

# THE ELEMENTS OF ART and Design



TEXTURE

FORM  
**FORM**

**LINE**

**SHAPE**

SPACE  
SPACE

**VALUE**

**COLOR**



A dot that extends and moves across a surface.

The path of a moving point at the edge of a flat shape, or outline of a solid object.

It is longer than it is wider.

Types of line refers to straight, curvy, horizontal, vertical, diagonal, zigzag, implied, and angular.

## **Element of Design: Line**

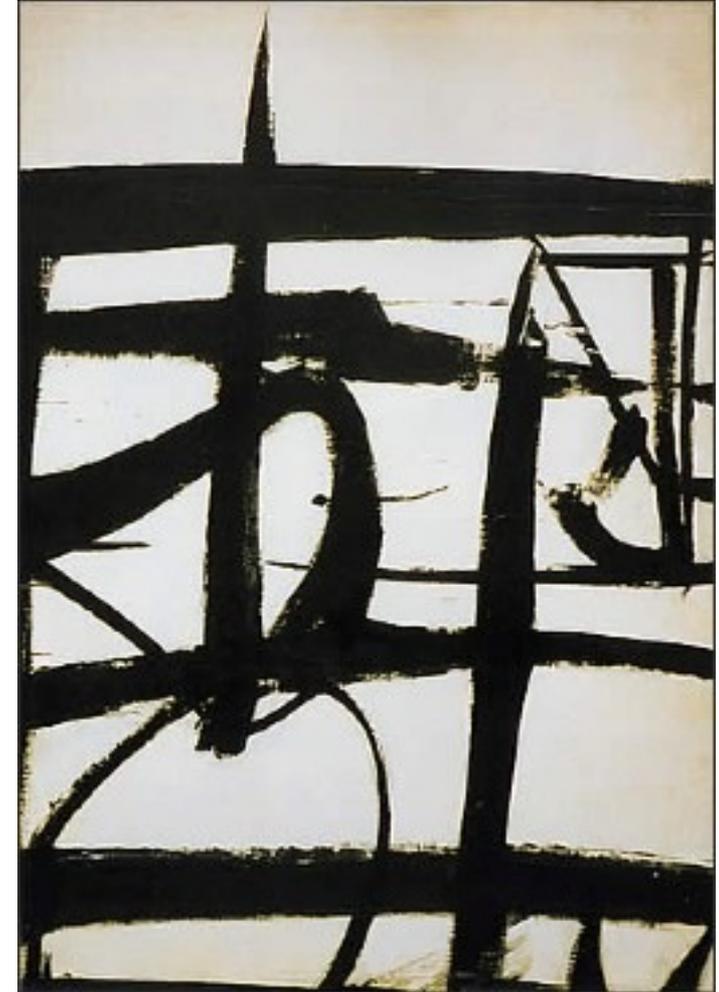
*Line is probably the most fundamental of all the elements of design. It is the starting place for most artistic creation whether one is starting a fine drawing or painting or even sketching ideas for a furniture design. most design begins with line.*

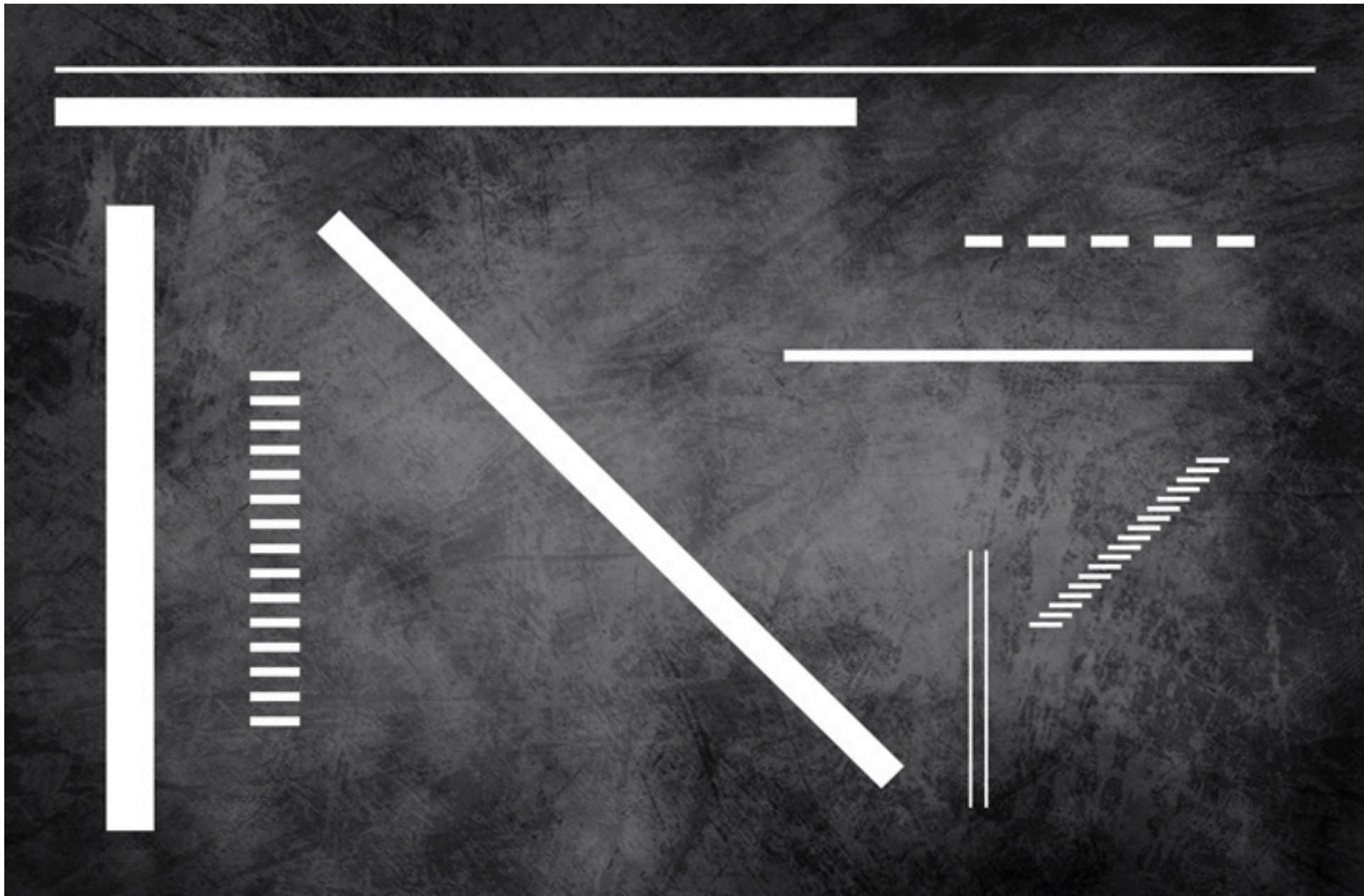
# 1. Types of Line: Contour, Implied, Gesture

