
ABOVE, BELOW, OR WITHIN  
OBJECTS



# LINE

## DESIGN ELEMENT



A line is the path of a dot through space. It is a continuous extent of length, straight or curved. Many different kinds of lines can be used to make shapes.

YOU CAN'T HAVE AN OBJECT WITHOUT LINES!



There are vertical, horizontal, diagonal, zig zag, and curved lines

Lines make images and lines cut through images

Lines and curves are building blocks of 2D shapes



# LINE

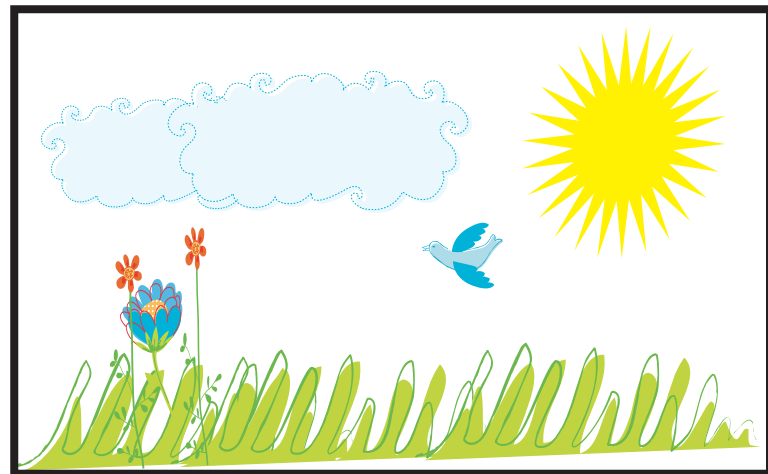
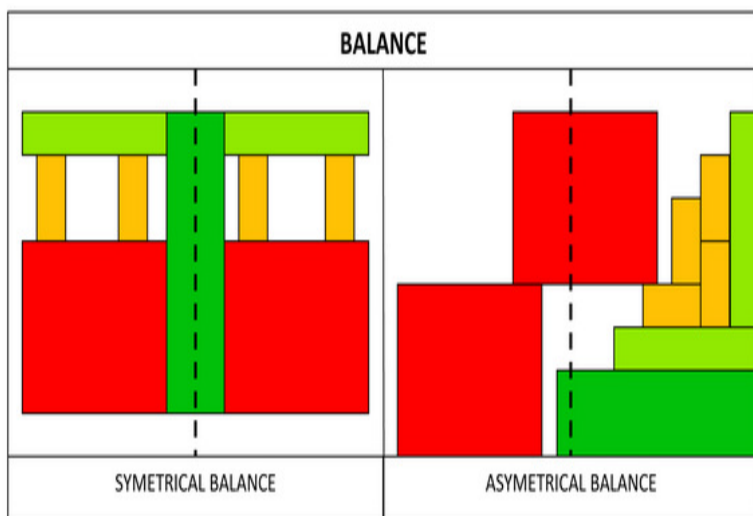
# BALANCE

## PRINCIPLE

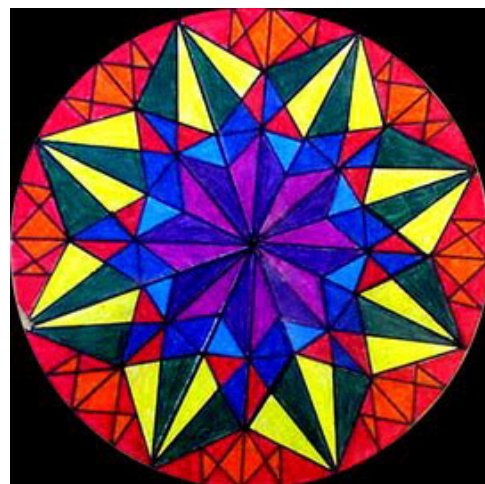
By: Kelcie Mitter & Julie Nelsen

The arrangement of things in a work of art, symmetrical, asymmetrical or radial. It's used when you don't want something overpowered. It's used by spreading things evenly.

