

Digital Scrapbook

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COMD1100

Prof. Diamond

Spring 2019

Visual Design Elements of Art:

Color

Form

Line

Shape

Space

Texture

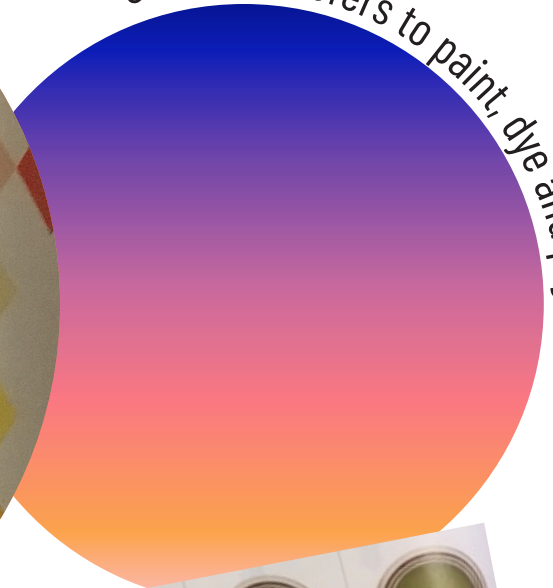
Value

Principles of Design

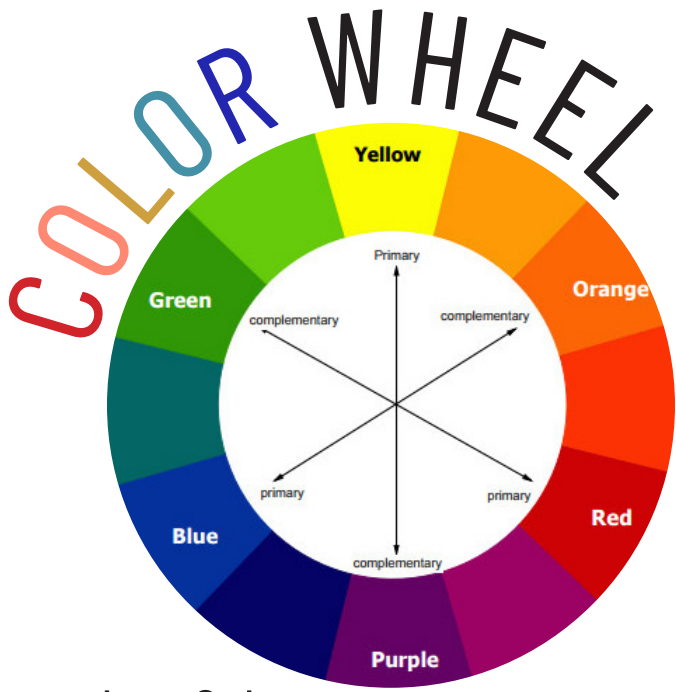
COLOR

Color is referred to as Hue. Color is the appearance of an object created by the quality of light it reflects.

Color also refers to paint, dye and pigment.



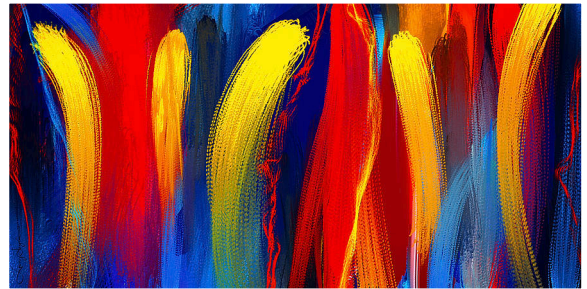
This assignment was to show understanding of hue and texture using magazine paper.



A circular chart is a visual representation of colors arranged according to their chromatic relationship. The wheel positions primary hues equidistant from one another, then create a bridge between primaries using secondary and tertiary colors.

Primary Colors: Three colors

- BLUE
- RED
- YELLOW



From which Other colors are made. The primary colors can **NOT** be made from other colors.