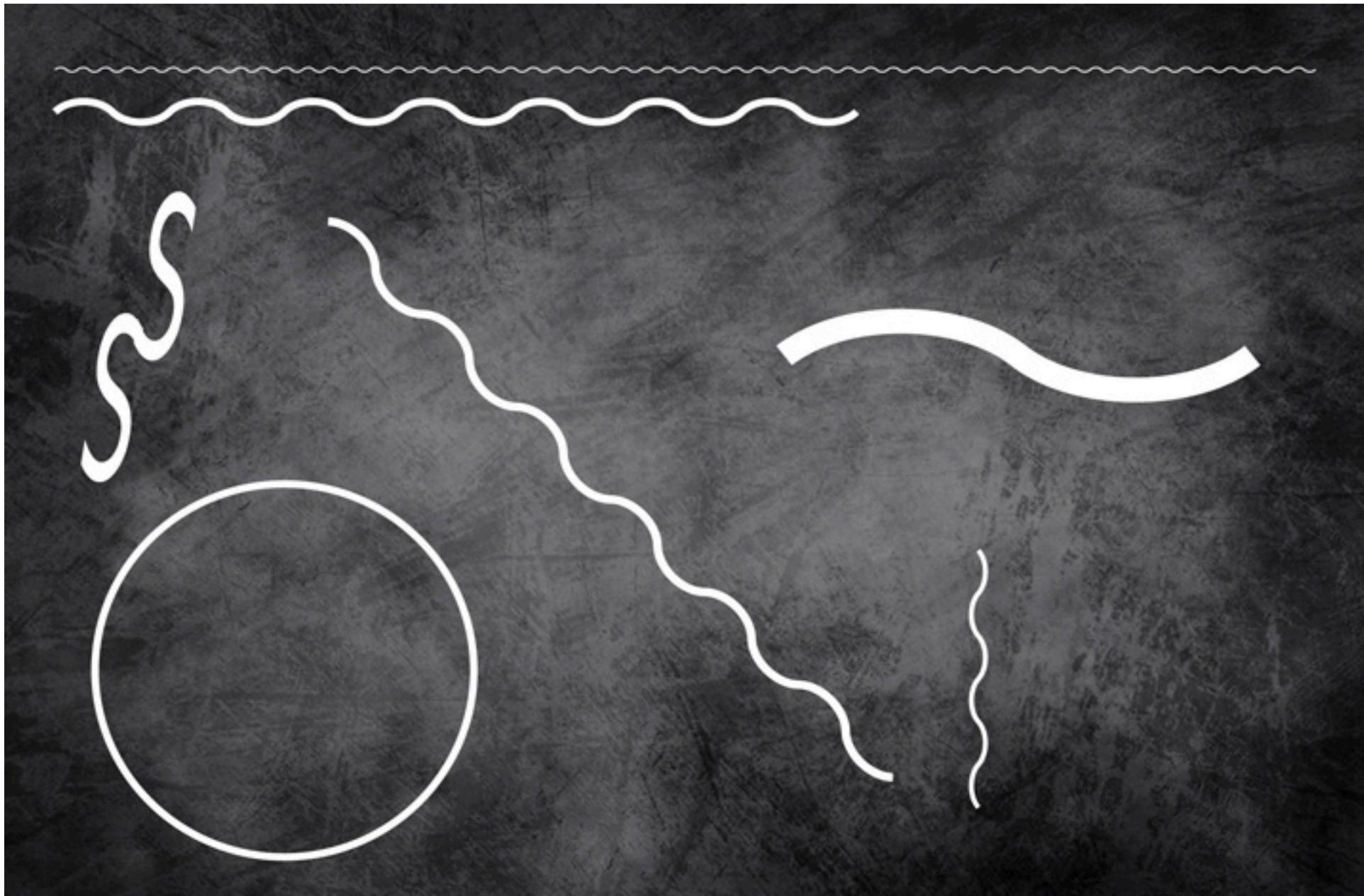
Contour: The slow deliberate outline

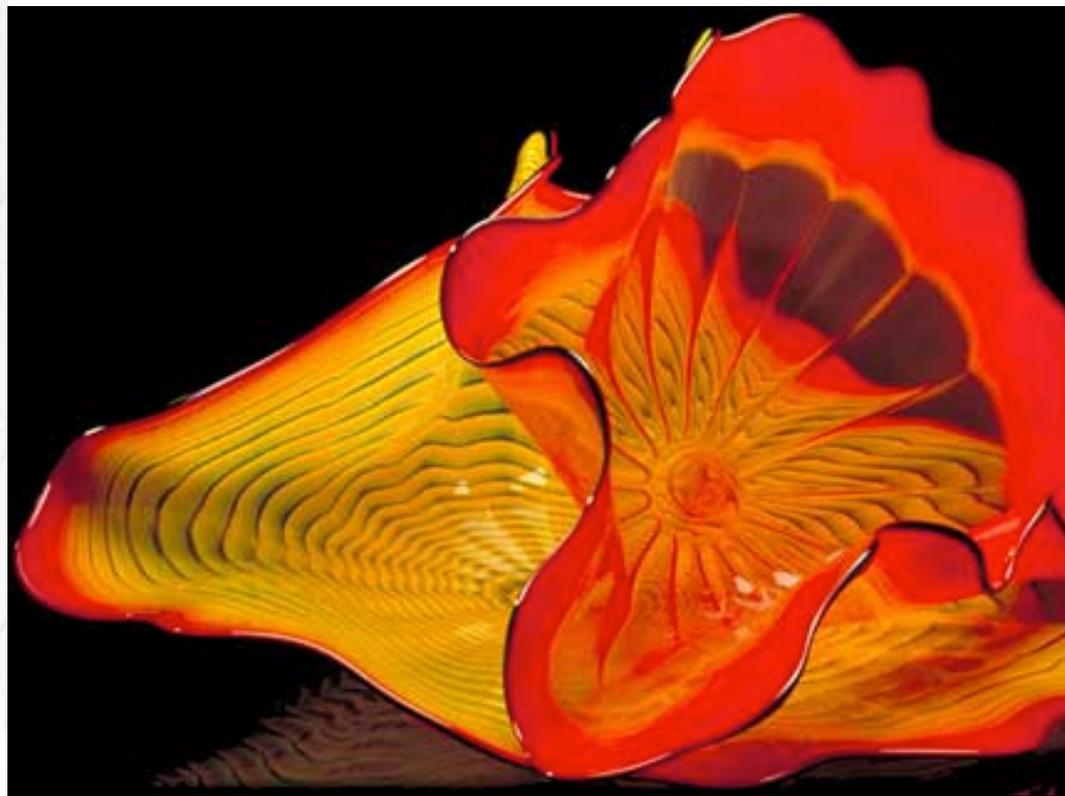
Gesture: Quick, scribbly lines that show the basic shapes and forms

