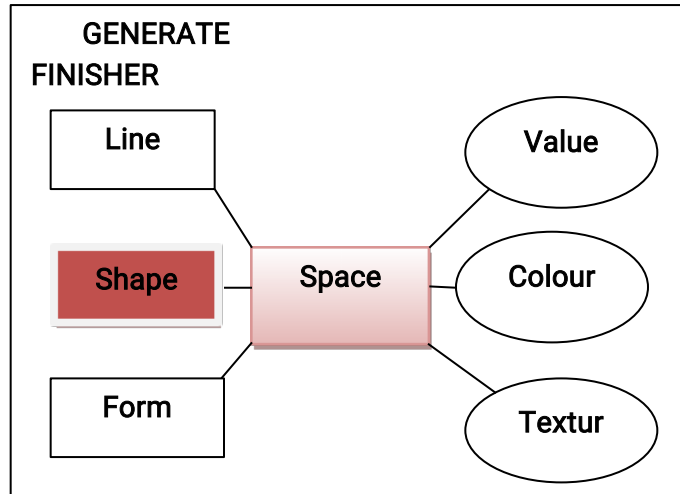


## ELEMENTS AND PRINCIPLE OF ART

**Elements of Art** are basic components artists use to create works of visual art. These creative building blocks are essential and having a grasp on how they work is important both for artists and for lovers of art. The elements of Art are: line, Shape, form, value/tone, texture, Space and colour.



**Line** is a continuous mark on a surface by a pointed instrument. Or the path of a dot through space.

### USES OF LINE IN ART AND DESIGN:

- Creates overall shape around the outer edge of a form
- Describes the volume of a form
- Shows the effect of light and shade in drawing
- Creates pattern
- Create texture on a given surface
- Shows character or mood of given object or surface
- Give sense of movement or direction
- Set of overlapping parallel lines used to create value
- It measures the distance of the viewer from the picture plane
- Settles the created image composition on the picture plane

**Shape** is an enclosed area determined by line, value, texture, space or any combination of these elements. A shape has two dimension, length and width.

A positive shape is shape that has details inside it, such as an outline of a human with body features. Artist calls the shapes that you notice positive shapes.

A negative shape is a shape without any details, it's just an outline.

Organic shapes are shapes that look like things in nature such fish or tree limbs.

Geometric shapes such circles, squares and triangles are base on numbers and measurements

The background or part around the positive shape called negative space.

**Value** refers to light and dark areas. Value depends on how much light a surface reflects. Value is also one of the three properties of colour.

**Value gradation** Gradual change from dark to light areas used to create the illusion of three dimensions on a two dimensional surface. Related to color, value is the lightness and darkness of a color.

The lightest value is white and the darkest value is black, with the difference between them defined as the contrast. Playing with value can not only change certain forms, but also influence the mood of the artwork.

**Texture** appeals to the sense of touch. The surface quality of an object, rough or smooth. There are two types of texture: **tactile** appealing to the sense of touch. **Visual** texture suggested or implied texture.

**Visual or implied texture** refers to the texture that cannot be felt by touch, but which resemblance is instead achieved through the masterful use of artistic tools and materials.

It is linked with flat surfaces, and is most notably achieved in painting, although some sculptures also create an illusion of different textures. Drawings can also create a textural illusion of some other material, but the effect is never fully complete without the use of color.

**Tactile or actual texture** in contrast to visual is not optically sensed, but can be felt with our sense of touch. It is one of the fundamental elements of three dimensional art, and relates to the used materials, such as marble, brass, bronze, steel, plaster, and many more.

The processes used in creating sculptures affect the way texture is achieved, and range from casting, welding, carving, to polishing, sanding or tapping.

Natural textures are the ones already existent, while artificial texture is achieved through different manipulations of materials

**Hyper texture** is defined as "a realistic simulated surface texture produced by adding small distortions across the surface of an object."

