

Elements of Art and Design Paper

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Humans have the ability to be creative, think abstractly, and use original ideas to become new and innovative people of society (Creativity And Its Importance Commerce Essay, n.d). Creativity is the phenomenon of transforming self ideas or thoughts into a new product of reality. As civilians, everywhere we look lies creativity and innovation, from art galleries to visual displays, and visual merchandising can play a huge role in such environments. “Visual Merchandising could be defined as the process of promoting the sale of products by producing mental images that urge potential customers to make purchases” (Bell & Ternus, 2010, p.25). This plays a role with creativity as floor plans, lighting, color, technology and displays are used to attract customers and set a mood for artistic spaces. Consequently, artists combine the fundamentals of visual merchandising with their style to create diverse looks. This essay will interpret how the elements of art and design coincide within a visual display and an art piece by critiquing and discussing the similarities and differences of both.

Color of Visual Display

Color is one of the basic design elements used in art and design to create aesthetic appeal and communicate a design message both visually and psychologically. Tones, Shades, tints and values are inclusive and most descriptive about color as they impact elements of art and design in a visual display. Walking along 5th avenue, viewing tons of visual displays, I came across a visual display for the women's retail store Ann Taylor. Located along Fifth Avenue in Manhattan, near Rockefeller Center the visual display caught my attention. The merchandise in the display was grouped by color effectively, used various patterns but was very cohesive and appealing to

the eye. A teal colored backdrop was used as a focal point of the visual display as a merchandising tactic to make the fashion apparel stand out.



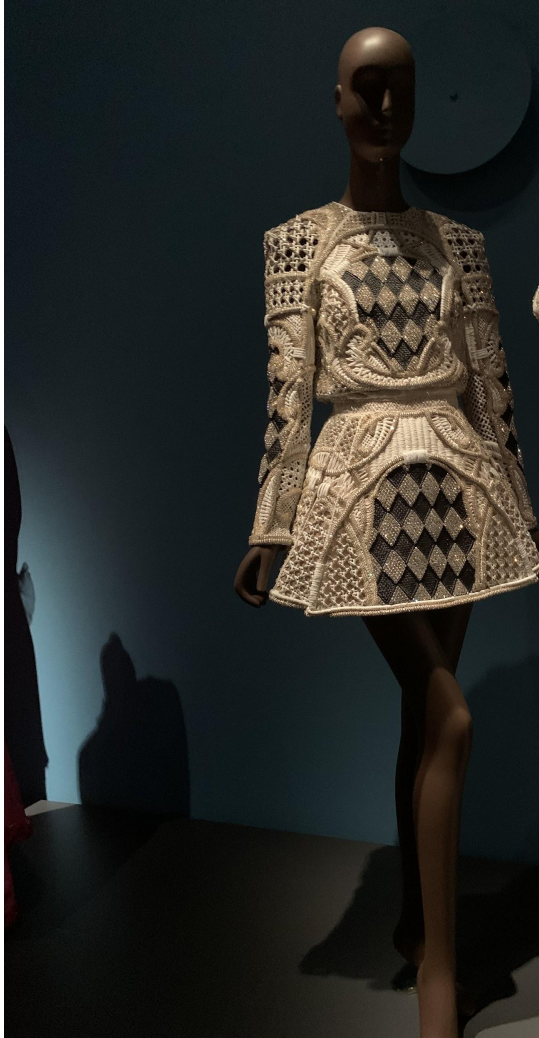


One of Fall/Winters 2019-2020 color trends is a creamy vanilla custard color. The colors used in the display to compliment this color trend were white, black, dark (olive) green and cheetah printed colors. Other patterns used in the textile of the fashion apparel were plaid, houndstooth, and tweed. The quality of the colors in the display are more of a darker tone, shedding light on the colder months of the year. The variation in tones in the visual display can be derived from different shades of grey or white. Going from the darkest black of the trousers on the mannequin to the creamy white long coat or sweater, the intensity varies as you move along the scale. The shades of the apparel in the window display are on the darker side. If amounts of black or grey were added to the apparel in the display, it would perceive to be black or possibly a few shades lighter. The tints of the apparel are light and would desaturate certain colors more than others. For example, the black colors in the display could possibly turn a greyish-purple if white is added. The values in the colors of the display, other than the creamy vanilla custard color are on the darker side as well, and as they reflect off the light it seems to slightly increase the intensity of the colors. The values in the display, specifically in the teal colored backdrop are used for emphasis as they create a focal point.

