

# Elements of Design

aka ART

**F**orm

A -NO-

**S**hape

**T**exture

**C**olor

A -NO-

**L**ine

**V**alue

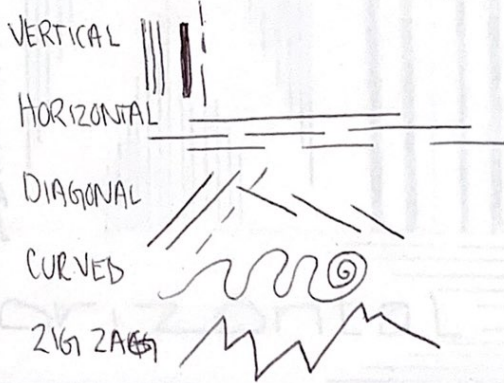
E -NO-

**S**pace

# Line

- A DOT ON A WALK - PAUL KLEE
- A MARK MADE BY A POINTED MOVING TOOL
- HAS HEIGHT & WIDTH

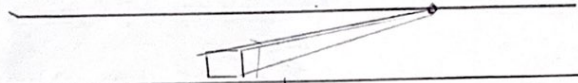
## 5 BASIC TYPES OF LINES



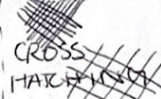
SHAPE - WHEN A LINE ENCLOSES SPACE



SPACE - LINEAR PERSPECTIVE



VALUE



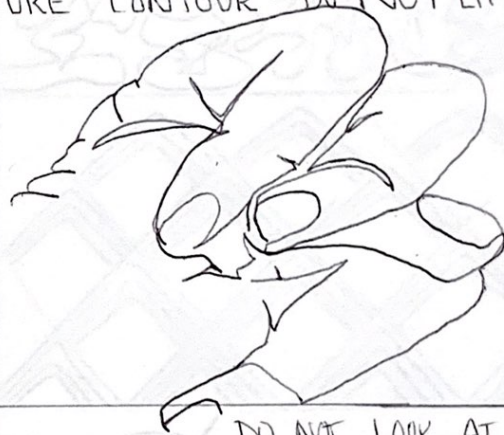
TEXTURE

## CONTOUR LINE DRAWING

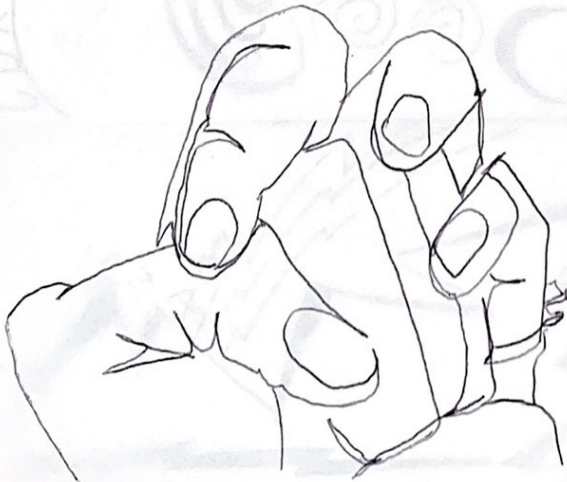
- A CONTOUR LINE DEFINES A FORM OR EDGE - AN OUT LINE
- DESCRIBES THE OUTER MOST EDGE OF A FORM AS WELL A DRAMATIC CHANGES OF PLANE WITHIN THE FORM

LONG SLOW CONTINUOUS LINE

PURE CONTOUR - DO NOT LIFT PEN

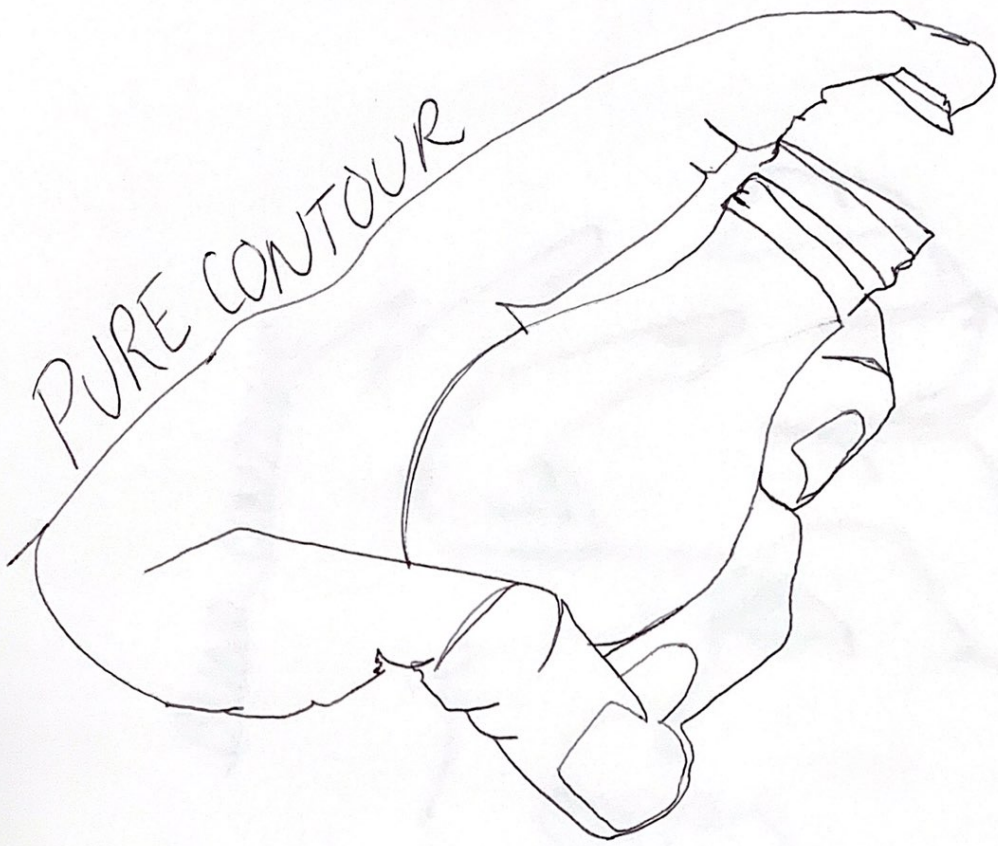


MODIFIED CONTOUR CAN LIFT PEN

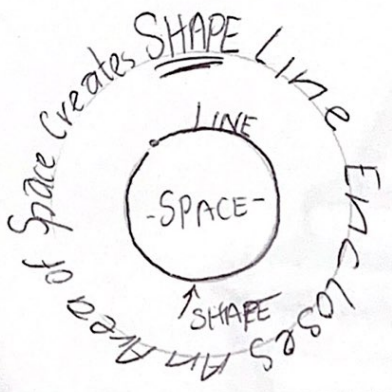
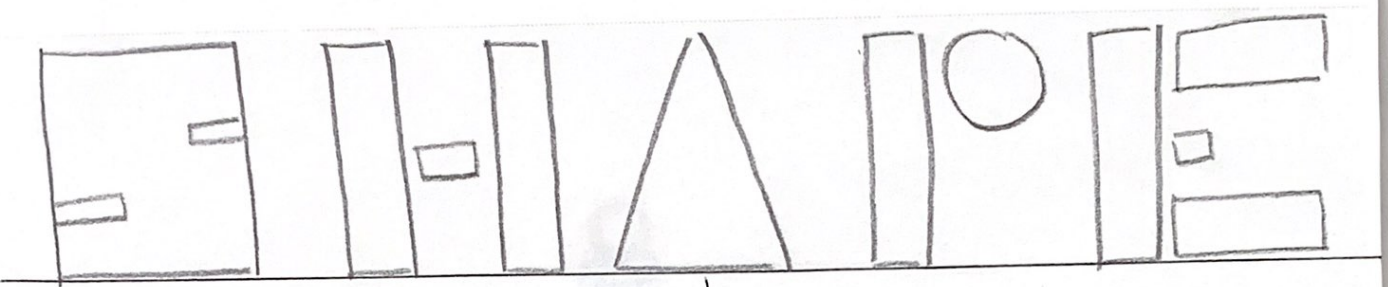