- Evenly distribute everything
- Location is key
- Don't let one thing stand out too much
- Have a good mix of colors



In the picture above, there is balance so that no one area has too much or too little.



To the left, this shows radial balance and how it is used.

Above, it shows the difference between symmetrical and asymmetrical balance.

# Rhythm

By Nick and Brendan

Rhythm is a fundamental principle on design.

It give a scence of flow and movement to an

There are three different types of rythm, progressive flowing and regular.

How's it used- Like a musical beat for the eyes

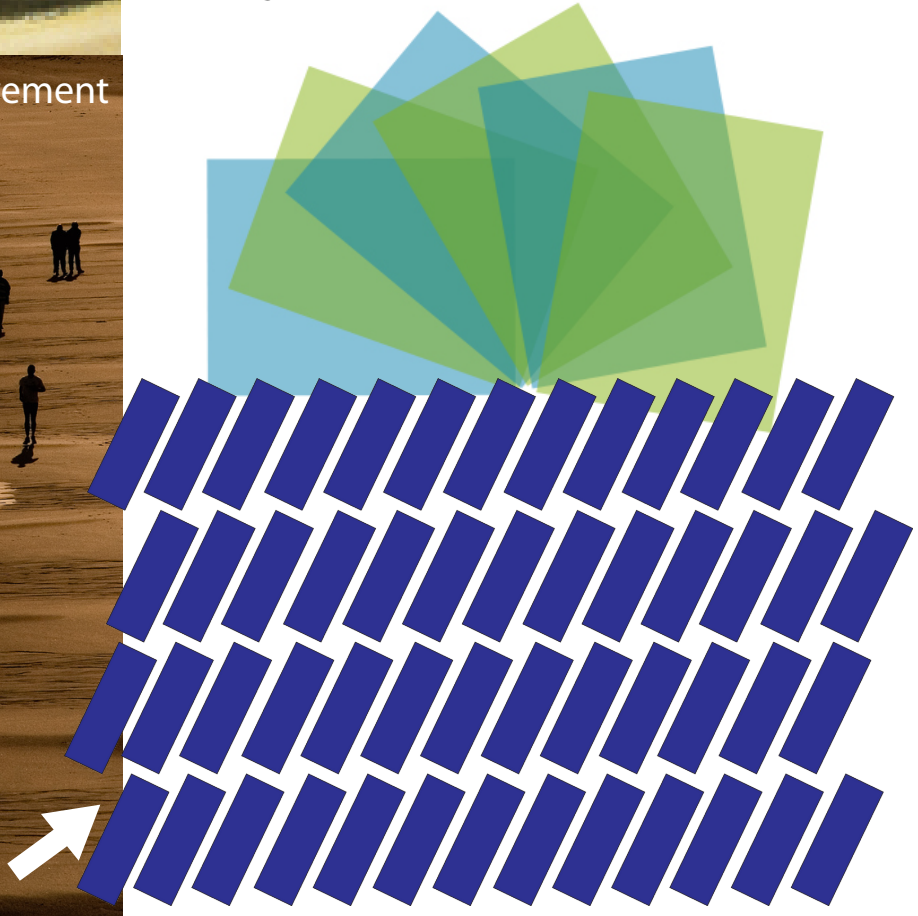
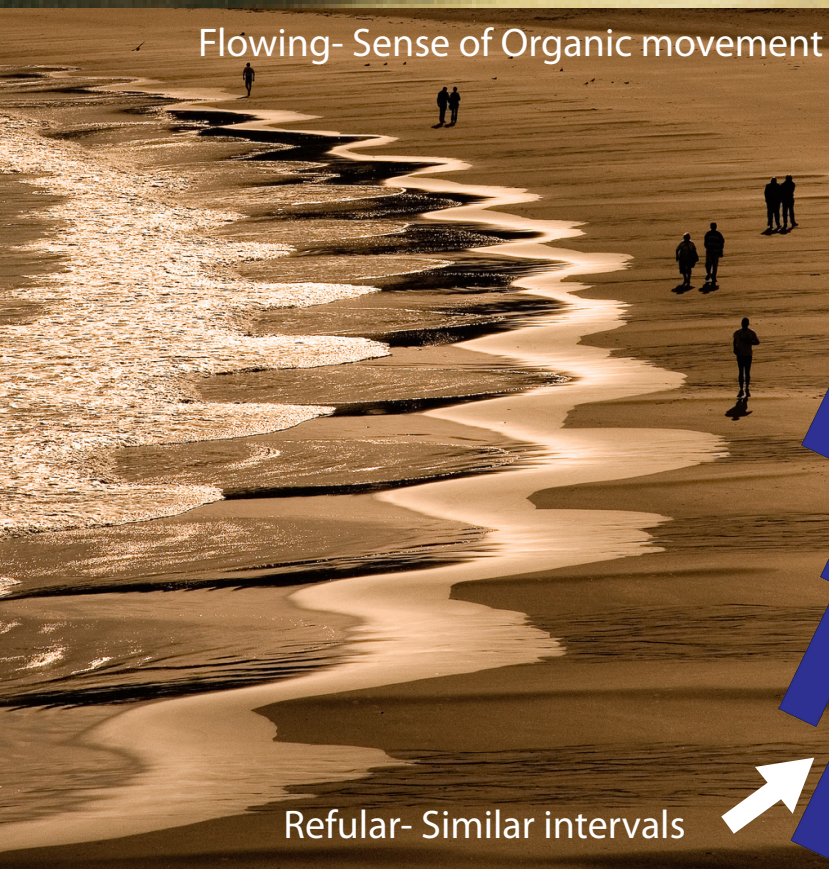
Where it's used- To draw atention to a peice of art

