

Elements of Art and Design

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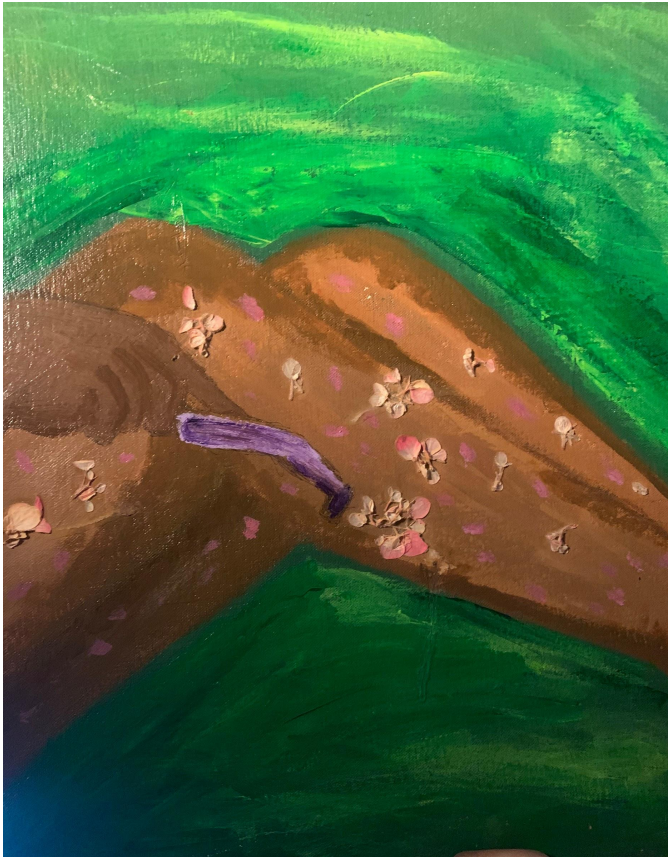
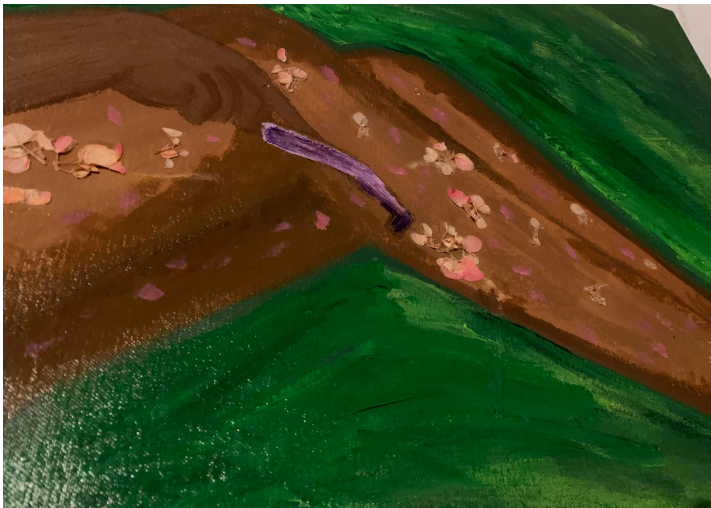
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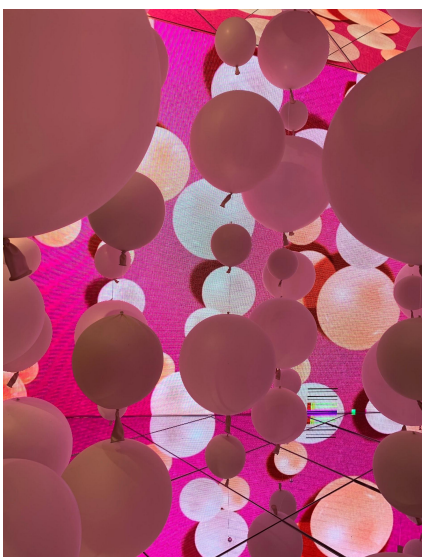
New York City College of Technology

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Art Piece by my sister Cindy



Melissa store at Soho



Cindy's painting is a representation of herself. Her piece is demonstrating feminism. The beauty of body hair is part of natural beauty and should be embraced more often. She uses green and purple from the secondary colors along with orchid pink and brown. With these colors, she focuses on shades, tones, tints, and value. For instance, she uses white and red for the petals on her legs to demonstrate tint - as well as her background with green and white. The colors white and black are being used with green, showcasing value because it's not focusing only on darkness or lightness. It's a combination of both. Not only that, but the razor is lightened with white and purple to represent tint. She focuses on shading the sides and underneath her legs to demonstrate a realistic perspective when she's sitting down. The art piece is used as a canvas. The texture of the canvas has a soft touch. The flowers on her legs are actual flowers. They feel rough, dry, and bumpy. The painting is curved because the form of her lower body is curved as well.