BLIND CONTOUR PAPER WHILE YOU DRAW



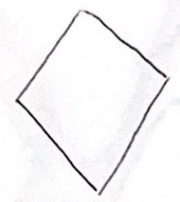
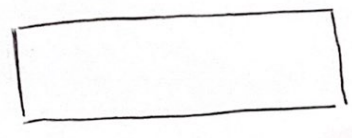
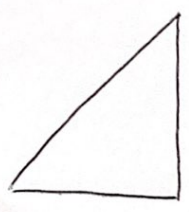






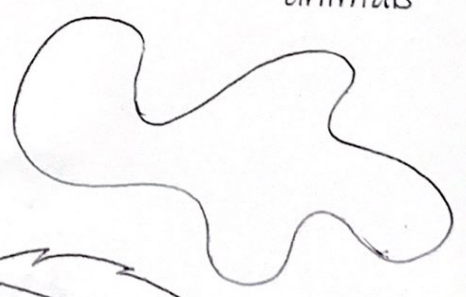
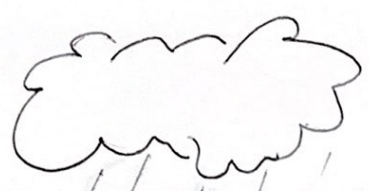
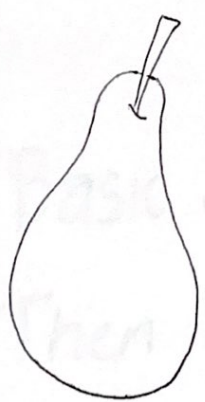
FLAT  
 2-DIMENSIONAL  
 HEIGHT WIDTH

GEOMETRIC HAVE CLEAR EDGES ONE ACHIEVES WHEN USING TOOLS - RULER MATHEMATICAL SHAPES



*Organic*

Shapes with a natural look flowing and curving in appearance. Typically irregular or asymmetrical. \*NATURAL WORLD\* plants & animals



Basic Shapes first then more specific

Basic Shapes



Basic Shapes First - orange  
Then more specific edges

# VALUE

VALUE → LIGHTNESS OR DARKNESS OF AN OBJECT

HIGHLIGHTS → CLOSEST TO LIGHT SOURCE / LIGHTEST / WHITE

MIDTONE → MIDDLE DISTANCE FROM LIGHT SOURCE / MEDIUM / GRAY

SHADOW → FARTHEST FROM LIGHT SOURCE / DARKEST / BLACK

H = HARD = HARD LEAD = LIGHT

B = BLACK = SOFT LEAD = DARK

2H

HB

2B

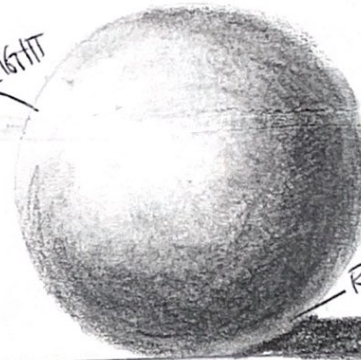
6B



LIGHT SOURCE

HIGHLIGHT

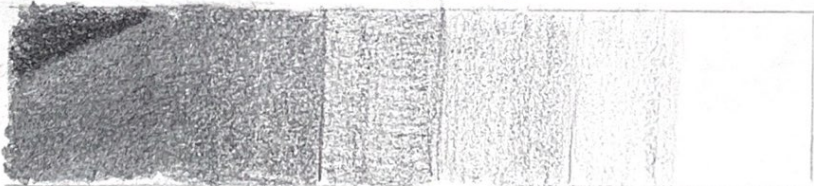
VALUE CREATES FORM



REFLECTED LIGHT  
CAST SHADOW

VALUE SCALE - WAY TO ORGANIZE VALUE FROM LIGHT TO DARK

STEPPED VALUE SCALE

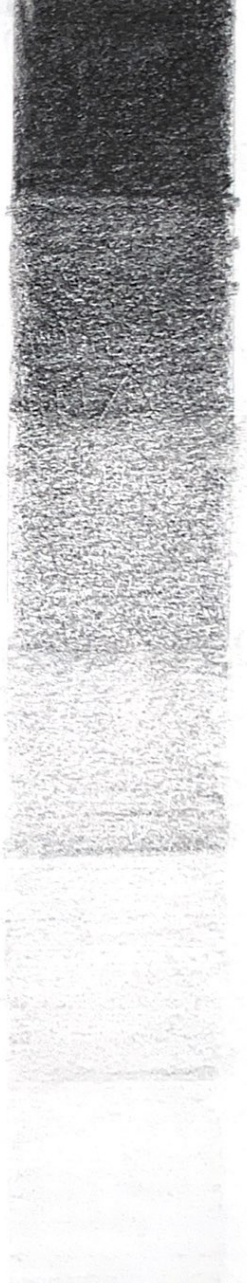
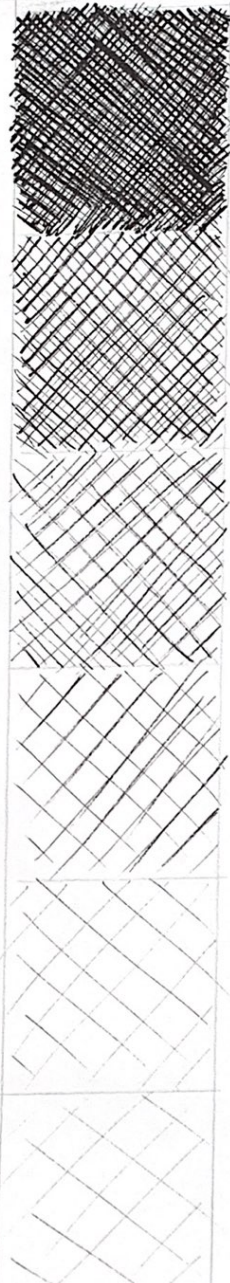