Secondary Color: A color created by mixing **two** primary colors in equal proportions. The secondary colors are:

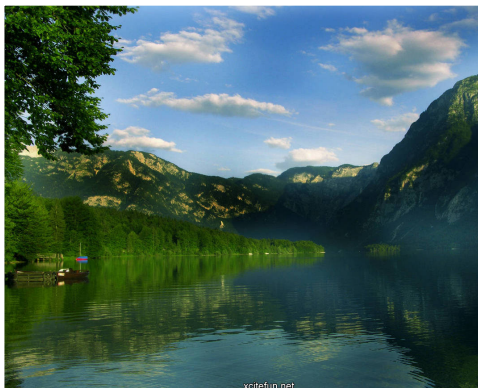
- Orange
- Green
- Violet (purple)

Orange is made from red and yellow.

Green from blue and yellow.

Violet is made from red and blue.

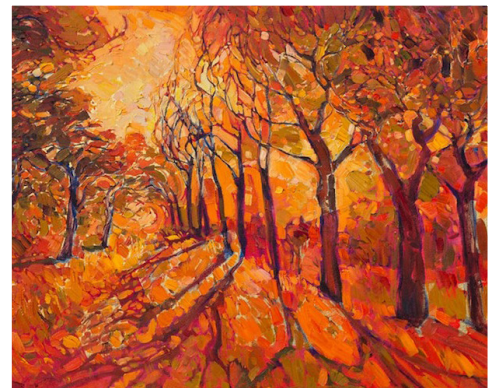
Intensity: The brightness or dullness of a color. A color's intensity is highest, or most pure when it is **NOT** mixed with another color. Colors with traces of other colors or of neutrals have lower intensity.



Complementary colors: are pairs of colors which contrast with one another. They are opposite one another the color wheel. Also called **CONTRASTING COLORS**.

Cool colors: Related Colors that range from green through blue and violet. Cool colors bring to mind places and feelings.

Warm colors: Related colors that range from red to orange and yellow. Usually reminds people of warm objects, places and feelings.



Monochrome: a painting, drawing or photograph using tints and shades of the same hue.



FORM: a three-dimensional object that encloses space. In an artwork, the representation of a three-dimensional object, defined by contour, height depth and weight. Like a shape, a form has length and width, but it also has depth. Forms are either geometric or free-form

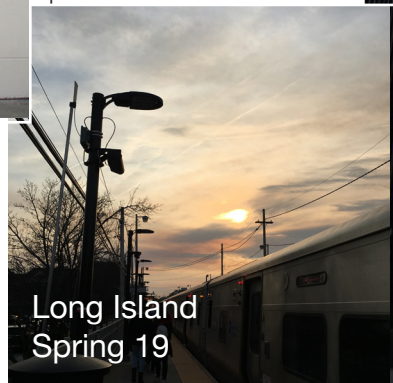


Depth: A technique to show deep space on a two-dimensional plane.



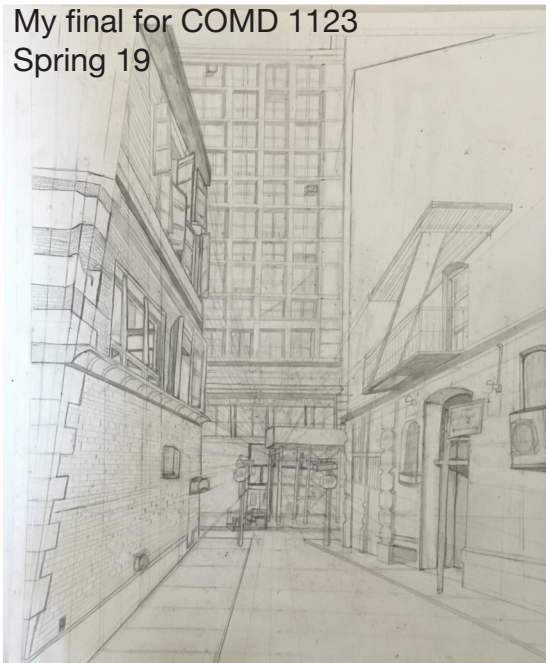
34th Street and 8th ave

Edge: The outside line of a shape or form.