Implied: A line not drawn, but shown through edges of other objects







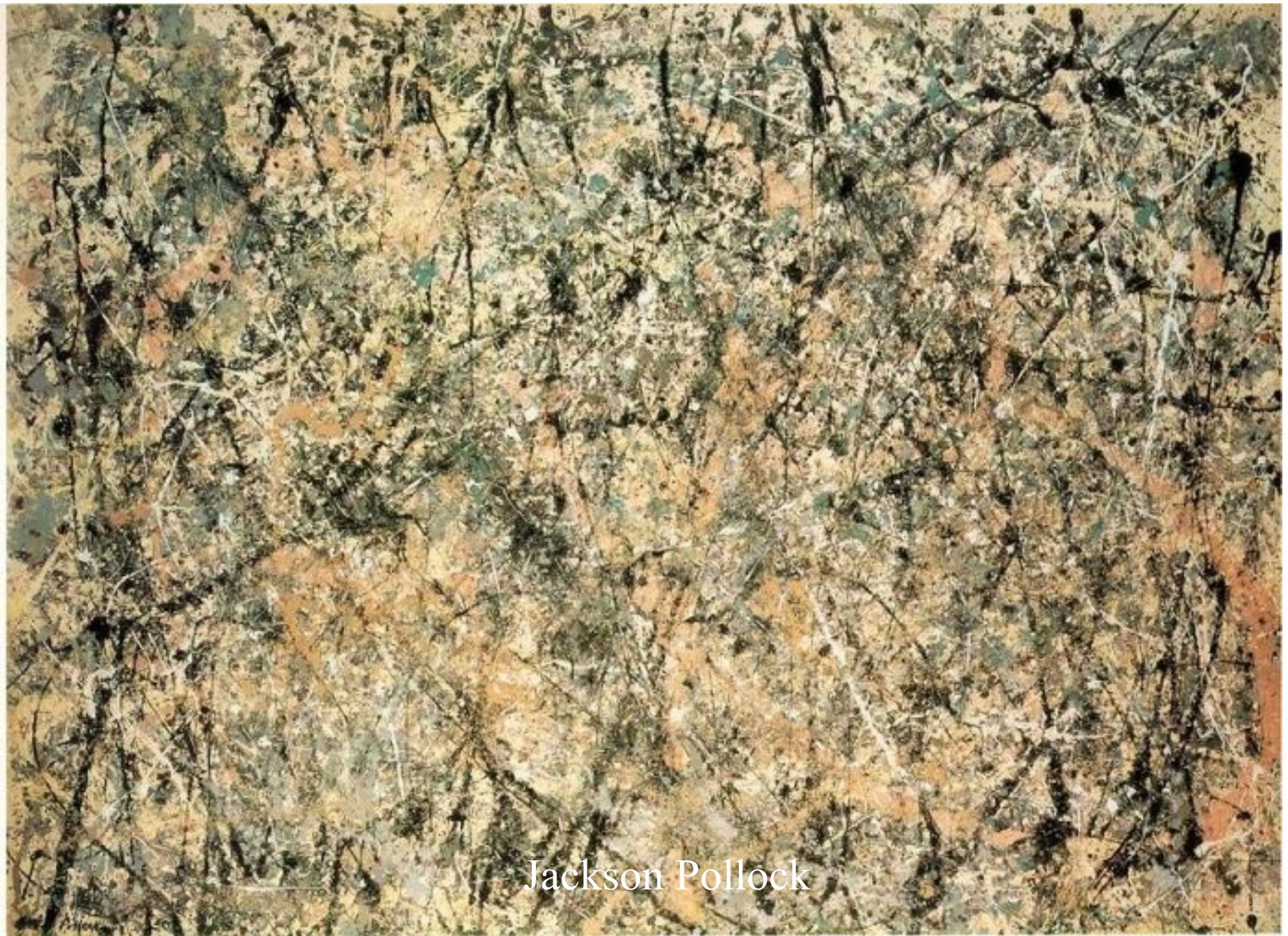




*Portrait of a man*

Roy Lichtenstein

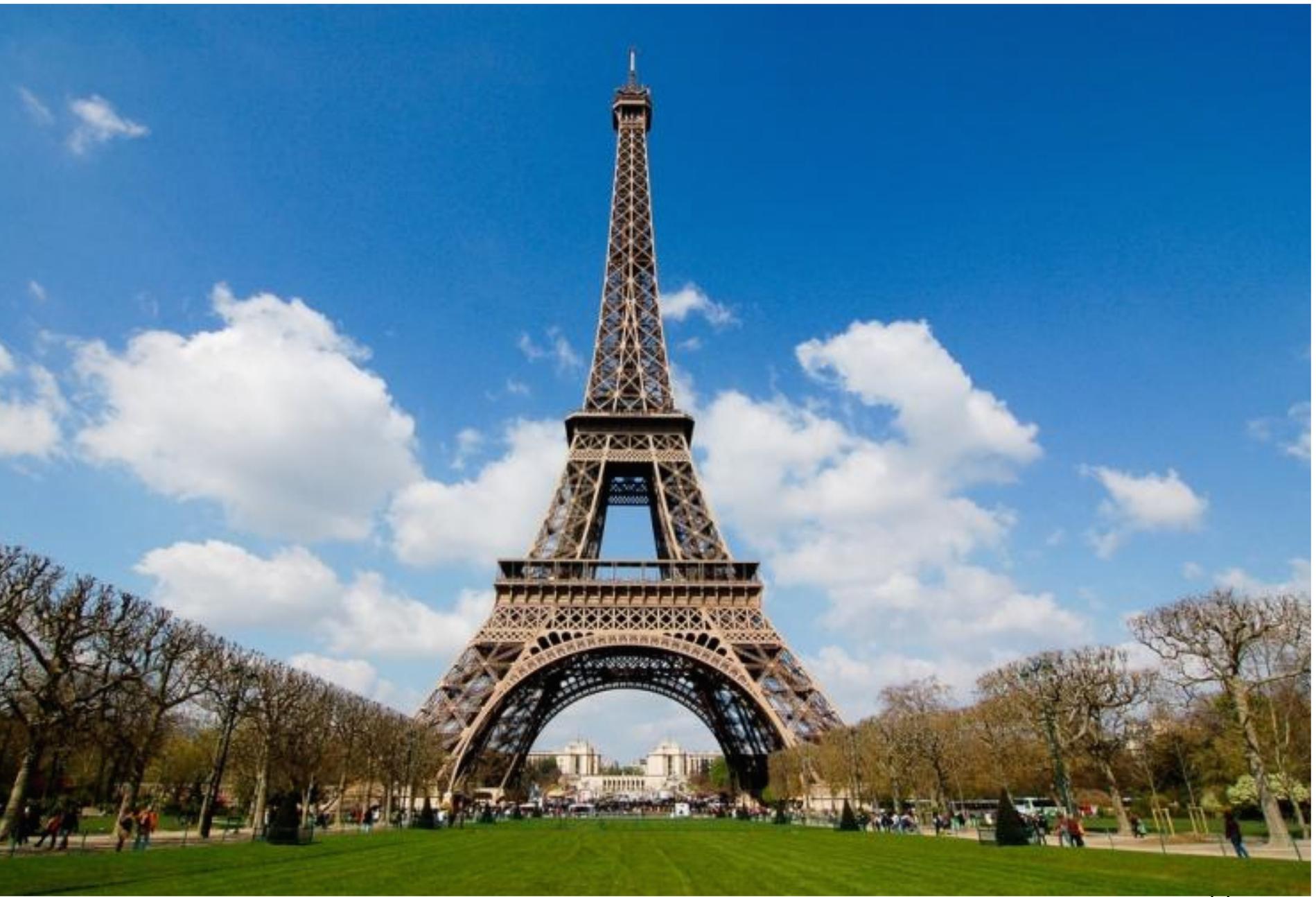


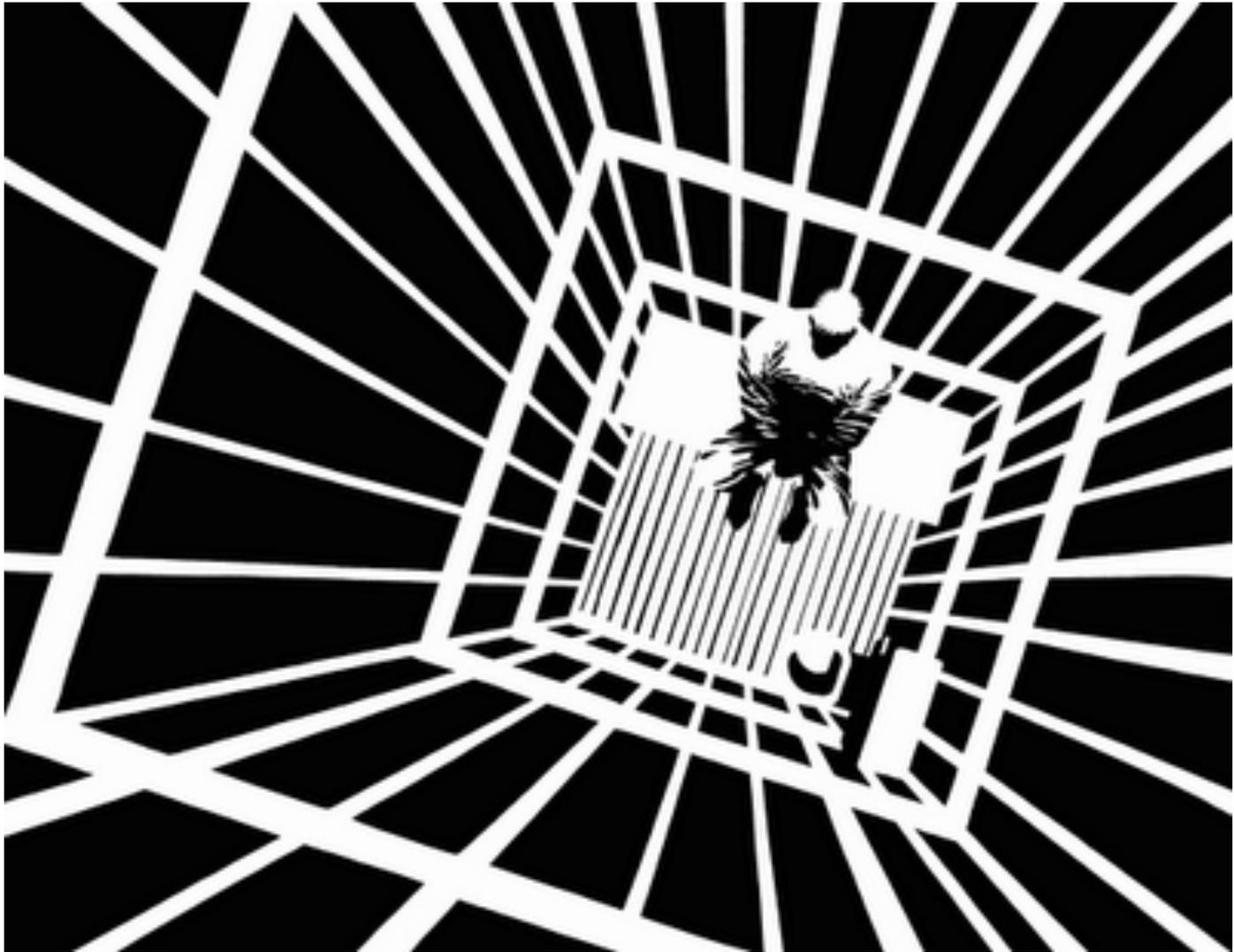


Jackson Pollock



Van Gogh

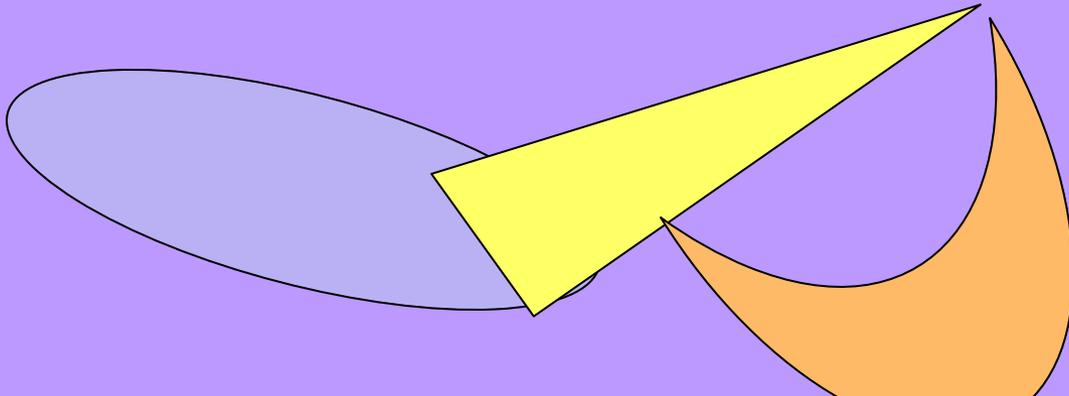
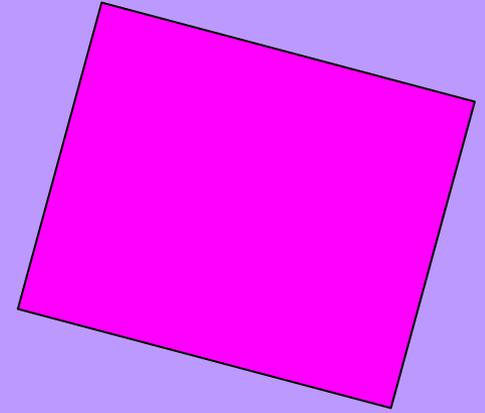