When's it used- To make patterns in artwork

Flowing- Sense of Organic movement

Progressive- Sequence of steps

Refular- Similar intervals



# THE ELEMENTS OF COLOR

Justin Kurgan

Dylan Mercier

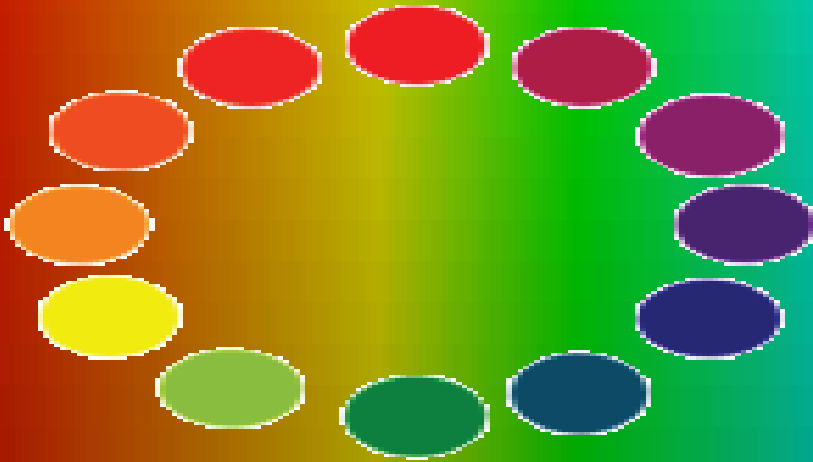
## How and When is Color Used

When using colors always start with primary colors, then secondary, then tertiary. Color is used when you are creating something with color to add a touch or affect to your piece.



## Color

The property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light.



**When you are using colors that don't work well together, using too many colors, or even not enough could drive people away before they have a chance to absorb your content. Ideally you should plan and choose a color scheme from the start and you should be consistent in how you use color in your design.**