The art world describes four types of texture:

### **Actual texture**

Artists often add real-world textures to their artwork. They use tree bark or sandpaper to illustrate an idea or concept. Artists call these "actual textures." Actual textures give the artwork a natural feel; artists use them to convey an organic or earthy tone.

Actual textures show up in many different types of artwork, but artists often use them in collage and papier colle, an alternate form of collage. Other types of actual textures include cotton, fur and wood.

### **Artist Simulated**

Simulated textures imply the look of a real object through skillful rendering. Artists opt for simulated textures when actual textures are not practical.

These textures show up in many different forms of art including drawings, paintings and computer graphics. Some artists create simulated textures so well they deceive the viewer into believing it is the real object. Artists call this, "tricks the eye."

### **Textures of Invention**

Artists often employ unseen and original textures to suit a specific artwork or style. They call these new types of textures "invented textures." Invented textures encompass any texture not found in the real world.

Artists use many different techniques to create invented textures including shapes, lines and patterns. You can find invented textures in almost every form of art from pencil drawings to abstract sculptures.

### **Abstract Representations**

Abstract textures mimic the surface of an object. Stylistically, they fall between simulated textures and invented textures.

Artists incorporate the techniques of their mediums to imply the texture of an object, but in an unusual way. They simplify the texture to its most basic form, often representing it using only lines and shapes. This type of texture shows up in most forms of art.

### **Importance of Texture**

- Texture shows up in many types of artwork and helps with the quality of the piece.
- Texture gives the audience an idea of how the art might feel if they touched it.
- Artists use texture to connect the audience to the artwork in some way.
- It can trigger memories that draw out a strong emotional response – the feel of a childhood blanket; or it can provoke a gut-wrenching fear – the feel of a spider’s body.
- Artists create texture to give the viewer an idea of what they want to convey. Artists use different types of texture depending on the artwork and the message to convey.

**Texture in another category:**

- I. **Natural texture**, it’s the texture we find and it is not made by humans. For example: stones, sand, rice, etc.
- II. **Artificial texture**, it’s the texture from things made by humans. For example: a pencil, a chair, a raincoat, etc.

Texture can have more impact through variation and relief - contrasting rough areas with smooth ones. That will make a painting far more interesting than an even, unrelieved texture going from edge to edge. Remember - creating textures is easy; it’s where and how you place them that makes the difference between a good painting and an ordinary one.

**Form** is three-dimensional and encloses space. Like shape, a form has length and width, but it also has depth. In its most basic application, form refers to three dimensional work of art such as sculpture or installation. In a broader sense, form is concept that encapsulates all visible features of an artwork. Form in this context refers to the objective qualities of a work including colour, shape and contrast

**They use colour theory.**

**Color theory** is a practical combination of art and science that’s used to determine what colors look good together. The color wheel was invented in 1666 by Isaac Newton, who mapped the color spectrum onto a circle. The color wheel is the basis of color theory, because it shows the relationship between colors.

Colours that look good together are called a colour harmony. Artists and designers use these to create a particular look or feel. You can use a colour wheel to find color harmonies by using the rules of colour combinations.