Color of Art Piece

In art, color is used to enhance an environment, evoke a certain mood or create response in the viewer. Artists are aware of the power of color on the viewer and use positive and negative characteristics about color to send messages subliminally (Doroteja, McNee et al, 2019). There are various art museums to attend to in the city where I can get inspiration and my creative juices flowing. I chose to attend The Museum at the Fashion Institute of Technology and came across an evening dress made by Olivier Rousteing for Balmain in France of Spring 2013. Based on the

low set lighting in the museum, the dress has colors of sand, beige, and black as being placed under the neutral color group. However, when I googled the 2013 evening dress it appears to be of black and white color.



Tones, Shades, tints and values are inclusive and most descriptive about color as they also impact elements of art and design in an art piece. The tones in the dress based on the view in the museum are more on the darker side, which is possibly impacted by the lighting of the space. The tones of the evening gown reveal complex yet subtle qualities of the dress. The shades of the

dress is on the darker side. If amounts of black or grey were added to evening dress it would possibly perceive to be almost dark brown. Thlighte black elements of the dress would become one or two shades darker if the shade is altered. The tints of the dress are light and adding more of a tint would make the dress lighter and the colors might become flat like. For example, if more tint is added to the dress, specifically in the sand color, it might almost look white. The values in the dress are on the darker side, and as they reflect off the light it seems to slightly increase the intensity of the colors.

Texture of Visual Display and Art Piece

Texture is one of several elements of design which is prevalent in visual displays and art pieces. It appeals to our sense of touch, which can evoke feelings of familiarity, pleasure or discomfort and creates an emotional response from the viewer (Esaak, 2019). “Texture is how a surface actually feels to the touch or how it appears that it might feel if touched. For example, roughness and smoothness may be readily visible but softness and hardness may require physical contact. Textures are often compared or contrasted in a display of visual merchandise” (Bell & Ternus, 2010, p.57). Varying textures of textile often create juxtaposition which is the act of placing textiles or using them together to compare or contrast.

Not being able to physically touch the pieces allows me to determine the tactile texture based on how it's portrayed realistically. The texture of the visual display is very smooth and soft to the touch which reflects light evenly. The display has sheen in it and seems to be very slick. The surfaces of the apparel and the backdrop are very inviting and attractive to look at, complementing the texture of the display. For example, the plaid patterned wool coat and the faux fur coat seem soft because of the textiles qualities. The surface of the art piece (evening

dress) is rough and repelling to look at and the texture suggests the same thing. The different texture in the evening dress adds interest in a composition by adding variety without changing value relationships. The black beads, white raffia and rhinestones is what contributes to the tactile texture of the dress.

Line Formations of Visual Display

Line is one of the basic elements in art as it guides the eye, conveys movement, form, and feelings of excitement. Line is thus used to create rhythmic feeling to an area or display where activity is occurring in a visual presentation (Bell & Ternus, 2010). The vertical lines that move up and down, convey messages of pride and dignity. The display is vertical and contains straight elements that create the perception that the mannequins are tall. There are vertical lines within the display like in the second mannequin with the black puffer jacket and the vertical lines in the plaid on the fourth mannequin. The horizontal lines are easy going lines that are restful and creates peace in the presentation. The mannequins in the presentation isn't lined up horizontally but in more of a zig-zag formation. Diagonal lines tend to be dynamic and suggest forms of movement/ excitement. There isn't a diagonal lines within the mannequins of the display because they are all standing straight and firm. Curved lines tend to display femininity and grace and are displayed in the visual display slightly because the mannequins are all standing upright and firm.

Merchandising strategies are used amongst the principles of design in a composition. Rhythm is used within the display because of the coordination of colors and patterns that are respective to one another. The illusion of height makes it seem like one mannequin is taller than the other. Movement is self contained from one element to the next. Repetition isn't prevalent as much because only the colors of the display repeat themselves, not so much the apparel or how

it's styled. Balance is formulated throughout the visual display as there are relationships between parts of the composition. If an imaginary line was drawn down the middle of the visual display both sides would create a mirror image. For the visual display, juxtaposition helps to intensify the colored apparel with the outstanding backdrop behind. The backdrop contrasts from the apparel on the mannequins which can attract customers attention. Proportion seems to be weighed evenly in the display. The apparel of the mannequins is paired well with the shoes chosen for each one. Dominance of composition is displayed well in this visual display as the organization of different elements creates a unified whole. A variety of patterns are used, but it doesn't take away from the main elements.

