

The Basic Elements and Principles of the Visual Language Focusing on 3 Dimensional art

ELEMENTS		PRINCIPLES	
Line	Color	Unity/Harmony	Rhythm
Space	Texture	Variety	Movement
Shape	Value	Balance	Pattern
Form		Gradation	Proportion
		Emphasis	

The elements are the alphabet of the visual world and the principles are the words and sentences of the visual world. Elements often times create the principles. Artists use the Elements and Principles to communicate their ideas and feelings.

ELEMENT DEFINITIONS:

Line: The edge of a shape or form or the direction followed by anything in motion.

- Implied Line- is a line that doesn't really exist, but appears to be present.
- Actual Line- is a line that is actually present.

Value: Shadows from lightness to darkness

- Value variation gives a sense of space and depth to an object---emphasizing its three dimensionality.
- Strong contrast in value can create emphasis.

Color: Color is Light reflected from a surface. It can create emphasis, harmony, emotions, unity, and movement.

- Color has three distinct qualities:
 1. Hue- color
 2. Value- lightness to darkness of a color
 3. Intensity- brightness to dullness of a color
 - mixing its complimentary color can dull intensity.

Texture: Quality related closely to our sense of touch. It can create emphasis, movement, pattern, emotion.

- Implied texture- is texture that appears to be present but it is an illusion. It is not really present.
- Actual texture- is texture that really exists and it can be felt.

Shape: Shape encloses a two dimensional area. Shape can create most of the elements and many of the principles.

- Types of shapes:** **Organic**-curved edges, continuous **Geometric**-sharp edges, angles

Form: Form encloses a volume or three-dimensional area.

- Light and dark value variations and space are used to emphasize form.

Space: Illusion of depth and space.

- Ways to create space:
 1. Overlapping -- Shapes or forms in front of each other
 2. Holes and cavities

PRINCIPLE DEFINITIONS:

Balance: Refers to the equalization of elements in a work of art.

- There are three kinds of balance:
 1. symmetrical- formal, divided in half same
 2. asymmetrical- informal, divided in half not same
 3. radial- circular, design starts from center > out

Unity/Harmony: Relates to the sense of oneness, wholeness, or order in a work of art. Combining similar colors, shapes, lines, textures, and patterns in an artwork can create harmony.

Movement: Refers to the arrangement of parts in a work of art to create a slow to fast action of the eye.
-Pattern, contrast, line can create this.

Rhythm: It is a type of movement in an artwork or design often created by repeated objects.
-There are different types of rhythm:

1. Regular- Example: 9s9s9s9s9s9
2. Irregular- Example: qqeeqqeyyy

Emphasis: refers to placing greater attention to certain areas or objects in a piece of work.
-Emphasis can be created through sudden and abrupt changes in opposing elements.
(Example: bright yellow dot in large black area)

Proportion: Refers to the relationship of certain elements to the whole and to each other.

Pattern: is created by repetition of (not limited to) shape, line, color, or texture

Variety: It is achieved through diversity and change. Using different line types, colors, textures, shapes.....

Gradation: Refers to a way of combining elements by using a series of gradual changes.
-Examples of gradation:

1. gradually from small shapes to large shapes
2. gradually from a dark color to a light color
3. gradually from shadow to highlight