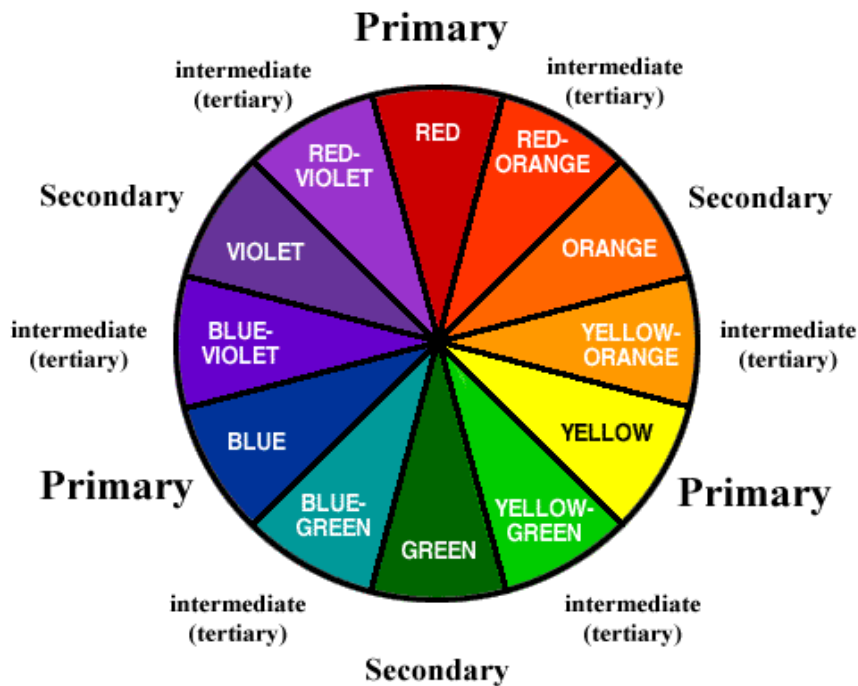
Colour combinations determine the relative positions of different colours in order to find colours that create a pleasing effect. **Colour** element of art derived from reflected light. The sensation of colour is aroused in the brain by response of the eyes to different wavelengths of light. A colour has hue (colour name), intensity (strength) and value (lightness or darkness).

The *color wheel* is a chart representing the relationships between colors

Colours on the Colour wheel

There are 12 main **colors** on the **color wheel**. These hues are red, orange, yellow, chartreuse green, green, spring green, cyan, indigo, blue, violet, magenta and rose. The **color wheel** can be divided into primary, secondary and tertiary **colors**.

### The Color Wheel



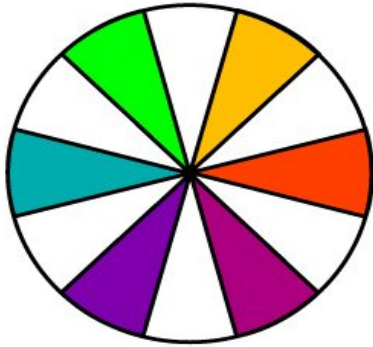
#### Primary colors:

These are the only colors that can't be made by adding or mixing other colors together. All the other hues can be created by combining primary colors. In their natural hue (without shading or tinting), they read as very bright, vivid colors to the human eye. You use them when you want to grab the viewer's eye. As a result, you'll usually only see small accents in unaltered primary colors – a red tie or a yellow pocket square, but never a suit in that pure, bright blue.

#### Secondary colours:

These are each created by combining two primary colors – red and blue to make violet, yellow and blue to make green, and red and yellow to make orange. Each secondary color is directly opposite a primary color on the wheel. That relationship – opposite on the wheel – is called “complementary.” Human eyes notice the contrast between complementary colors more than

other combinations. A complementing outfit will always read as bright and attention-getting. As a result, many outfits combine a primary color (usually a shade or a tint of one) and a secondary color for the basic contrast.



## intermediate

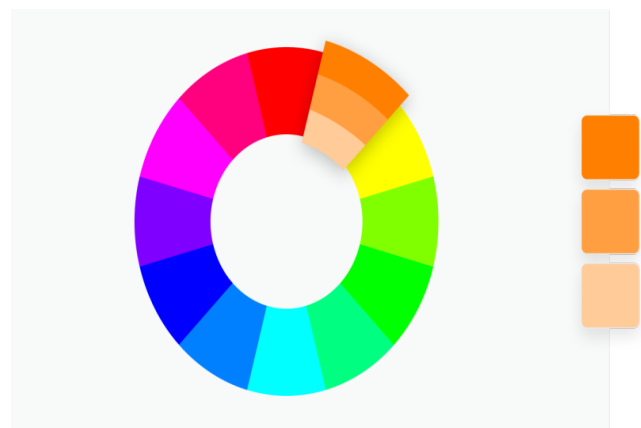
**Tertiary or intermediate colors** are colors made by combining a secondary color with a primary color. These are found between the primary and secondary colors. It's important to remember that they are distinct hues and not just shades or tints of the primaries and secondaries — a violet shirt isn't the same thing as a the deeper blue-violet.