GRADUATED VALUE SCALE



HATCHING VALUE SCALE





CROSS-HATCHING

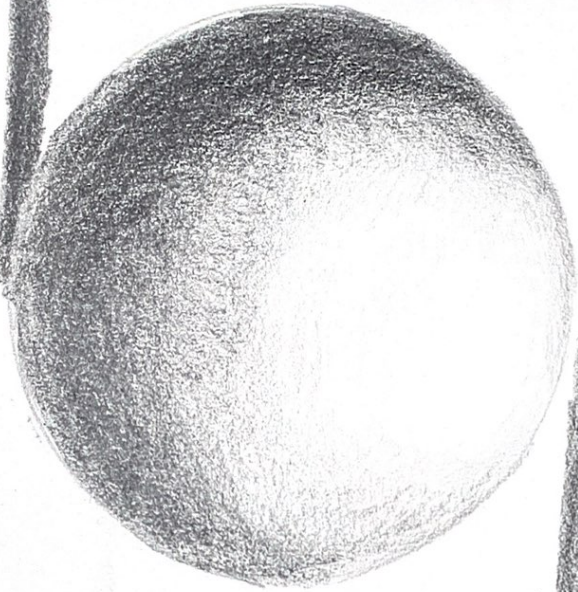
HATCHING

GRADUATED

STEPPED



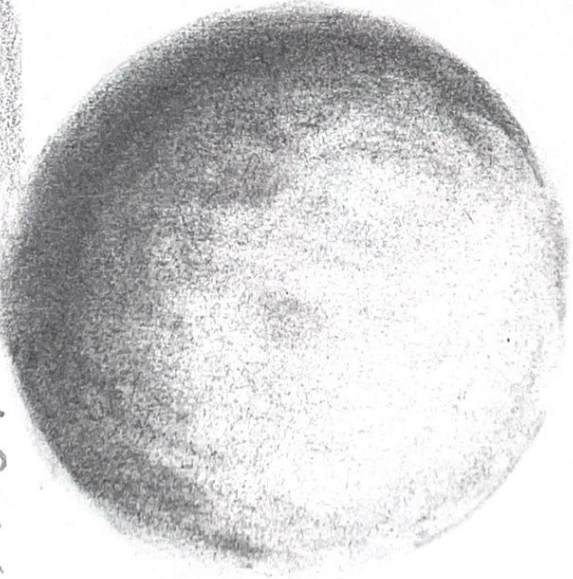
PENCIL ONLY



PENCIL + TORTILION



TORTILION GROUND



You can use **VALUE** to create the illusion of **FORM** - with shadows, midtones, & highlights

# FORM

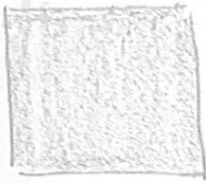
SHAPE vs. FORM



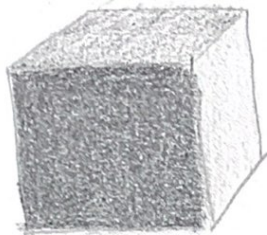
CIRCLE



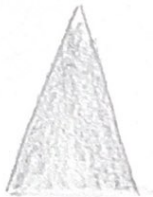
SPHERE



SQUARE



CUBE



TRIANGLE



PYRAMID



RECTANGLE



CYLINDAR

FORM is 3-Dimensional

It has MASS :

VOLUME

It has LENGTH,

WIDTH,

HEIGHT

# TEXTURE

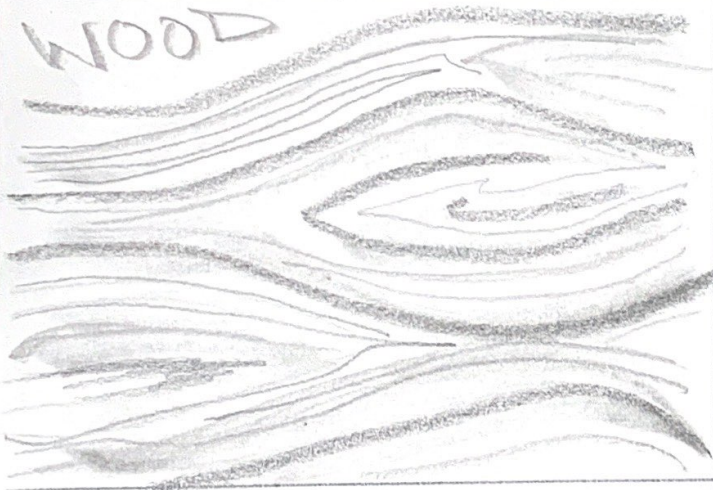
## REAL TEXTURE

THE WAY SOMETHING  
ACTUALLY FEELS

## SYNTHETIC TEXTURE

THE WAY  
SOMETHING LOOKS  
LIKE IT FEELS

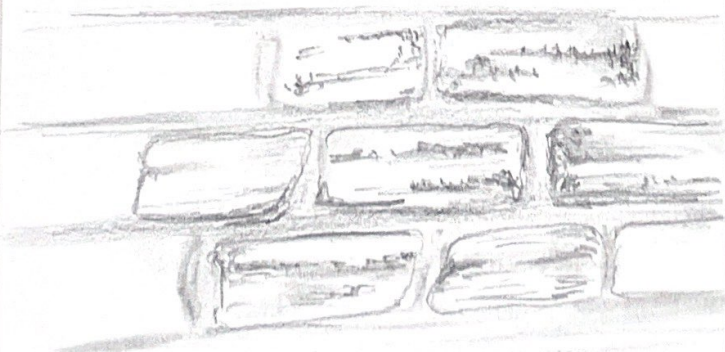
WOOD



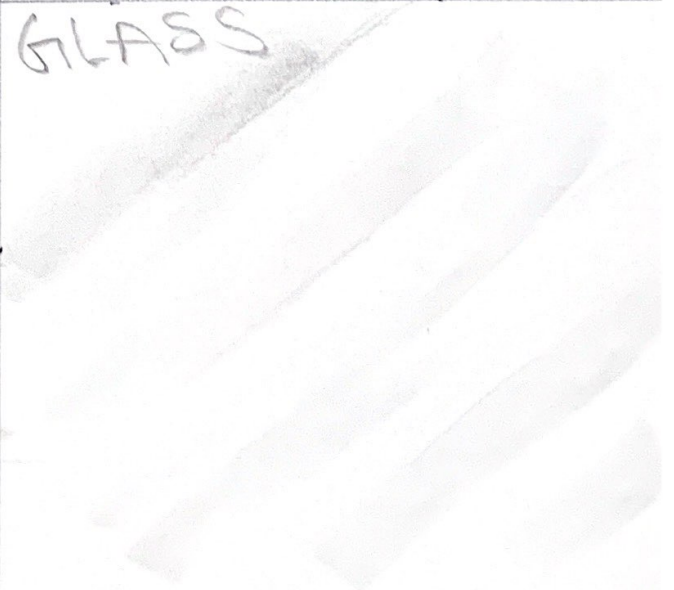
STONE



BRICK



GLASS



# SPACE

creates the illusion of depth



area an object takes up

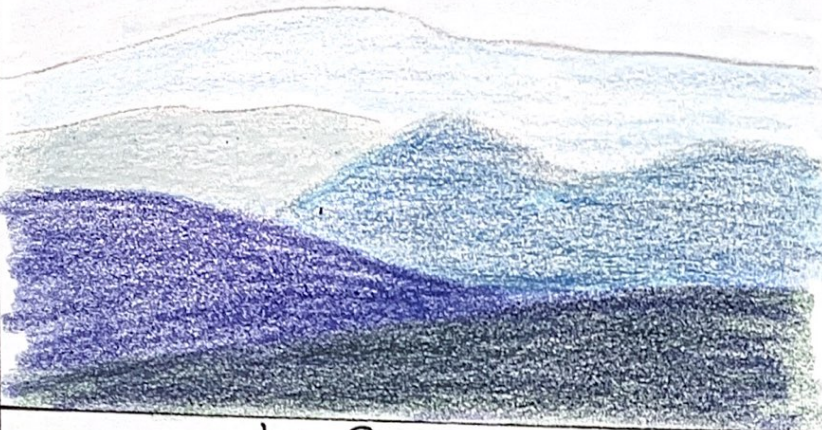


area outside and around an object  
Negative Space

Distance or area between, around, above, below or within OBJECTS

POSITIVE SPACE

ATMOSPHERIC PERSPECTIVE



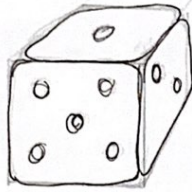
OVERLAP



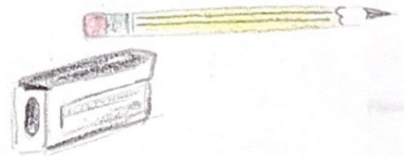
1pt. Perspective

HORIZON LINE

VANISHING POINT



SIZE



LINEAR PERSPECTIVE

2pt Perspective

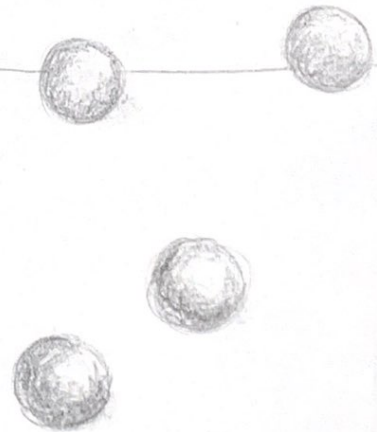
V.P.