# CONTRAST

A DESIGN PRINCIPLE

**DEFINITION:** OPPOSING ELEMENTS AND DIFFERENCE IN VARIETY

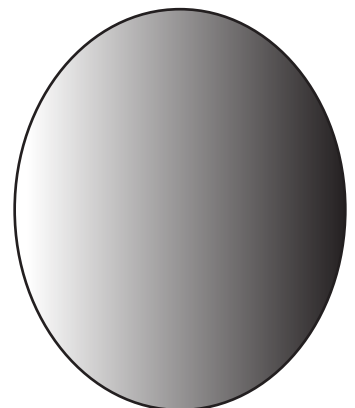
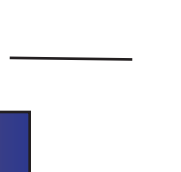
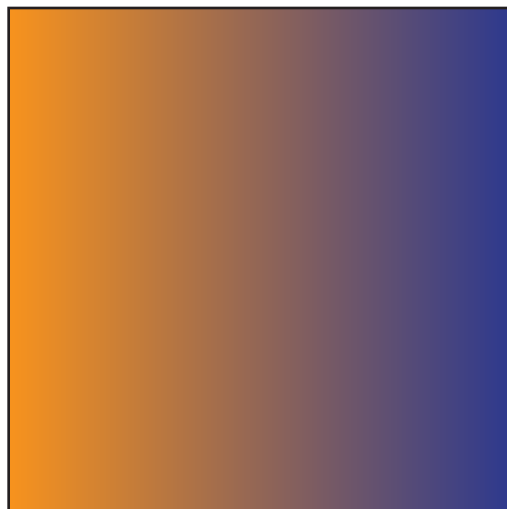
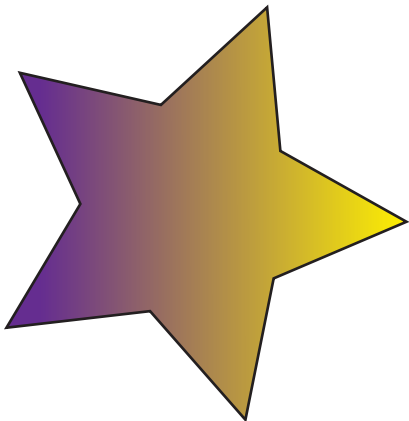
**HOW IT IS USED:** BY USING OPPOSITE COLORS ON THE COLOR WHEEL, LIGHT TO DARK, HORIZONTAL TO VERTICAL

**WHEN IT IS USED:** ANYTIME BUT NOT TOO MUCH

**WHERE TO USE IT:** IN ART AT CENTER OF INTEREST

**SUMMARY:** CONTRAST IS EVERYWHERE, IT CAN HELP MAKE THINGS LOOK VISUALLY APPEALING IT COULD HELP BRING OUT THE CENTER OF INTEREST

**EXAMPLES:**



# Art Element: Texture

Texture is used to describe either the way a three-dimensional work actually feels when touched, or the visual "feel" of a two-dimensional work.

**Example's:** Used to make objects rough, smooth, pointy, wavy ect.

The bark  
on the  
tree is  
Texture



- Speaks your mind.
- It's the quality of the surface.
- It can be explicitly rendered, or implied with other artistic elements.
- It is also about the different patterns and types of lines, shading and colour.

# Design Principle: Movement

Matt and Blake

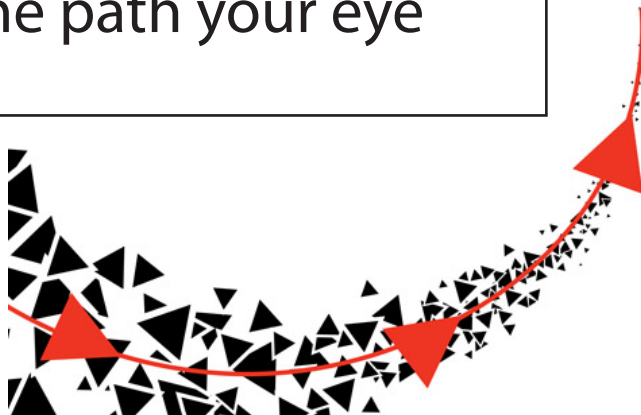
Definition: The path your eyes take when looking at art.

How: Arranging elements of design to influence where you look next.

When: To create unity in art with eye travel. Also when there is a certain path in the design

Where: Used in web design to allow easy navigation through the site, or in art to move your eyes in a certain way.