It's a different color rather than a darker form of the same color, with a different complementary color on the other side of the wheel and so on. Treating the intermediate colors as their own distinct hues will make a serious improvement in your understanding of your wardrobe colors.

**Complementary colors** are any two colors opposite each other on the wheel. For example: **blue** and orange, or **red** and green. These create a high contrast, so use them when you want something to stand out. Ideally, use one color as background and the other as accents. These colors will appear brighter and more prominent.

## Monochromatic

Three shades, tones and tints of one base color. Provides a slight and traditional color combination. This is a versatile color combination that is easy to apply to design projects for a harmonious look.





### Analogous

Three colors that are side by side on the color wheel. This color combination is adaptable, but can be overwhelming. To balance an analogous color scheme, choose one dominant color, and use the others as accents.



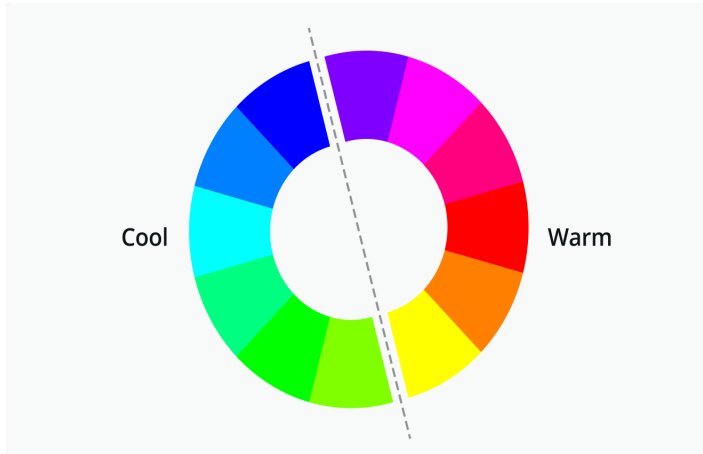
### Triadic

Three colors that are evenly spaced on the color wheel. This provides a high contrast color scheme, but less so than the complementary color combination – making it more versatile. This combination creates bold, vibrant color palettes.

### Tetradic

Four colours that are evenly spaced on the color wheel. Tetradic colour schemes are bold and work best if you let one colour be dominant, and use the others as accents. The more colours you have in your palette, the more difficult it is to balance.





## Warm and cool colors

The colour wheel can also be divided into warm and cool colours. The warmth or coolness of a colour is also known as its colour temperature. The color combinations found on a color wheel often have a balance of warm and cool colors. According to color psychology, different color temperatures evoke different feelings. For example, warm colors are said to

bring to mind contentment and energy, while cool colors are associated with serenity and isolation. Warm colors are the colors from red through to yellow. These colors are said to bring to mind warmth, like the sun.

Cool colors are the colors from blue to green and purple. These colors are said to bring to mind coolness, like water.



## Shades, tints and tones

You can create shades, tints and tones of a color by adding black, grey and white to a base hue.

### Shade

A shade is created by adding black to a base hue, darkening the color. This creates a deeper, richer color. Shades can be quite dramatic and can be overpowering.

### Tint

A tint is created by adding white to a base hue, lightening the color. This can make a color less intense, and is useful when balancing more vivid color combinations.

### Tones

A tone is created by combining black and white or grey with a base hue. Like tints, tones are subtler versions of the original color. Tones are less likely to look pastel, and can reveal complexities not apparent in the base color.



## Importance of colour

- Attract attention
- Makes thing more interesting
- Centers of interest (Bright)
- Suggest the idea of warm or cool, moods, feeling etc.
- One hue unifies a work of art
- Analogous hues are generally pleasing to look at.(related or part of a unit)
- The eyes seem to create these sensations as a way to rest.
- Symbolic colour

**Space** is the distance around, between, above, below and within an object. Also a principle of art that creates the illusion the three dimension in a work. Or An area in which to express and making a given art.