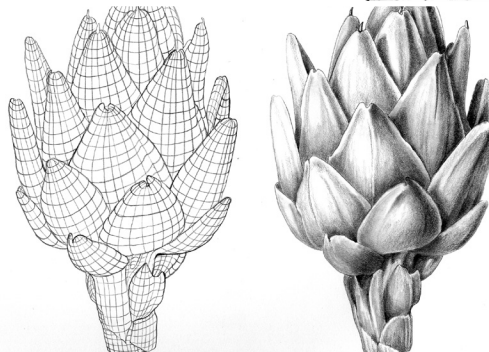


Long Island Spring 19

My final for COMD 1123 Spring 19

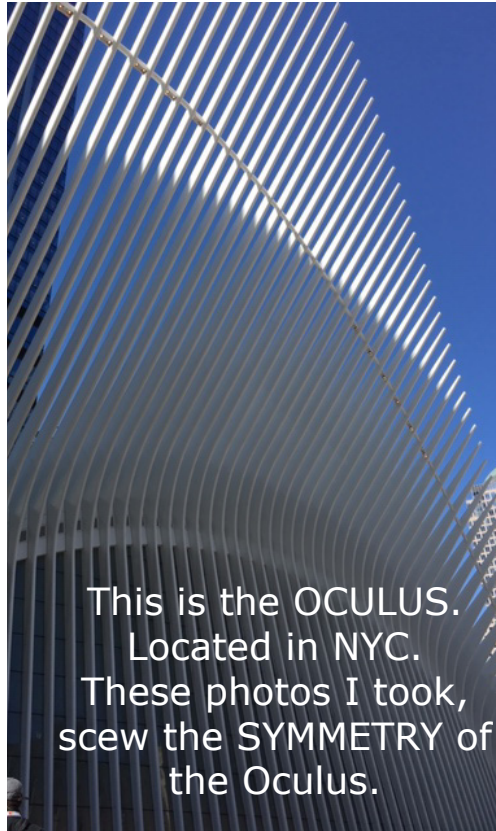


Contour: The outline of a shape or surface of the form.



LINE

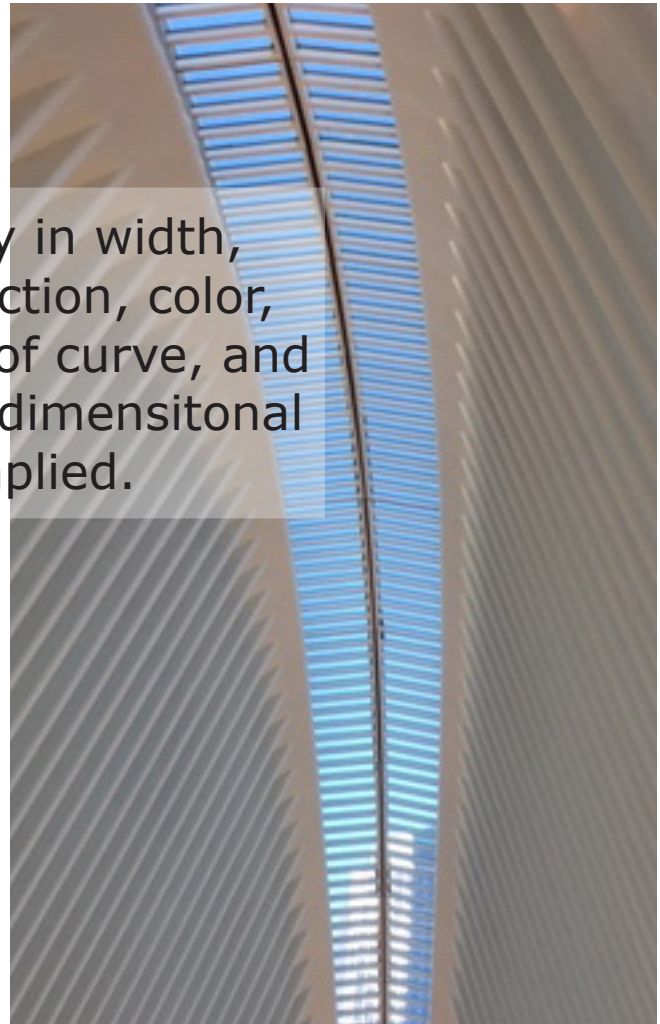
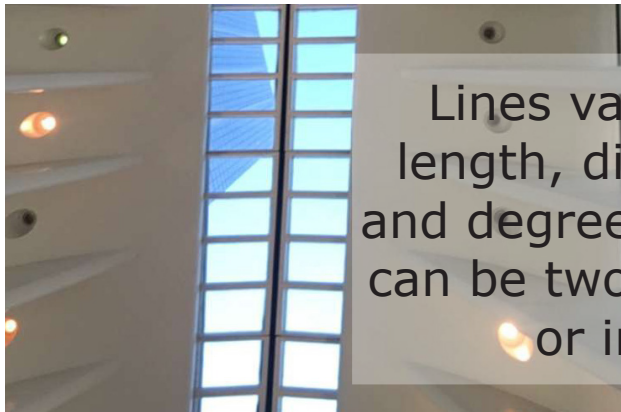
Line is defined by a long mark or band, sometimes curves, often continuous.