Elements of Design in Display

The elements of design are color, texture, proportion, direction, line, shape, size, sequence and tension. Retailers promote different color trends each year as a fashion merchandising strategy. The colors used in the display are cohesive and represent one of the color trends for Fall 2019. Each mannequin has a distinguished look while remaining consistent with the color story of the display. Texture is visualized as it explains how a surface in this case, might feel if touched. The display has sheen in it and seems to be very slick. The surfaces of the apparel and the backdrop are very inviting and attractive to look at, complementing the texture of the display. The apparel of the mannequins clothing is paired well with the shoes chosen for each one, representing proportion. Dominance of composition is displayed well in this visual display as the organization of different elements creates a unified whole. The direction and line in the display flows well and leads the prospective shoppers eye to the entire store display layout. Shape and size aren't of much consideration for this display because the layout of the display is

simple. Sequence was used in the display to arrange the mannequins one lower than the other. Tension isn't impacted in this display because there is no element that opposing forces will disturb balance.

Principles of Design (Rules)

The principles of design are unity, harmony, balance, repetition, rhythm, emphasis, contrast, and surprise are vital rules that designers and artists use to arrange a given presentation. These principles are followed by visual merchandisers to create an active composition for merchandise presentation. "Unity occurs when all of the elements of a presentation combine to make a balanced, harmonious, complete whole" (Bell & Ternus, 2010, p.65). For example, the intricate detailing of the beads, raffia and rhinestones in the Balmain dress help to artistically and visually help the cohesiveness of the dress. "Harmony is an art element that creates visible unity. A careful selection of complementary, interwoven elements creates a unified whole in keeping a stores overall brand image" (Bell & Ternus, 2010, p.65). For example, Olivier Rousteing was likely to choose those details for his dress because it aesthetically attains to the brand image of his brand.

"Balance is an equality of optical weight and relative importance that creates a unified presentation" (Bell & Ternus, 2010, p.66). For example, the Balmain dress is well balanced, making the left half of the dress symmetrically equivalent to the right half. "Repetition is achieved when recurring design elements like size, color, or shape in a presentation creates a sense of visual pattern. When the eye travels along the path of repeated items, the merchandising message is reinforced again and again" (Bell & Ternus, 2010, p.68). For example, when looking at the visual display the eye may tend to transition from the looks on one mannequin to the other.

At this point, an idea is gathered of what Ann Taylor's brand image and what the retail chain stands for. "Rhythm is the sense of visual movement from item to item and element to element in a single display or presentation of an entire department" (Bell & Ternus, 2010, p.69). For example, rhythm can be looked at to determine the flow of the pieces in the display. "Emphasis is a special focus placed on an item to highlight it in a presentation. This can be achieved by using contrast, lighting, color, placement, repetition, and so on" (Bell & Ternus, 2010, p.71). For example, the lighting surrounding the Balmain dress was of a lower illuminance to place special focus on the dress itself, its beauty and aesthetics. "Contrast points out the extreme difference between objects or items" (Bell & Ternus, 2010, p.71). For example, the backdrop in Ann Talor visual display contrasted nicely against the mannequins. "Surprise can have a dynamic traffic-stopping effect that emphasizes products by bringing elements of tension into presentations" (Bell & Ternus, 2010, p.72). For example, the Balmain dress has intricate details and power shoulders that shocks the viewer, gets people thinking.

Art and Visual Display Comparison

Visual merchandising takes on the use of creativity and ideas to display merchandise in a way that appeals to the eyes of customers. Using creativity in a perfect design process helps to explain a visual message (Aesthetic Qualities Proving Visual Merchandising in Art, 2018). The art of using merchandise in a way that is aesthetically pleasing, presents fashion with the hopes of driving sales. Art influences life because it is everywhere in our society even if we may not notice. The everyday street art that we see in New York City is an example of art as it impacts our emotions. Sculptures or statues across the city are art as they are designed to create interest and inform people. Music played on the radio or from our mobile devices is a form of art. When

many people are tired, they listen to energetic songs to cheer up the mood or if stressed they listen to calming songs to help relax and ease the mind (Monteadmin, 2019).

Understanding of Color and Texture/ Art and Visual Display

This assignment assisted me with understanding both color and texture as I had to view, critique and explain the similarities and differences of an art piece to a visual display. I had to explain in detail how is color used as a merchandising strategy to promote sales and create emotion from a given piece. I understand that colors are used to visually merchandise, especially trend or unusual colors. Texture is also interesting because I was unaware that it plays a role in design spaces and textural contrast can impact the appearance of merchandise. Now I understand that texture absorbs light, creates levels of contrast and influences shoppers buying habits. Conceptually, now I understand that art isn't just about paintings and murals in a museum, it extends far beyond that. It can range from fashion, music, media and many more that are sustained within our society. Visual merchandising plays a role in art and creativity because innovative ways are created to make up the interior design, atmospherics and merchandise presentation inside a store. According to Edgar Degas "Art is not what you see, but what you make others see."

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