# Fashion Design



**SHAPE**



**Shape is a two-dimensional area made by connecting lines that establish the contour of an object.**

**Shapes may be organic or geometric.**

**Organic=natural shapes that are never repeated, no rules**

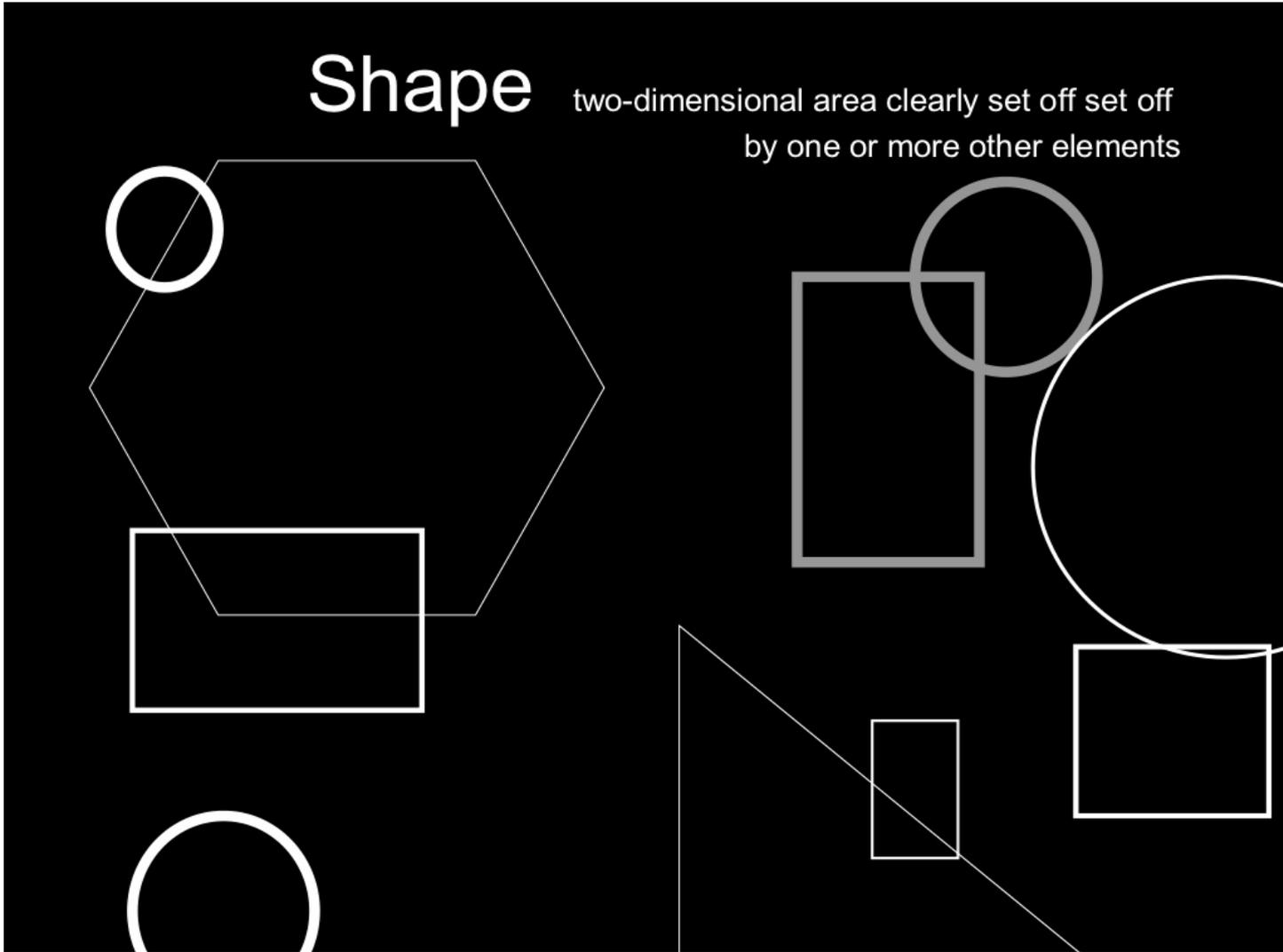
**Geometric=shapes with rules like squares and rectangles, think Math**

Representational Shapes portray specific, recognizable physical objects.

Nonrepresentational Shapes refers to shapes that do not attempt to represent or reference reality

# Shape

two-dimensional area clearly set off set off  
by one or more other elements



Shapes can be representational and non-  
representational.



Kandinsky

Painting  
By:  
Willem  
De  
Kooning



# Logo Design





42Angels.com

Facebook Twitter

Passion

We will help you **grow**  
**your idea** into a profitable  
business.



Who we are



Create



What we offer



What we like



Contact



Talent



Global markets



Experiences



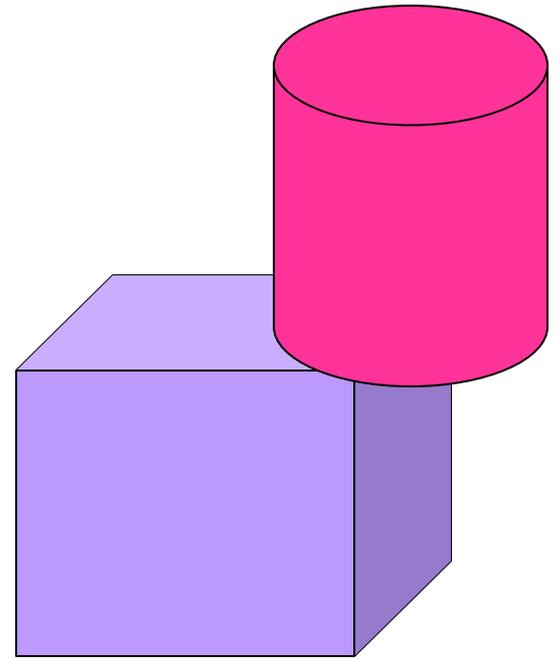
Mentoring

Design  
By:  
Robert  
Indiana

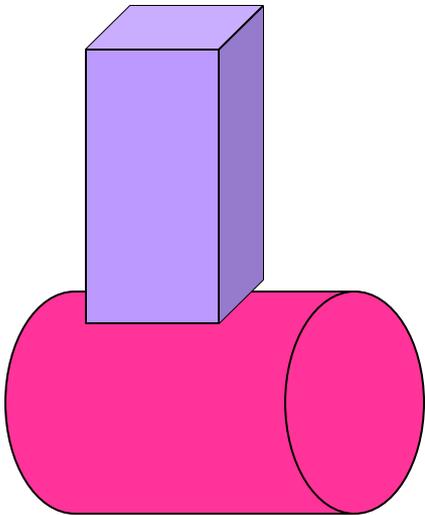


Graphic designers use letters, an example of representational shapes.