HORIZON LINE

V.P.



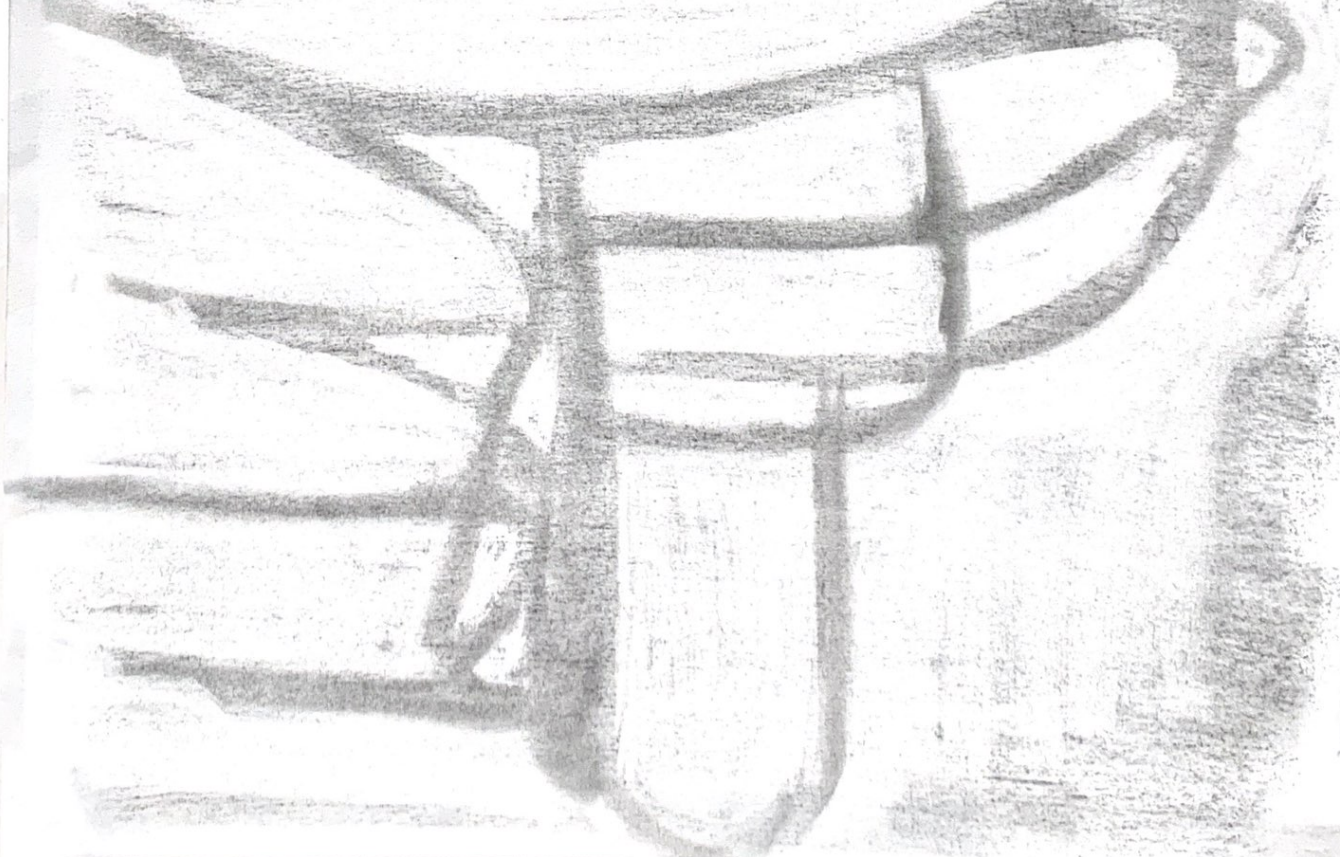
PLACEMENT



ERASE POSITIVE



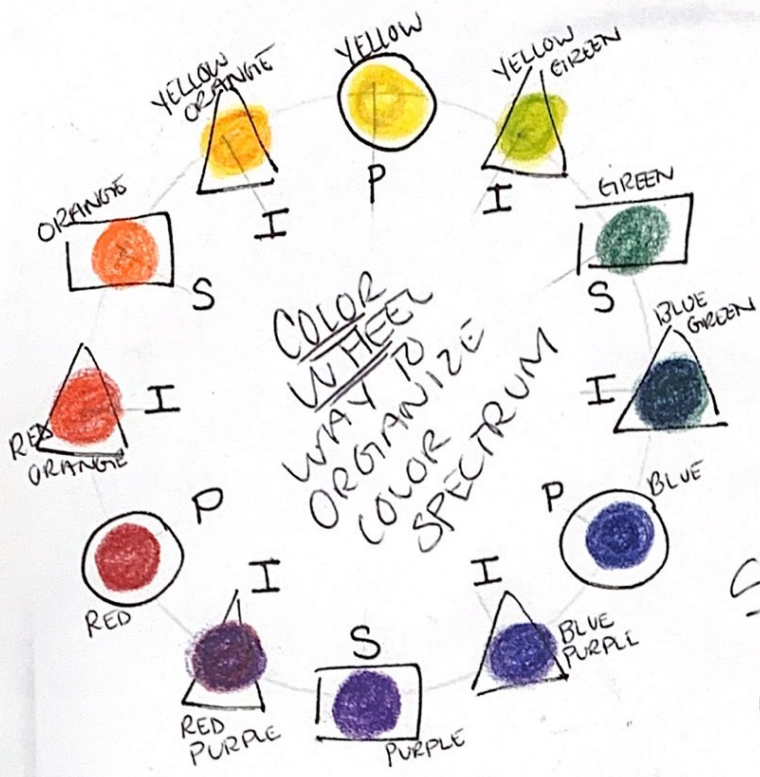
ERASE NEGATIVE



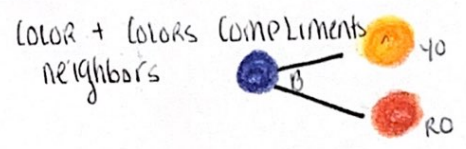
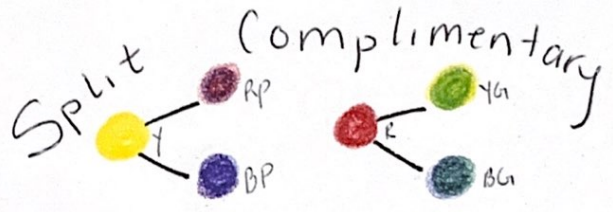
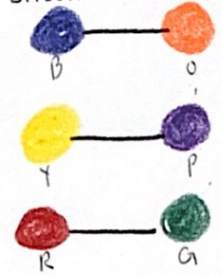
DRAW POSITIVE