This element of art can be manipulated based on how an artist places lines, shapes, forms, and color. The placement of these other elements creates space.

**Negative** is the area around and between the subject(s) of an image **whereas Positive** is the area or part of a composition that the subject occupies. For instance the positive space could be a vase of flowers in a still life painting.

Artists often think about the foreground, middle ground, and background of their artwork, purposefully placing shapes and lines throughout the space to achieve the perfect composition. Foreground – area of a picture that appears closest to viewer. Background – area of a picture that appears farthest from the viewer.

A sense of depth in two-dimensional works is often achieved by perspective, which itself can rely on lines or colors. Although drawings and paintings are created in two dimensions, they can be made to appear three – dimensional. Artists have developed techniques for giving the feeling of depth in painting and drawing. These include:

- I. **Overlapping**- placing one object in an artwork in front of another, partially concealing the object behind. This technique is used to suggest depth.
- II. **Size**- making distant shapes smaller than closer ones. Foreshortening, shortening an object in a drawing to make it look as if it extends backward into space. This method reproduces proportion a viewer sees.
- III. **Focus** – adding more detail to closer objects, less detail to distant objects.

- IV. **Placement** – placing distant objects higher up in picture, closer ones lower down.
- V. **Intensity and value**- using colours that are lower in intensity and lighter in value for objects in the distance.
- VI. **Linear perspective**- Technique for creating the illusion of depth for three- dimensional objects on two dimensional plane. Parallel lines meet on distant vanishing points on the horizon.

### **Importance of space in the making artwork**

- Its design gives the eye a place to rest
- Increasing the appeal of a composition through subtle means
- Helps define a subject
- Brings balance to composition
- Creates page layout
- Contains the image that is intended as the focus of the piece of art
- Creates visual perspective, the illusion of depth
- Draw attention to the main subject
- Creates the background and foreground
- Sculptor think of the entire composition, the interplay between solid and space when they create a work of art
- Negative space is just as important as that object itself-define the boundaries

### **Importance of the elements of art**

- Advertisements

A good art work, whether it is a painting, sculpture, interiors or a website design, all starts at a design stage.

Its conception is made by the principles and elements that govern art and design. During the initial stages, there are many aspects that need to be focused upon in order to achieve the right balance.

Like in science, which requires molecules to form a substance, in art too the elements are required to form an art work.

Artists manipulate elements such as line, space, texture, shape and color and apply the principles of design to form an art. Every work has various elements of art within them which makes them complete.

A sculpture is incomplete without form and space as it is a three dimensional art. Similarly all art forms will contain line which is also known as the moving point. Lines also help to define shape.

Another important element is texture which defines the tactile quality of the art which can be either real, created or implied. Many times an art form is rendered to give an appearance of texture by color variation and designing.

One of the most important elements of art is color. Color may be primary or secondary or even tertiary. The hues and tones greatly affect the way an object looks. Similarly the tints and shades also describe the appearance of an art. Proper use of color can have dramatic effect and can nearly make or break a work, thus proper understanding as well as use is important to make an art form successful

### **Why is elements of art Important?**

- Cannot be made without the use of basic art elements such as line, form, space and color.
- Without the elements, an art form cannot gain its identity
- Knowing the different elements also enable us to describe and detail an artist's artwork
- Thoughts can be communicated using elements
- Helps us to analyze and appreciate art
- Gives us the independence to create art work, yet follow the rules and principles of art and design
- Education

### **Principle of Art**

**Principle of Art:** Ways artists organize the elements of art in works of visual art. Or guidelines that govern the way elements go together. The principles of art are balance, emphasis, harmony,

variety, gradation, movement, rhythm, proportion and space

**Balance:** Principle of art that arranges elements of work of art to create sense of stability. Or Principle of art concerned with arranging the elements of art so that no one part of a work overpowers, or seems heavier than any other.