Movement is the path our eyes follow when looking at art. Movement can be achieved by using design elements together; lines can influence the path your eye takes.



# Emphasis

## A Principle of Design

Emphasis combines elements to a certain area in a work of art that the eye travels to first. It can be used to create a main focal point in a work of art.

### Using Emphasis:

- Isolate the object you want to emphasize
- Use contrast to set the object apart from others

Makes pictures look better

Makes objects stand out

Draws attention

Avoids confusion

Gives direction and organizes design



In this picture the rabbit is the main point of focus.

The use of a gray for the rabbit separates it from the pink background.

**SETH**

**TYLER**

# VALUE

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## ELEMENT

**Value can be used to make your drawing 3-D and provide emphasis to make your picture have a focal point. Colors range light to dark.**

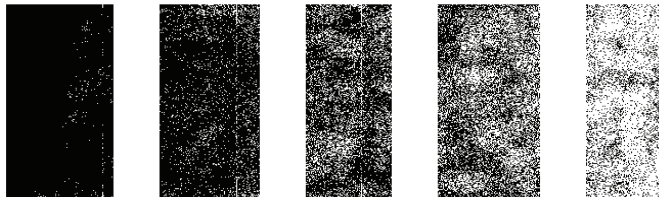
**Value: The relative lightness or darkness of a certain area.**

### **Where it's used.**

**A light figure on a dark background will be immediately recognized as the center of attention.**

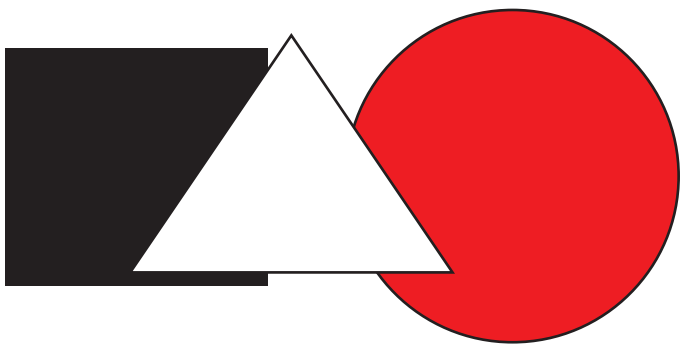


### **VALUE**



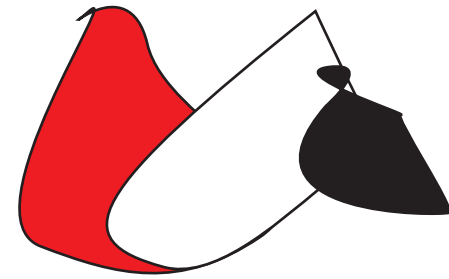
### **How and when it's used.**

**Value can be used for emphasis and creates a focal point.**



# Shape

## Design Element



*A shape is a flat, two dimensional area.*

A shape is a flat, enclosed area that stands out from the area next to it due to a difference in color or texture. Shapes can overlap one another.