DRAW NEGATIVE



Complimentary  
COLORS OPPOSITE ON THE COLOR WHEEL

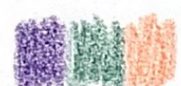


P = PRIMARY



PURE COLOR CAN NOT BE MADE  
USED TO MIX & MAKE NEW COLORS  
RED YELLOW BLUE

S = SECONDARY



ARE MADE BY MIXING TWO PRIMARIES  
 $P+P=S$     $P+B=P$

PURPLE ORANGE GREEN

I = INTERMEDIATE aka TERTIARY

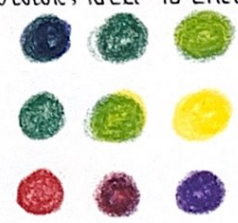
ARE MADE BY MIXING A PRIMARY & SECONDARY  
 $R+P=RP$     $P+S=I$

RED PURPLE   BLUE PURPLE   BLUE GREEN   YELLOW GREEN  
RED ORANGE   YELLOW ORANGE



ANALOGOUS

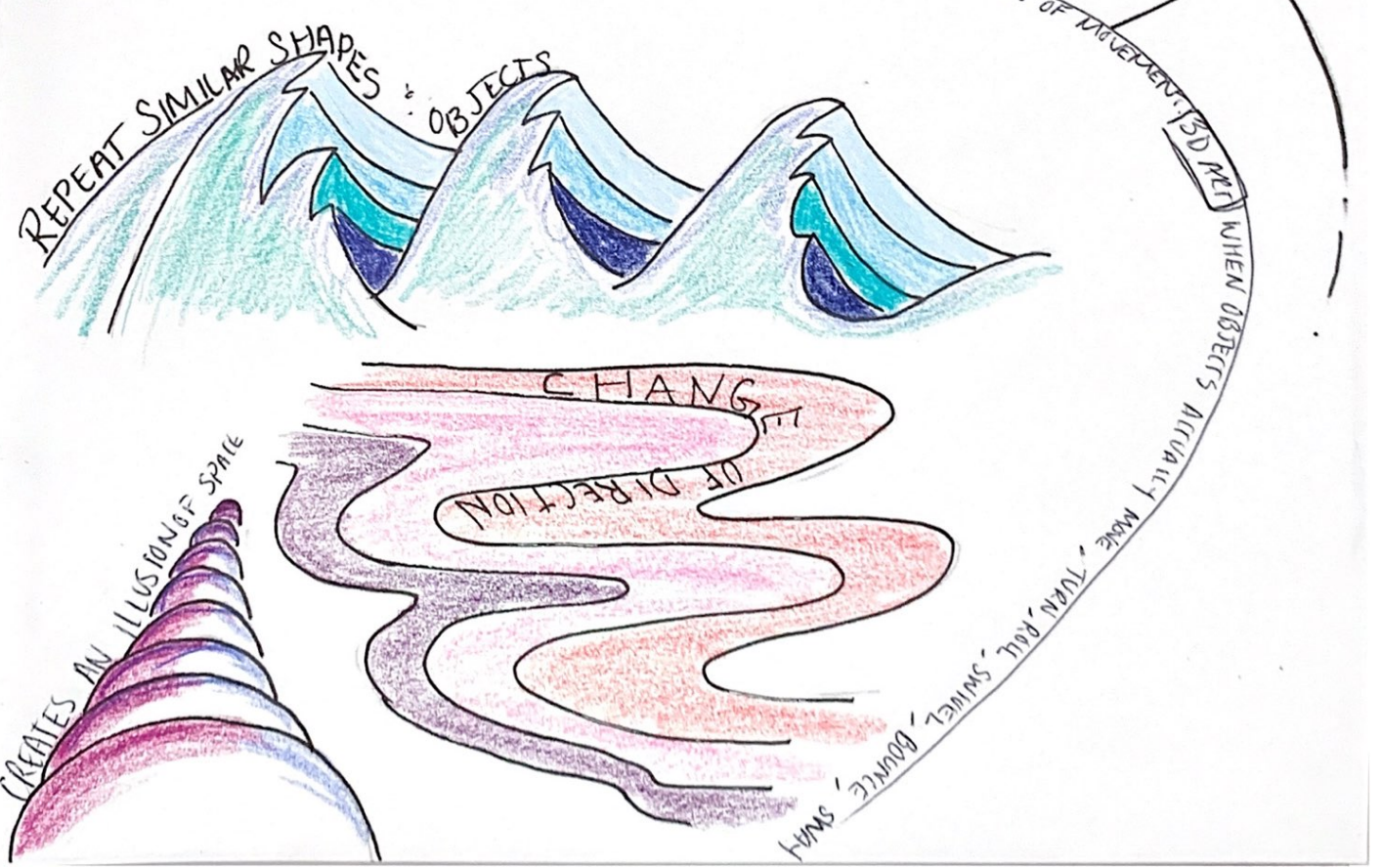
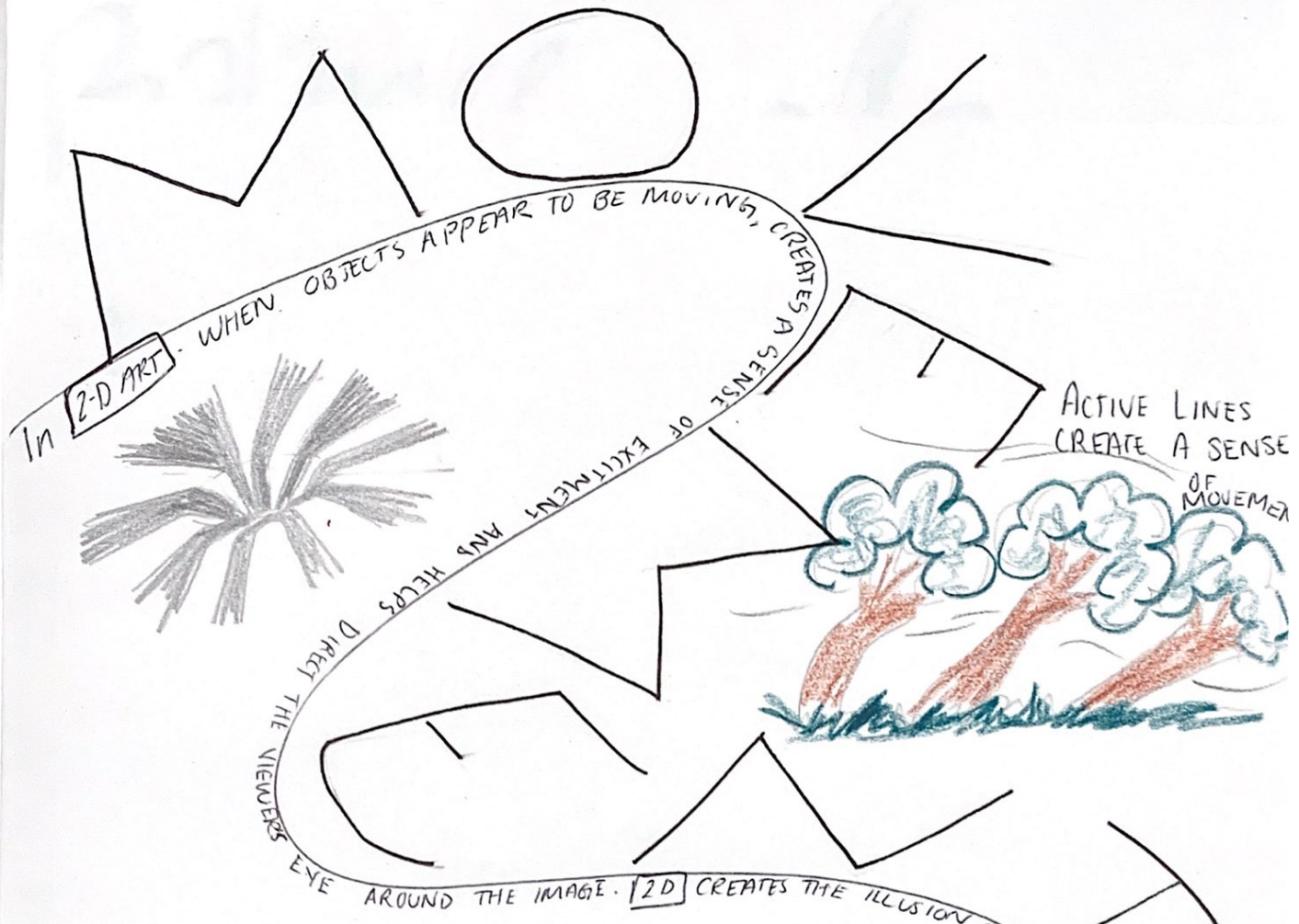
3 COLORS NEXT TO EACH OTHER ON COLOR WHEEL