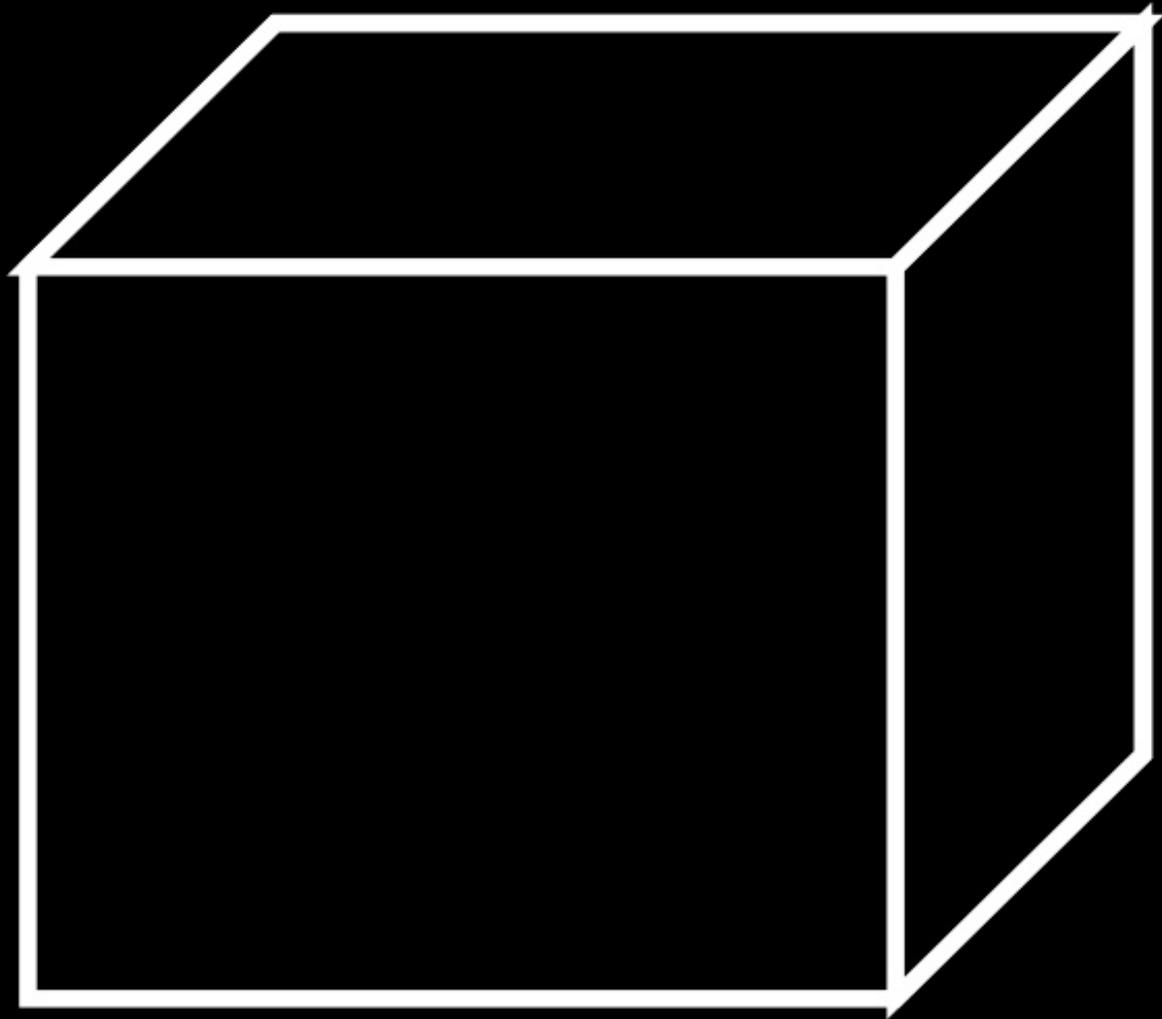
# FORM



**The three dimensional projection of a shape, it has height, width and depth. This element is frequently used in sculpture however in drawing/painting we learn to render forms using shading and perspective.**