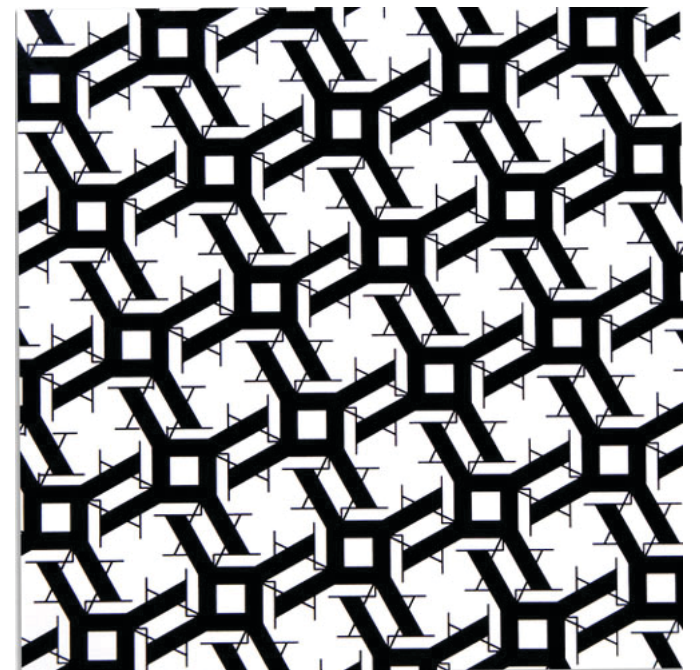
### EXAMPLES

- \*Used to show positive or negative space
  - \*Can be geometric (uniform) or organic (free-form)
  - \* Used when the artist wants to create objects or patterns
  - \*Used in art designs, or in everyday objects.
- Circle (cookie, bicycle wheel)
  - Square (letter stamps, some computer screens)
  - Triangle (a slice of pizza)
  - Rectangle (some cell phones)
  - Pentagon (design on soccer balls)
  - Octagon (stop sign)

# Pattern

**Pattern is a surface principle that is comprised of planned repeated units. It is used to make a design look more organized. You would use it on a design that you want to make look better. An example of pattern is on the American Flag with the stars and stripes.**

- 1. Makes a design look organized**
- 2. Use it on formal documents**
- 3. Makes designs look better**



# FORM

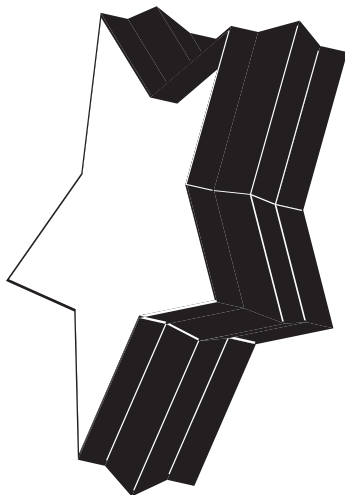
## What is form?

Form is any three dimensional object that can be measured, defined by light and dark, and the combining of two or more shapes. The two types of forms are geometric and natural.

## Where is form used?

Form is everywhere. Billboards, computers, boxes ect. Form is wherever and whenever someone wants something to get noticed more.

FORM CAN MAKE OR BREAK A DESIGN. WITH THE PROPER SHADING OR GRADIENTS USED, YOU CAN PICK AND CHOOSE WHICH PART OF YOUR DESIGN IS LOOKED AT FIRST.

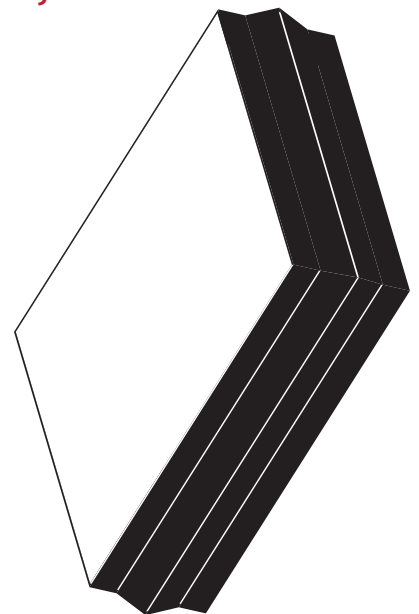


## How is form used?

Form is used to capture an element and enhance it. It helps make an object come more alive. Drop shadow is an effect that helps you make the element stand out.

## When is form used?

Form is used when you are trying to make a design stand out. For example, on a cereal box when you want the character to be the main focus and have a different effect on the other objects.



# Unity

**Unity is a principle that occurs when all of the elements of a piece combine to make a balanced, harmonious, complete whole. Unity is another of those hard-to-describe art terms but, when it's present, your eye and brain are pleased to see it.**

## Unity Through Color.



**In order for artists to unite the elements in design they have to make them relate to each other. For example using similar colors.**

## Unity Through Theme.



**Artists can also create unity through common quality in meaning or a suggested idea or through a particular style.**

## Unity Through Texture.



**The artist can also create unity through similar objects such as glass, metallic, and similar shapes.**

## Unity Through Composition.



**Artists rely on the placement of objects. Also on there shape, size, and texture.**