COLOR IS MADE UP OF 3 PROPERTIES: HUE - PURE COLOR/COLORS NAME

VALUE - HUES LIGHTNESS/DARKNESS

INTENSITY - BRIGHTNESS OR DULLNESS OF A HUE





# Balance

VISUAL EQUALIZATION OF A COMPOSITION

3 TYPES OF BALANCE:

SYMMETRICAL - MIRROR

ASYMMETRICAL  $\frac{1}{3}$   $\frac{2}{3}$

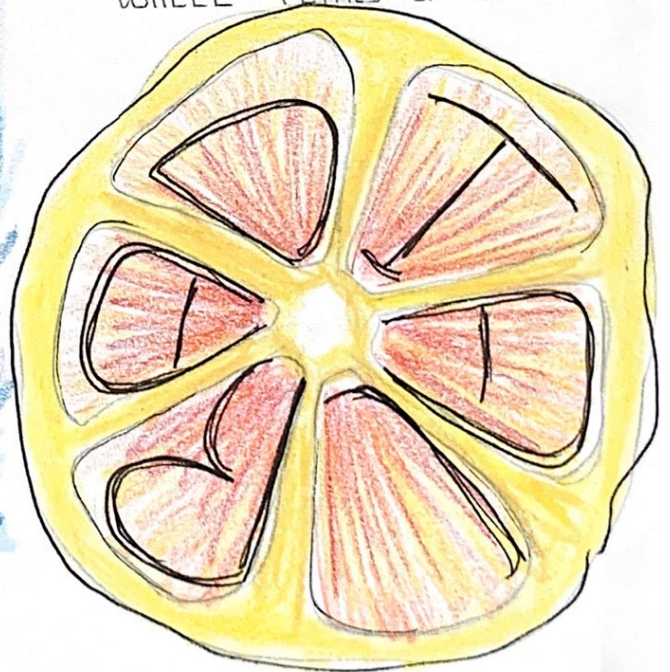
RADIAL - CIRCLE



~~MIRROR~~  
~~IMBOL~~

SYMMETRICAL  
VISUAL WEIGHT  
IS EVENLY  
DISTRIBUTED -  
OFTEN LIKE

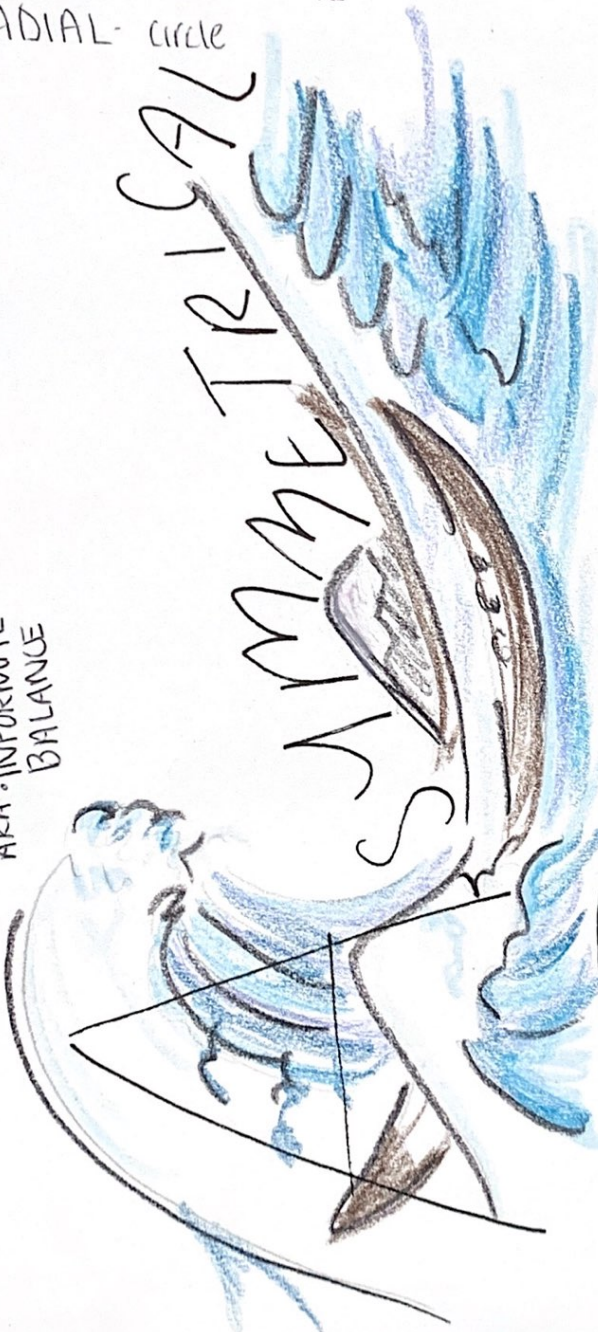
RADIAL - RADIATES OUT FROM  
THE CENTER LIKE SPOKES ON A  
WHEEL - PETALS ON A DAISY



ASYMMETRICAL - ONE SIDE IS  
"HEAVIER" THAN THE OTHER

AKA: INFORMAL  
BALANCE

ASYMMETRICAL



**REGULAR RHYTHM**  
similar or identical  
ELEMENTS repeating at  
regular intervals - like a  
STEADY BEAT



AN ELEMENT



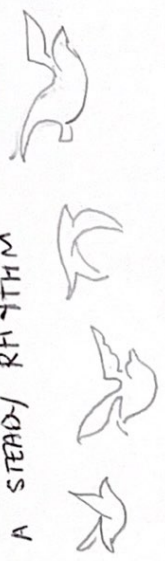
MAY REPEAT ONCE



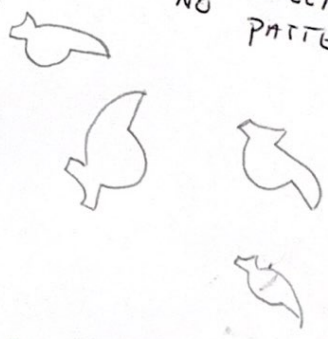
OR MULTIPLE TIMES TO CREATE RHYTHM OR PATTERN