Line
An element of art defined by a point moving in space.

Symmetry is something made of similar parts facing each other, or around an axis.

Symmetry refers to harmonious, porportion and balance.



Line:

GEOMETRIC

Wherever the ends of a continuous line meet, a shape is formed.

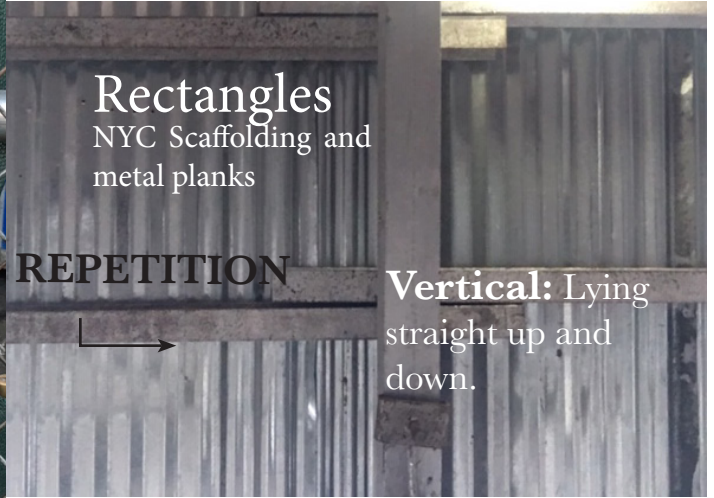


Ovals/ Rectangular Ellipse

Diagonal: A slanted edge or line.



Diamonds
NYC Construction Fence



Rectangles
NYC Scaffolding and metal planks

REPETITION

Vertical: Lying straight up and down.



Squares and Rectangles

Converging lines: Actual or implied lines that move toward one another and conjoin at a point or line.

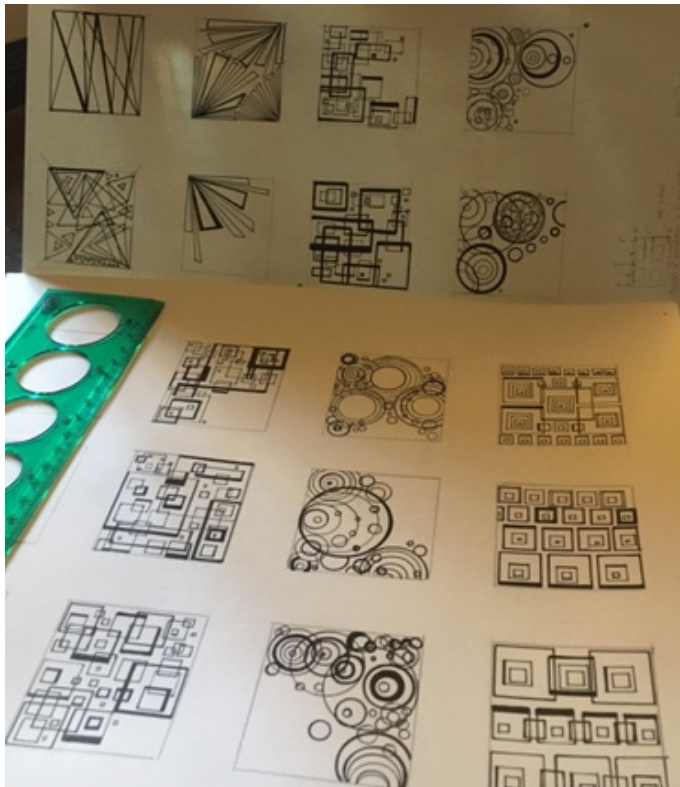
Line quality: The character of a line. Thin to thick, smooth or rough, continuous or broken.