**Form** three-dimensional object, encloses volume





## Metamorphosis

A Photomontage By: Herbert Bayer

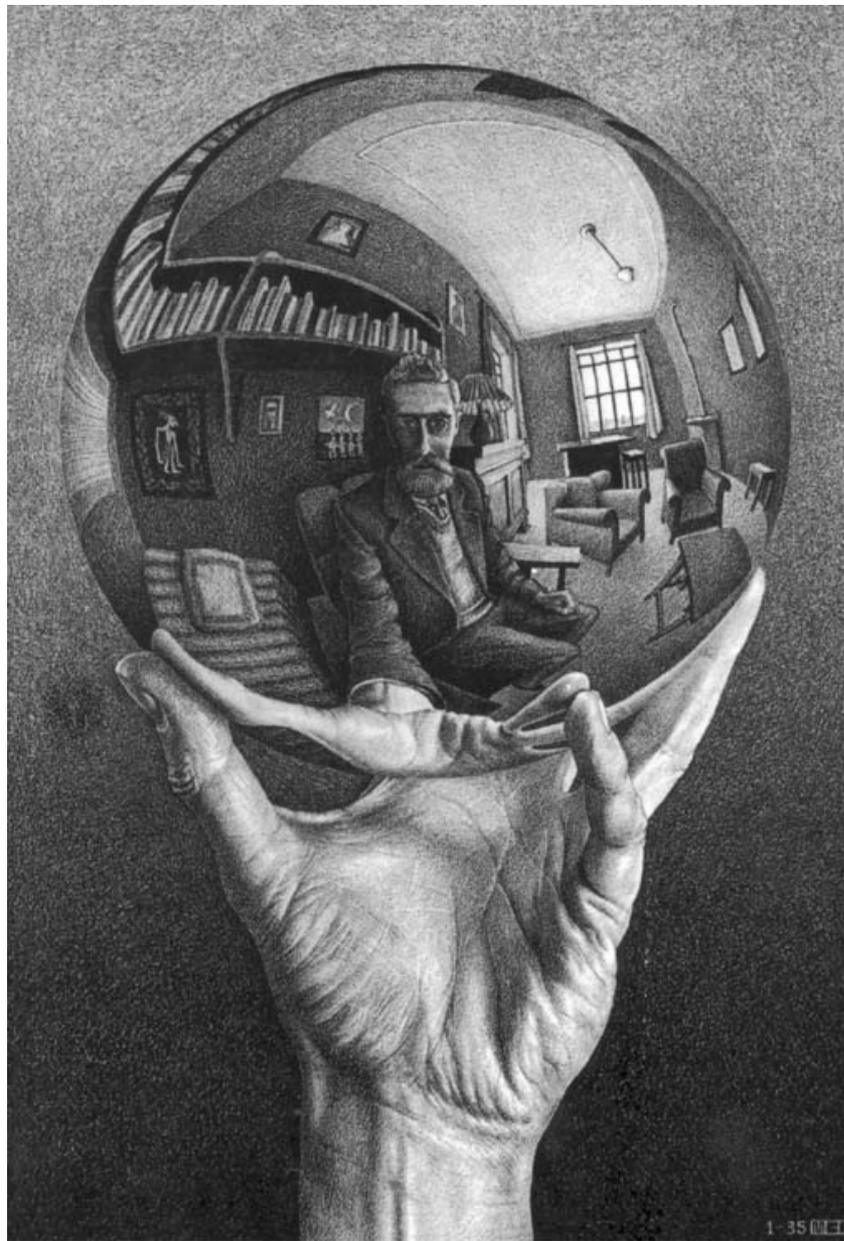


Sculptural Forms By Barbara Hepworth, Geometric and Organic

## Packaging Design







Lithograph By: MC Escher

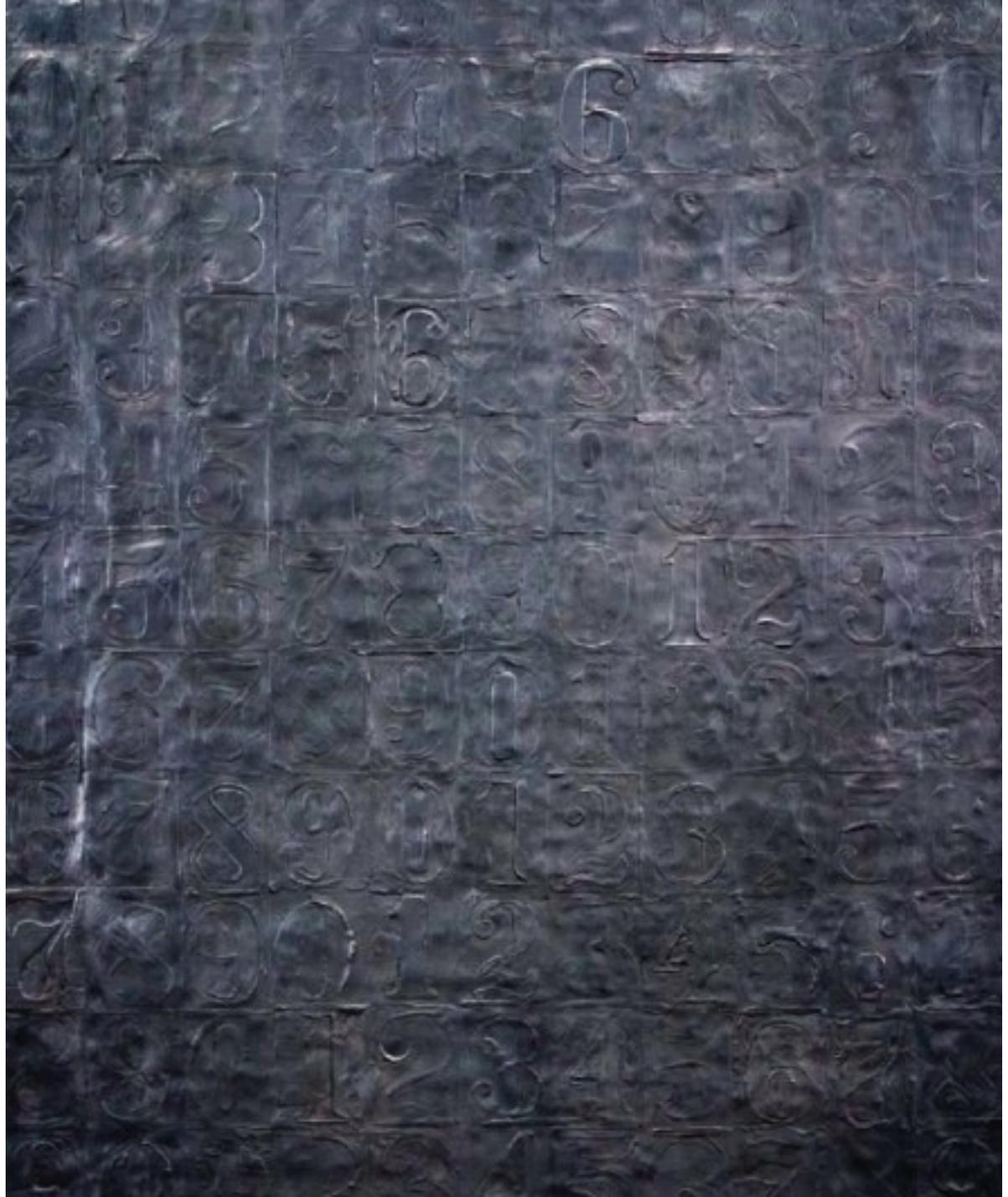


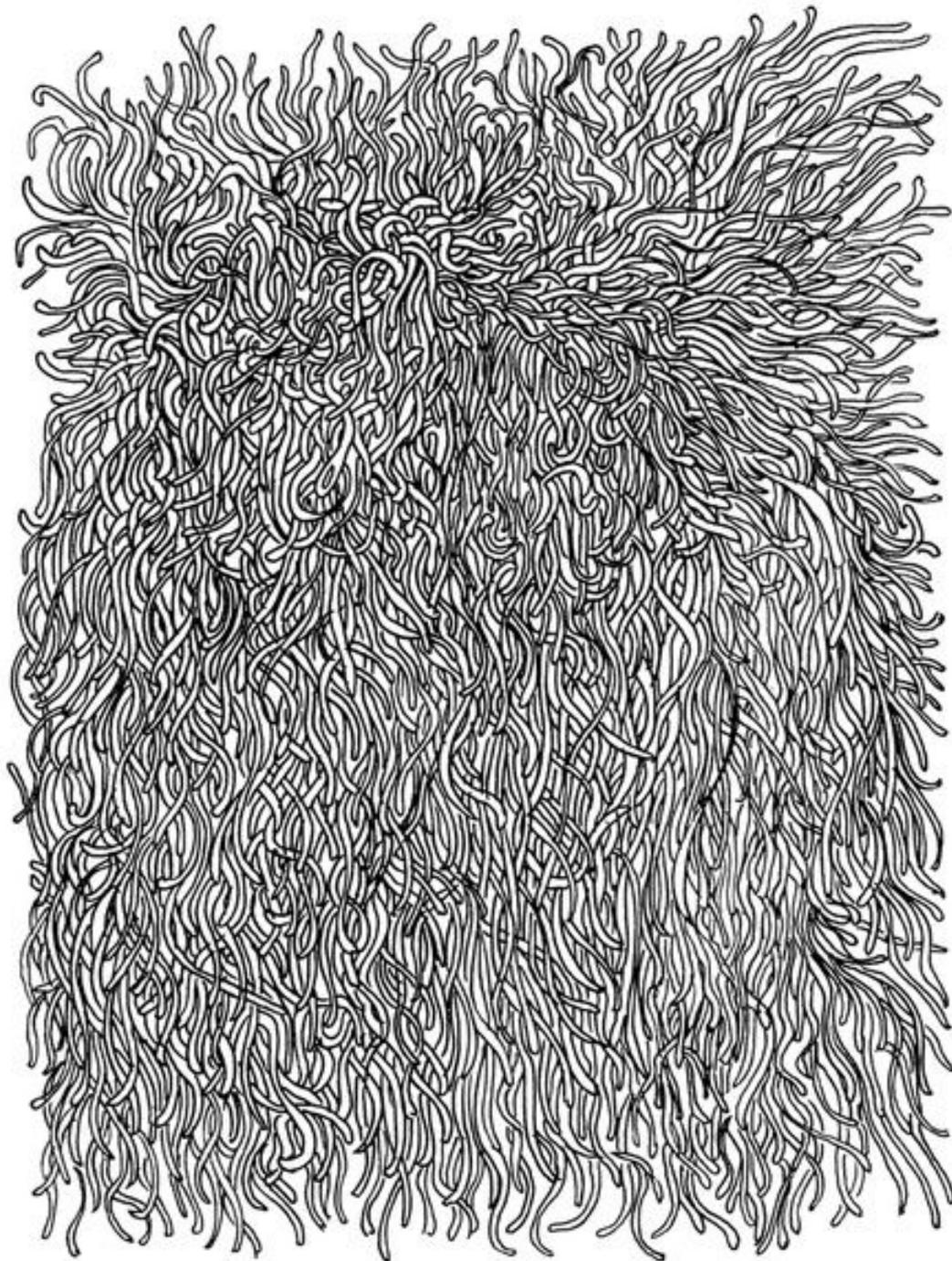
# **TEXTURE**

**The roughness or smoothness of a surface or the surface quality of a piece of art.**

**Texture can be ACTUAL=real/tactile or SIMULATED in which an artist tries to make a flat surface look textural.**

Encaustic by:  
Jasper Johns  
shows tactile  
texture









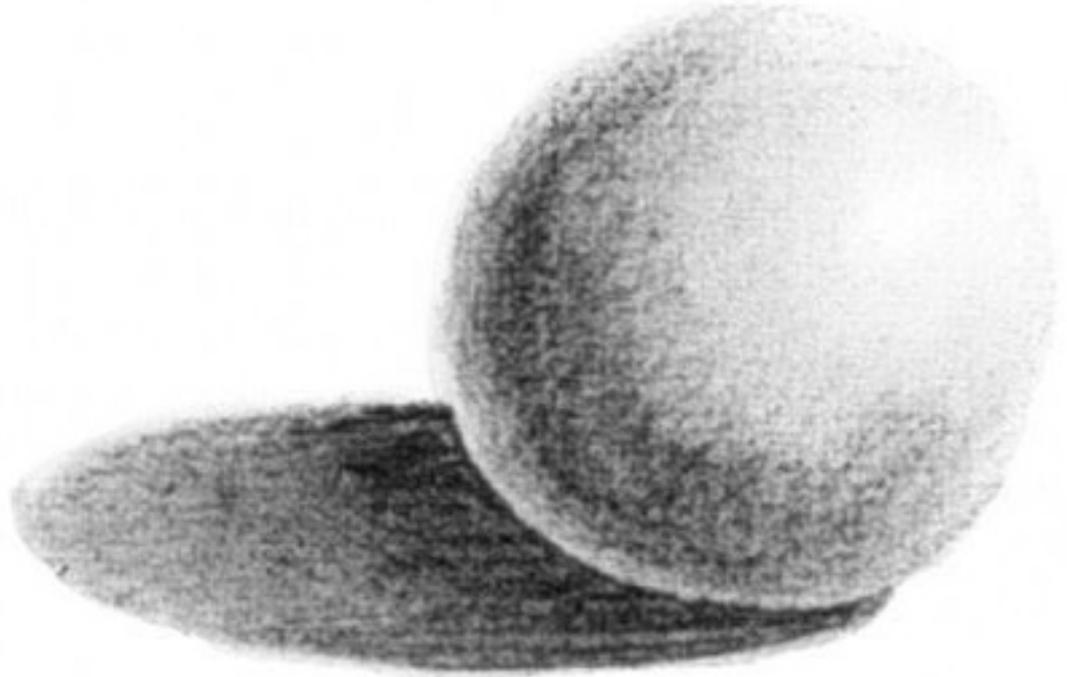
# VALUE

**The appearance of lights and darks found in a work of art. Shading with a B Pencil is the main way we create values in drawings.**

**Values in drawing range from black to white with numerous shades of gray in between**



The quality of light and the direction of the the light directly influence the values an artist creates in a drawing or painting.