- Asymmetrical (informal) balance- Balance created in work of art by giving unlike objects in the composition equal visual weight.
- Symmetrical (formal) balance- Balance created in a work of art by duplicating elements on either side of a line dividing of the composition in half.
- Radial balance happens when elements or objects in an art work are positioned around a central point.

**Emphasis:** Principle of art that combines elements in a work of art to point out their differences.

**Gradation:** Principle of art that combines the elements in a work of art by using a series of steady changes.

**Harmony:** Principle of art that combines the elements in a work of art to stress similarities of separate but related parts. Or concerned with blending the elements of art in a pleasing way.

**Rhythm:** Principle of art that repeats elements in a work of art to create a tempo (stroke/ pace).

**Movement:** Principle of art that combines elements in work of art to create the illusion of action.

**Proportion:** Principle of art that combines elements in work of art to create size relationships of elements to the whole artwork and to each other.

**Variety:** Principle of art that combines contrasting elements in work of art to create interest.

**Use the design chart**

The design chart below will help you to examine art work as a formalist would. You can use it to identify the element and principles and the ways they are combined in art and crafts, and work of art emphasize the design qualities. Design qualities uses of the elements and principles of art to create a unified, interesting artwork.

DESIGN CHART		PRINCIPLES OF ART								
ELEMENTS OF ART		Balance	Emphasis	Harmony	Variety	Gradation	Movement	Rhythm	Proportion	Space
Colour	Hue									
	Intensity									
	Value									
Value (Non- Colour)										
Line										
Texture										
Shape										
Form										
Space										

UNITY

**Note:** Unity- Total visual effect achieved by carefully blending the elements and principles of art in a composition.

**Structure** in composition refers to organization of element in a picture. Every successful composition no matter how complex the subject, is based on recognisable structure which provides unity and adds to the mood or meaning.

### Composition

All art works are made up of parts known as visual elements with certain guideline called principles art, to organize these elements in the artist work. The composition of an art work is how the principles are used to organize the elements.

### Relationship of elements to principles

Colour - Harmony

Value - Emphasis

Line - Variety, Movement and Rhythm

Shape - Space

Value/ tone - Gradation

Studio Technology

@2014 SEMIYAGI Allan

## Art Principle application

- **Proportion** – size
- **Emphasis** – centre of focus
- **Variety** – employ different types of surface
- **Balance**- appealing
- **Rhythm** – continuity
- **Movement**- action, motion
- **Gradation**- shade, tint changes
- **Space** – shape

## SKETCH in visual art

**Sketch** – Drawing done quickly in preparation for a finished work of art.

**Sketch book**- pad of drawing paper used by artists to record ideas and information for works of art and to practice drawing

**Sketching** – type of drawing in which artists try out ideas before making works of art

**Thumbnail sketch**- small sketches drawing quickly to record ideas and information for finished drawings

**Rough**- practice drawing done in preparation for a finished drawing

## Importance of sketching

The sole purpose of sketching is to guide the artist's creative thinking towards the goal so that does not let it slip around in different directions.

- a) Helps one to obtain the basic appearance of the desired artwork (basic layout).
- b) Concept development, many ideas keep coming to one's mind and in the same they keep escaping if not captured first.
- c) The more you make trials with sketch work, the more you become part of it hence stand a better chance of explaining the work
- d) Provide a quick and easier way of presenting an idea to the client.
- e) Sketch an idea on paper, it is only then you will be able critique ideas and make additions and subtractions that would result into a more brilliant ideas
- f) Making several sketches towards the final work shows how committed one are to work, thus adding to portfolio

## **Drawing**

In fine art the term “drawing” is defined as the linear realization of visual objects, concepts, emotions and fantasies including symbols and even abstract forms. Drawing is a graphic art which is characterized by an emphasis on form or shape rather than mass and colour as in painting.

### **Stage for drawing**

- Sketch
- Measurement
- Mass/ Form
- Light and study
- Refinement