Movement: In artwork, a quality that evokes a sense or illusion of motion often created using lines or patterns.



These bottom two photos were taken in 2018.

Its The Crosstown Concourse, also known as the Sears Crosstown Building in Memphis Tennessee.



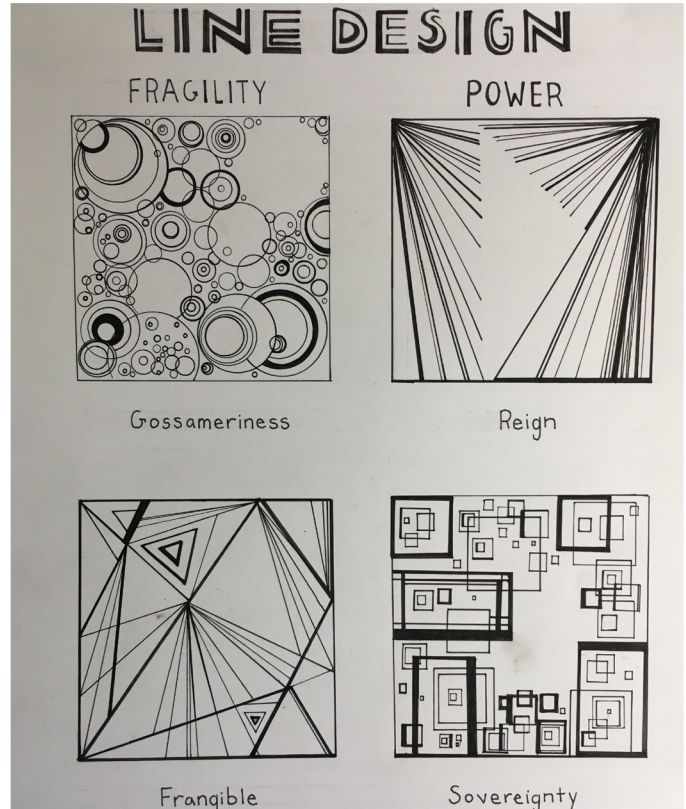
Zigzag lines: A series of diagonal lines moving in different directions (vertically, horizontally or diagonally) that come together at sharp angles. These lines can create feelings, confusion, nervousness, or excitement.

Taken at the Whitney Museum
May 19



Horizontal line: In an artwork, the line representing the horizon. Horizontal lines generally appear peaceful and calm.

The goal of the assignment was to use line to express a mood, place or an atmosphere with abstract composition. Using pens.



Horizontal: Moving straight across from the side to side rather than up and down, For example, the top edge of a piece of paper is horizontal.



NYC - 12th street and 1st ave Rooftop view

SHAPE: ORGANIC



Organic Contour Line- Jellyfish Pen Drawing



Lettuce Head; leaves grow in dense rosette.

Organic shapes are associated with things from the natural world, like plants and animals.



Ornamental Cabbages (*Brassica oleracea*)



Organic lines imitate the flow of nature.

IRREGULAR aka Organic. A term used to describe irregular shapes and forms that are not geometric.

Shape: can be natural or man-made, regular or irregular, flat (2-dimensional) or solid (3-dimensional), representational or abstract, geometric or organic, transparent or opaque, positive or negative, decorative or symbolic, colored, patterned or textured.

Geometric shapes are precise and mathematical.



Geometric shapes: such as circles, triangles or squares have perfect, uniform measurements and don't often appear in nature.

Outline: the line that forms the edge of any shape or form. Also called the contour.

SPACE: The open or empty area around, above, between, within, or below objects. Shapes and forms are defined by the empty space surrounding them (negative space) and the space they occupy (positive space).



NYC Jenga Building - St. View



Negative & Positive
BMCC Skeleton- Science Lab 2018

Organic Negative/Positive



Horizon line: Line created in artwork by the meeting of sky and ground. Usually the viewer's eye level.