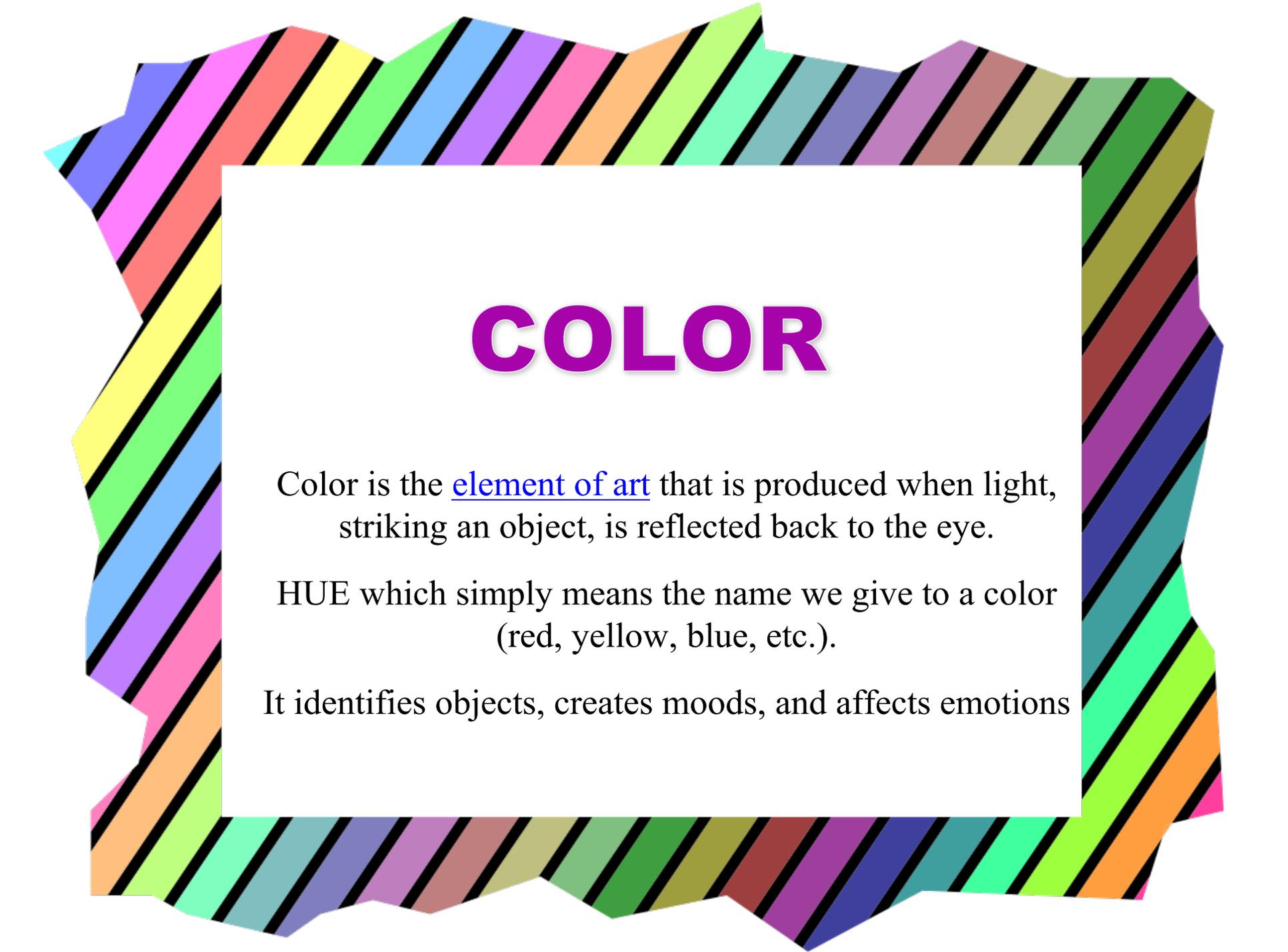




Highlights are also an important part of showing values:

This shows a wide range of values including the white highlights on the eyes, lip and earring.





# COLOR

Color is the [element of art](#) that is produced when light, striking an object, is reflected back to the eye.

HUE which simply means the name we give to a color (red, yellow, blue, etc.).

It identifies objects, creates moods, and affects emotions



WARM and COOL



Painting by: Claude Monet

Warm and Cool Colors

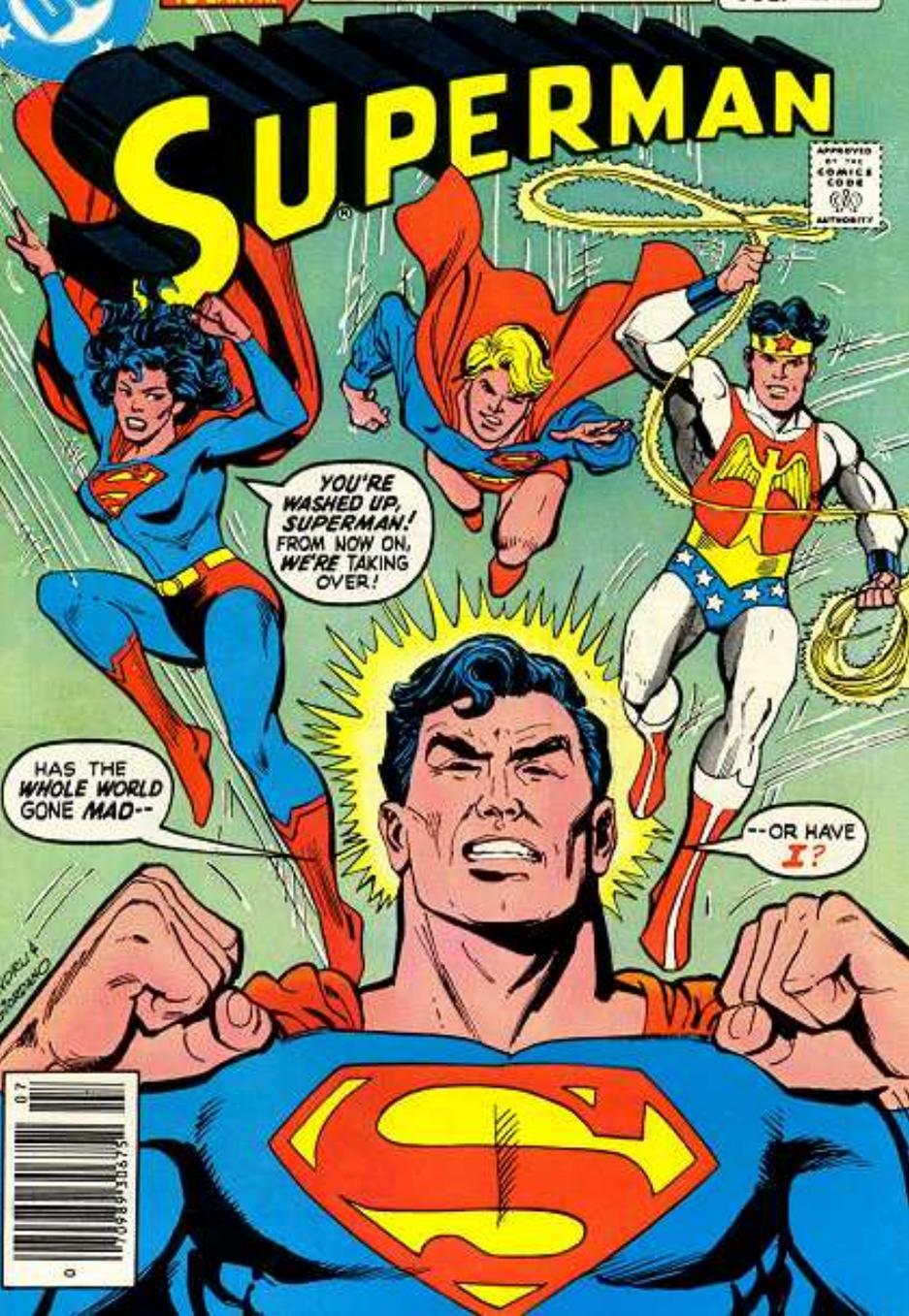


LOOK WHAT'S HAPPENED TO EARTH!  
SUPERWOMAN REPLACES SUPERMAN!  
SUPERBOY FOR SUPERGIRL!  
WONDER WARRIOR FOR WONDER WOMAN!

NO. 349 **40¢**  
JULY ALL NEW!