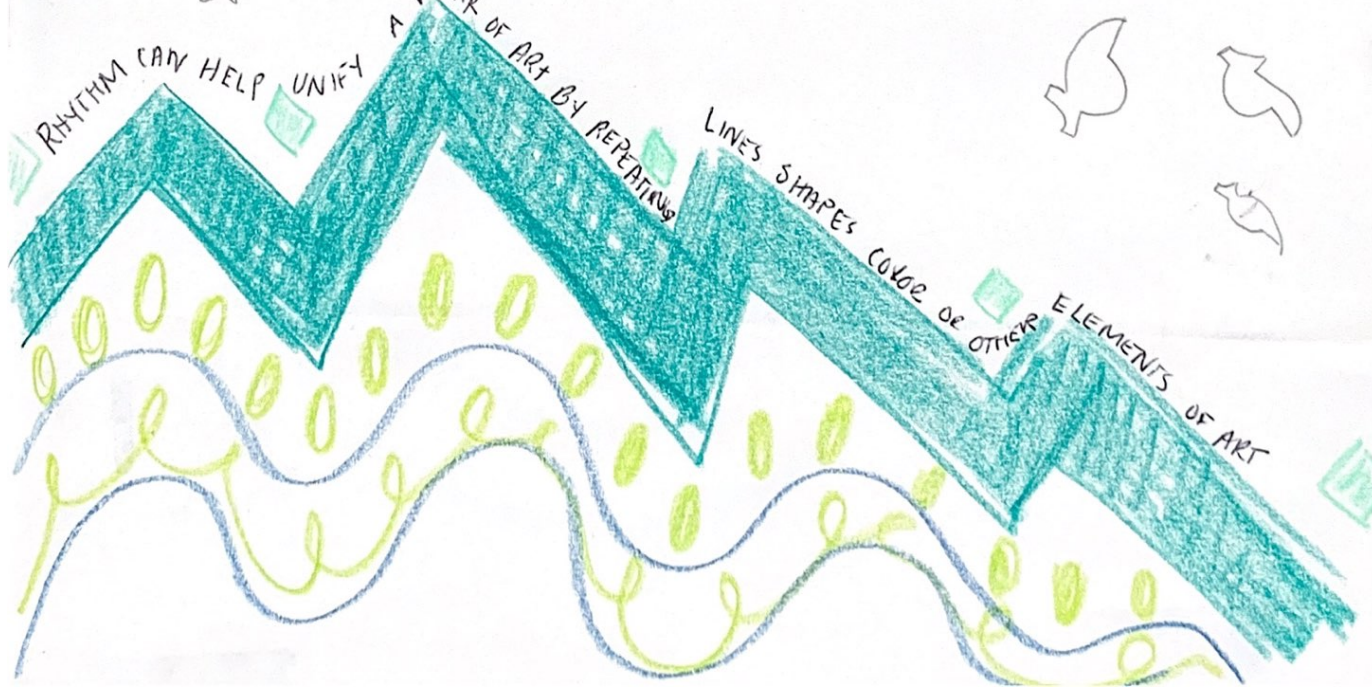
**PROGRESSIVE RHYTHM - AS AN ELEMENT REPEATS IT SLOWLY CHANGES WHILE MAINTAINING A STEADY RHYTHM**



**RANDOM RHYTHM**  
REPEATING SIMILAR ELEMENTS WITH NO PATTERN

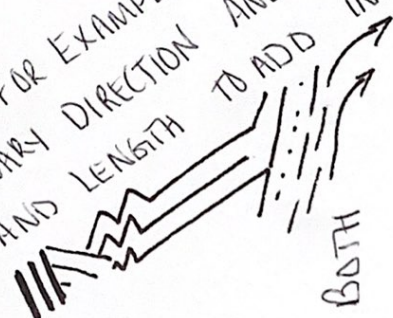


**RHYTHM CAN HELP UNIFY A WORK OF ART BY REPEATING**



**LINES SHAPES COLOR OF OTHER ELEMENTS OF ART**

FOR EXAMPLE VARY DIRECTION WITH LINE AND LENGTH ANGLE THICKNESS TO ADD INTEREST



A SUCCESSFUL WORK OF ART NEEDS BOTH UNITY TO MAINTAIN ORDER AND VARIETY TO MAINTAIN INTEREST

CAN ALSO USE DIFFERENT OBJECTS OR TYPES OF OBJECTS  
 INSECT, CAR, FRUIT, INSECT  
 OR  
 LEMON, GRAPE, KIWI,  
 DRUMBE, APPLE

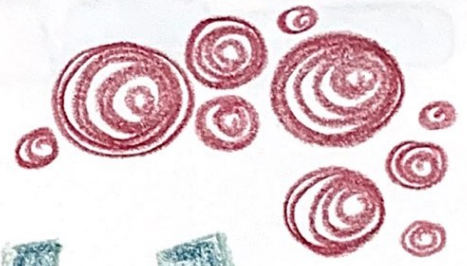
VERSIONS OF ELEMENTS IN ONE

FOR EXAMPLE SHAPES & FORMS VARY IN SIZE TYPE COLOR & DIRECTION



VARIETY using different





Unity

UNITY THROUGH: COLOR SIMILARITY REPETITION PROXIMITY ALIGNMENT

a connection between elements that creates a sense of organization or HARMONY in a work of art

CREATES A SENSE OF COMPLETNESS

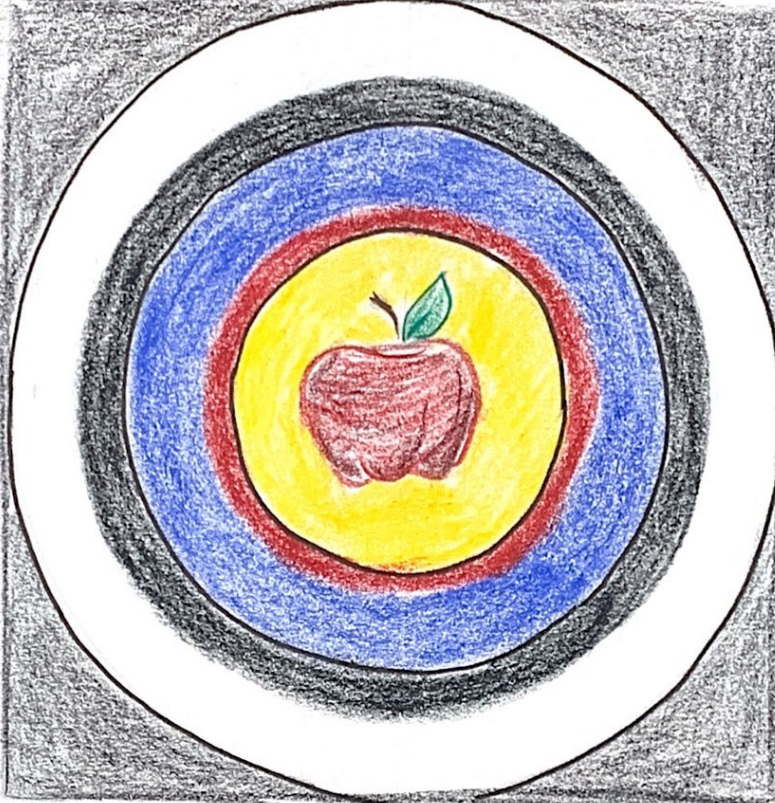
# EMPHASIS

CONTRAST COLOR  
 FOCAL POINT  
 FOCAL POINT  
 PLACEMENT

USED TO MAKE CERTAIN PARTS STAND OUT

CENTER OF INTEREST

FOCAL POINT



WAYS TO CREATE EMPHASIS:

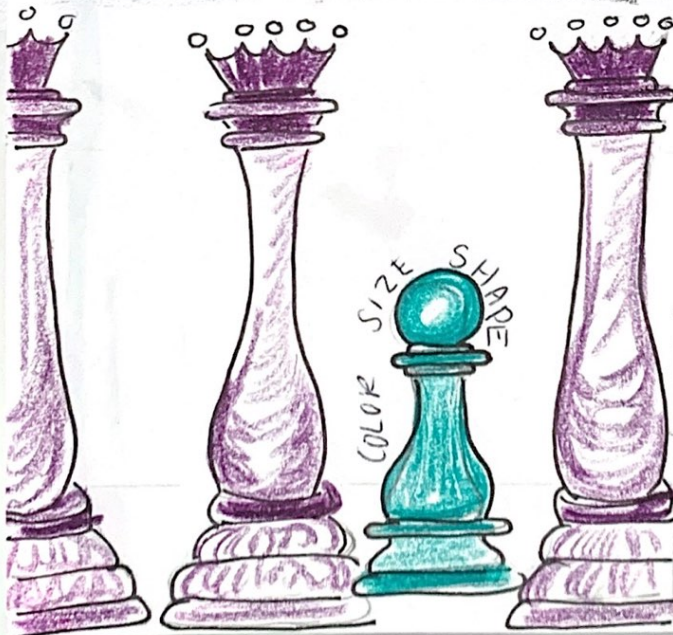
PLACEMENT



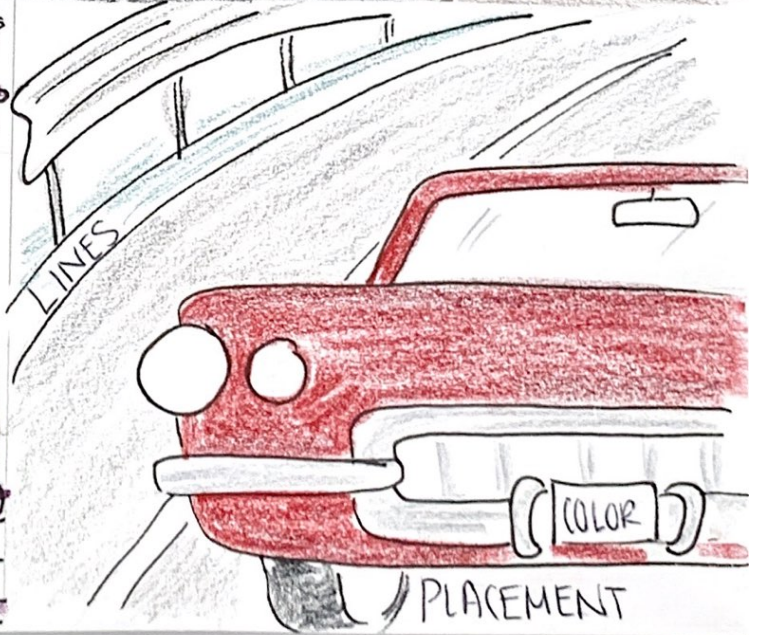
CONTRAST



LEADING LINES



COLOR SIZE SHADE



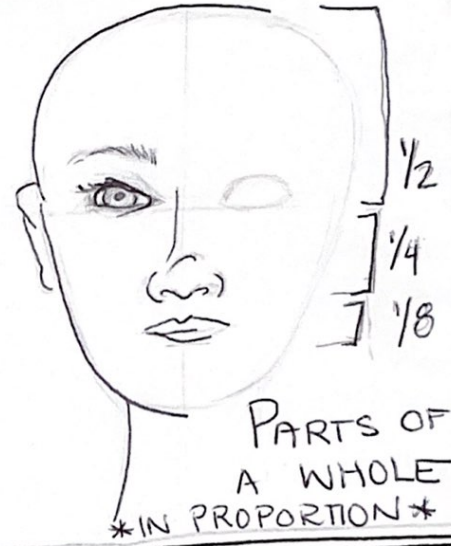
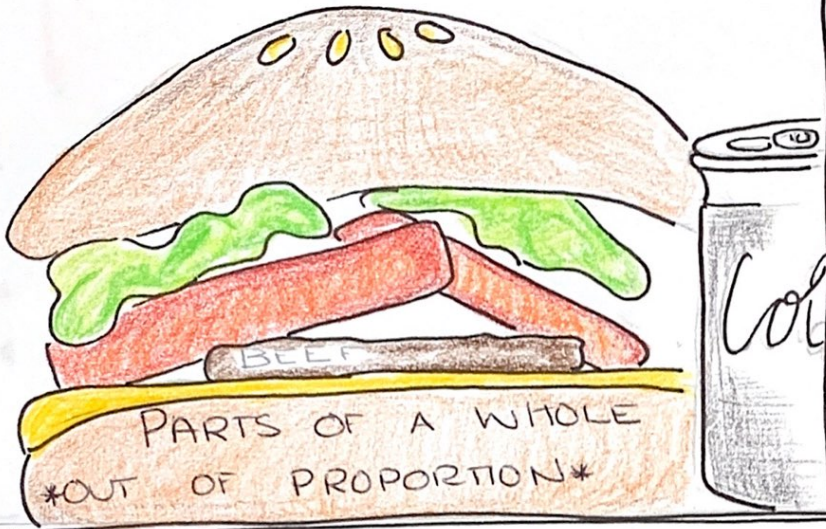
LINES

(COLOR)

PLACEMENT

# PROPORTION

SIZE & SCALE RELATIONSHIP



SCALE

# PRINCIPLES OF DESIGN

**B**alance

**R**hythm

A -NO-

**V**ariety

**E**mphasis

**P**roportion

**U**nity

**M**ovement

A -NO-

# PENCIL

## PENCIL TYPES

H = HARD → HARD LEAD → LIGHT



2H

HB

B

2B

4B

6B

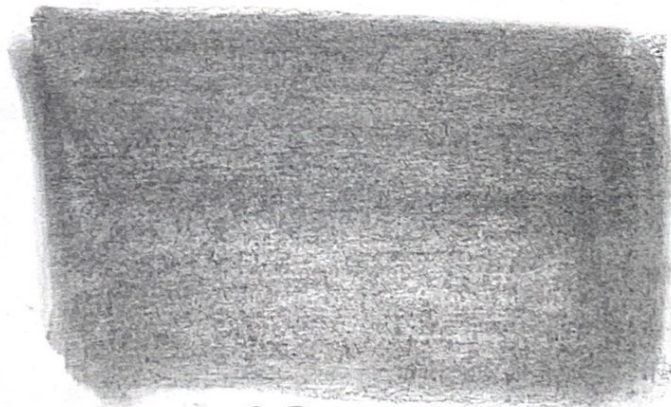
B = SOFT → SOFT LEAD → DARK



GRAPHITE STICK



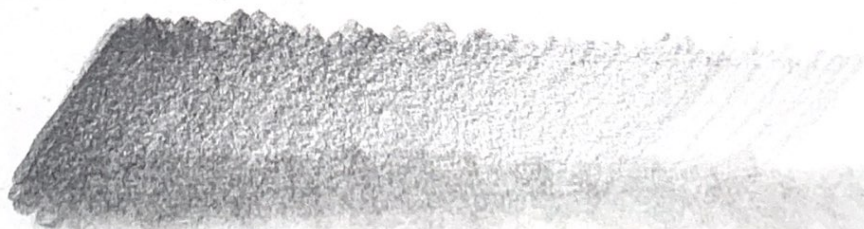
GRAPHITE AQUARELLE PENCIL



TONED GROUND



LIQUID PENCIL



BLENDED WITH A TORTILON