Linear Perspective: line used to create the illusion of depth on a two-dimensional surface.

Negative Space: The empty space that surrounds and defines a form or shape in any work.

Positive Shape: The space a form or shape occupies in an artwork.

Escher - Neg/Pos



Neutrals: A word used for black, white, and tints and shades of grey. Some designers consider tints and shades of brown to be neutrals.

Texture THE WAY A SURFACE FEELS (actual texture) OR LOOKS (visual texture). WORDS SUCH AS ROUGH, SMOOTH, SHINY, AND DULL ARE USED TO DESCRIBE TEXTURE.



Visual Texture: TEXTURE THAT IS PERCEIVED BY SIGHT RATHER THAN TOUCH, AS IN AN ARTWORK.

Tactile: A TEXTURE THAT CAN BE PERCEIVED THROUGH THE SENSE OF TOUCH, SUCH AS SMOOTH OR ROUGH. also called actual texture.

VALUE: The lightness to darkness of a color. A color's value can be altered by adding white to make tints or black to make shades of the color.



Shading: a way of showing gradual changes in lightness or darkness in a drawing or painting. Shading helps make a picture look 3D.



This assignment was about creating **shade** and **tint**. I added white to the left side to create a Tint. And to the right side I added black to create a shade.

I used acrylic on brystal, - 11by14.

Principles of Design

Balance:

The arrangement of parts of an artwork to give an overall sense of equality in visual weight. Balance can be symmetrical, asymmetrical, or radial.

Both photos taken at the Whitney museum in NYC.



Composition:

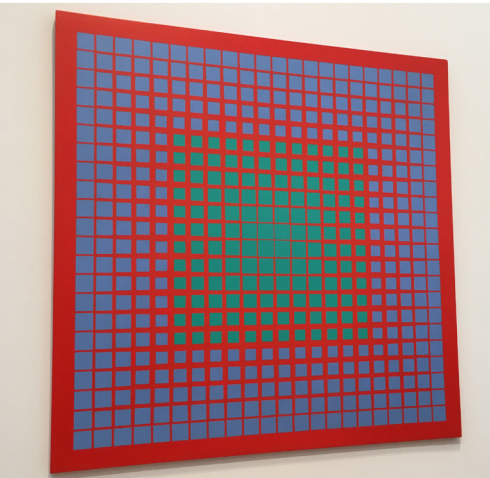
The arrangements of elements of art such as line, shape, and color to create a balanced, unified artwork.

Proportion:

The relationship between the size, placements, or amount of one part of an artwork and that of another part of the whole. For example, an artist drawing a head will keep in mind the size relationship of the nose to the face.

Rhythm: A sense of movement achieved by the repetition of one or more elements of art, such as colors, lines, shapes, or forms in an artwork.

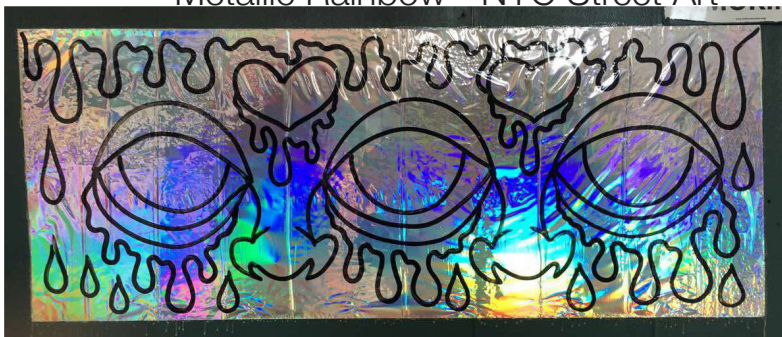
Design: The creative, organized and methodical arrangements of lines, shapes, color, textures, and other elements in an artwork.. Also, act of planning and arranging the parts of an artwork.



Pattern: The regular repetition of colors, lines, shapes, or forms in an artwork.



Metallic Rainbow - NYC Street Art



Emphasis: The visual accent, stress, or sense of importance created in an artwork by the color, size, shape and placement of an object, or area: the area or the object to which the viewer's attention is drawn.