# SUPERMAN

APPROVED BY THE COMICS CODE AUTHORITY

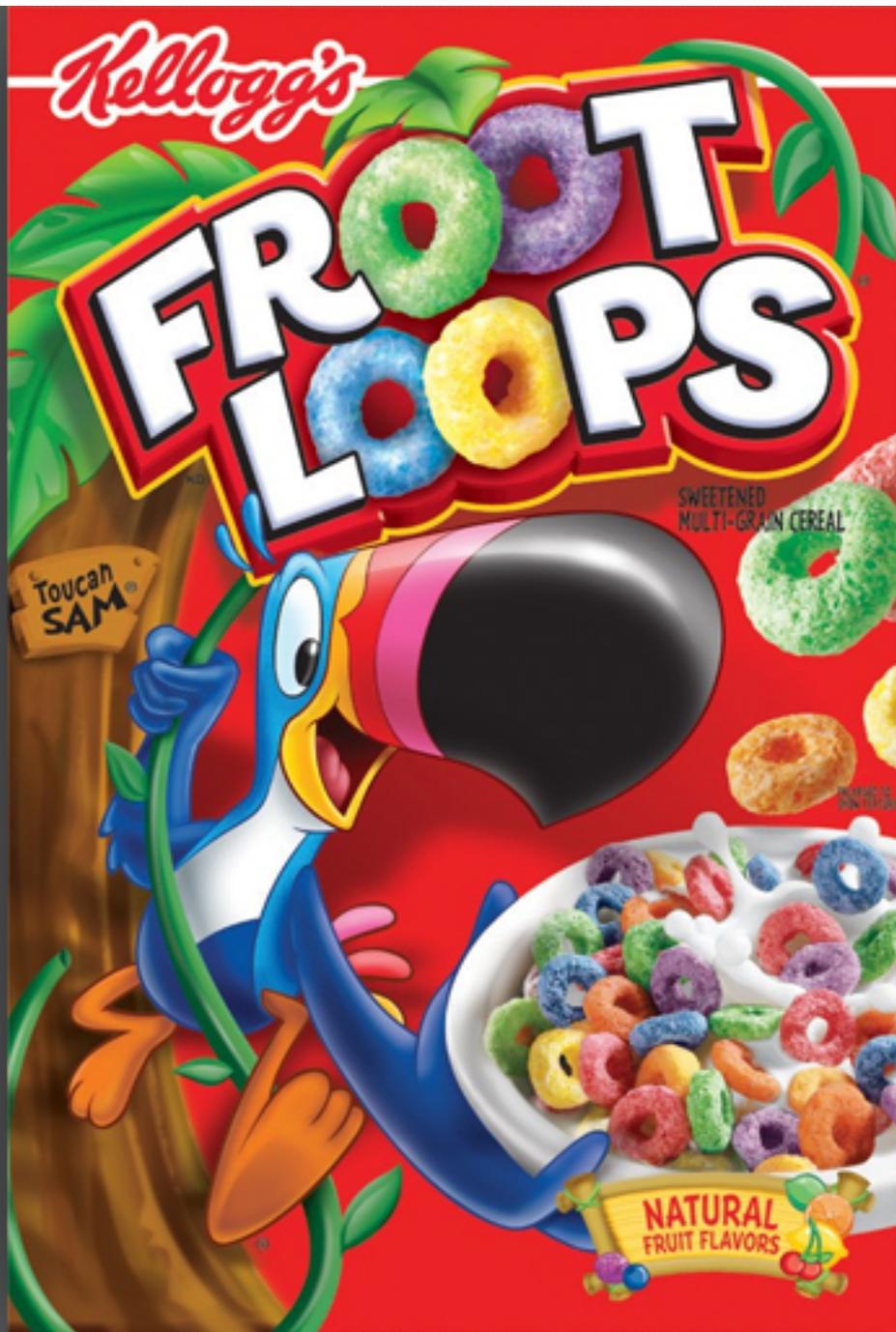


YOU'RE WASHED UP, SUPERMAN! FROM NOW ON, WE'RE TAKING OVER!

HAS THE WHOLE WORLD GONE MAD--

--OR HAVE I?







**SPACE**

**Positive space** is the filled **space**, the object(s) or element(s) in the **design**.

**Negative space** is, quite simply, the **space** that surrounds an object in a image. Just as important as that object itself, **negative space** helps to **define** the boundaries of **positive space** and brings balance to a composition.

# SPACE

Used to create a sense of depth, and is made up of two kinds of space:

Positive space – the area of the object(s) in the artwork.

Negative space – the area around/between the object(s) in the artwork.

Depth is represented using:

Foreground (closest)

Middle ground

Background (farthest)



Remember the chair exercise we did in class to illustrate +/- space?

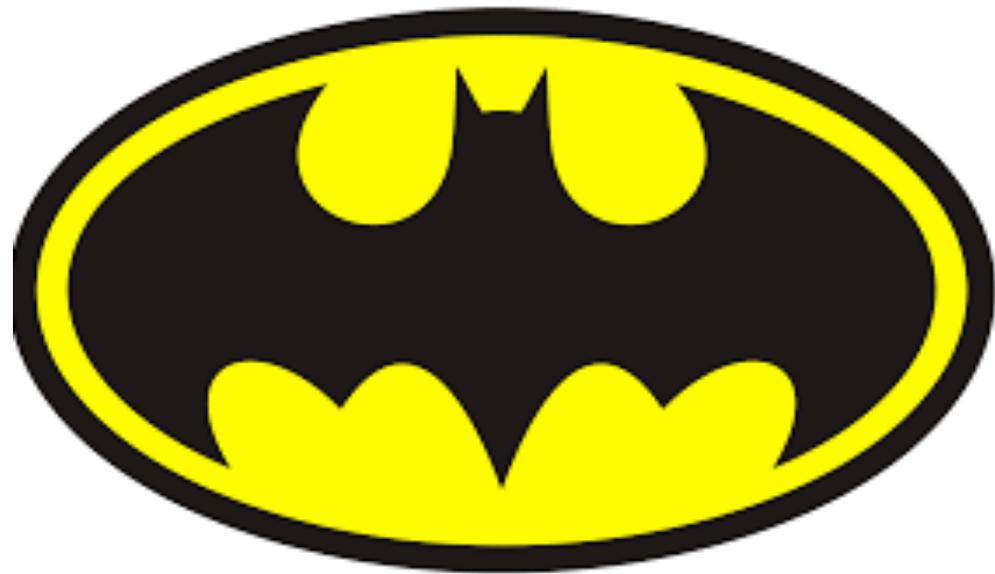
The space in and around the wooden parts of the chair are just as important when rendering real life objects.



Van Gogh



Jennifer D C Bauer



Foreground  
Middleground  
Background are  
all visible



Photo By:  
Kenji  
Yanobe



This Representational Painting depicts a sense of depth and space through use of linear perspective.

Depth of Space:  
Foreground, Mid-ground and Background



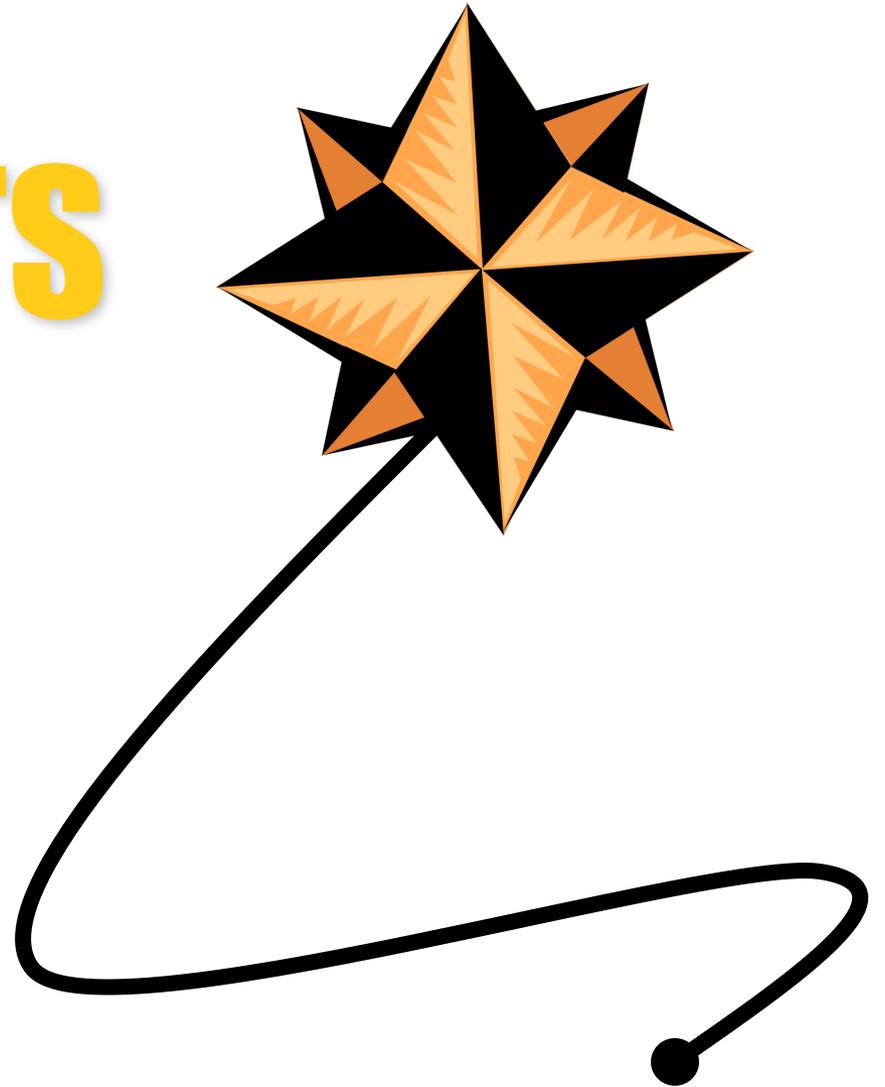
Another example of Linear Perspective to give depth as well as form to a painting.

Example: One, Two and Three-Point Perspective



Richard Estes: Photo Realism, the illusion of actual texture, Visual Texture

# THE ELEMENTS OF ART





Kara Walker



AFTER CONQUERING THE RIDDLER,  
BATMAN MOVES ON TO THE SUDOKUER



High Key Values: Calm and Tranquil



Carvaggio worked in a style of low key values called Tenebrism.