Melissa's shoe store located in Soho has a variety of shoes that translate Brazilian inspiration into plastic. The shoe store is cruelty-free, and 100% recyclable. They feel flexible, bring comfort, and most importantly durability. If you take a look inside the store you will see that the store has a variety of colors. Tint is being used throughout the store, especially on the display outside because the colors on the shoes and posters are warm tone colors. The display showcases mutual colors of red and pink. There is a demonstration of shade with value from the ceiling of the store. The ceiling is full on black and it brings contrast with bright lighting. Melissa's display is shown beautifully at night because of the bright colors lit up. The texture of

shoes feel rubbery and smooth. The texture of the visual display has a soft feel to it. The line formation is curved by the way the store is set up.

Melissa's shoe store and Cindy's painting have similarities. They share a connection of genuine love and care for their audience and they are providing awareness. Cindy wants to influence her audience with self love and self acceptance. Shaving your legs or anywhere from your body shouldn't be removed, instead they should be embraced. There are stereotypes of women needing to shave their body hair because we are brainwashed to believe women need to look a certain way in order to be a woman. If that's not accomplished then others would look at them grossly. No matter the amount of body hair a woman has, they should feel beautiful and confident enough to accept it. Melissa's shoe store influences care for their environment. Since they are cruelty-free, and 100% recyclable, they demonstrate change for their environment and customer's choice of preferring organic than waste.

This assignment helped me understand the importance of the element of design terms with a connection between a visual display and sense of art. I never really thought about the ways a store can manipulate you into coming by drawing customer's attention from a visual display with specific colors or props that makes customer's curious to know what the store is about. An art piece can easily draw someone's attention from lighting, the set up, colors, what are some of the textures being used for their art piece, what sets the tone, and much more.

Element of Design Terms

1. **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.

For example the store Melissa demonstrates placement by adding bold color and plants to emphasize the connection between their shoes. Their shoes are vegan and plants can represent nature, organic, and pure.

Cindy's painting shows emphasis by adding flower petals on to her painting. This brings placement to her project because she is showcasing realistic flower petals rather than painting it.

2. **Contrast:** Points out the extreme difference between objects or items:

lights-colored merchandise compared to very dark items, for example, or huge items shown with miniscule items.

For instance, Melissa's store has shoes hanging in front of a big poster. This blends perfectly well making it a contrast.

Cindy's art piece demonstrates contrast between rough vs smooth. For instance the flower petals has a rough feeling and the canvas has a smooth surface.

3. **Rhythm:** Is achieved by repetition of design elements that can create a unique sense of visual cadence or emphasis for the viewer. The eye travels along the paths of repeated items and the merchandising message is reinforced.

According to Melissa's outlet section, it gives consumers a sense of nature and a feeling of relaxation based on the plants and green leaves. This is shown

throughout the entire store, giving consumers a chance to see the rhythm of what the store is trying to show.

The rhythm in Cindy's painting dedicates the empowerment of feminism and the way she provides that statement is by adding warm toned colors to illustrate that.

4. **Repetition:** Is achieved when recurring design elements like size, color, or shape in a presentation create a sense of visual pattern. When the eye travels along the paths of repeated items, the merchandising message is reinforced again and again. For instance the store Melissa is showing repetition of bright and bold colors. It's ironic that they are displaying warm toned colors for the fall season. They are trying to represent their aesthetic to the floor.

Cindy's painting shows a pattern of size. If you take a closer look at her legs you can see there are little dots. It represents body hair.

5. **Balance:** Is an equality of optical weight and relative importance that creates a unified presentation.

In other words, Melissa's visual display includes colorful lit up lights along with a visual in the background. This brings balance to their store because of the lighting and visual combination.

Cindy's painting shows a balance of shade vs tone. She creates a mixture of both to set the tone.

6. **Harmony:** Is an art element that creates visible unity. A careful selection of complementary interwoven elements creates a unified whole in keeping with a store's overall brand image.

In particular, the store Melissa is demonstrating harmony by creating a playful setting when you walk in, but it gets personal with the good, non cruelty, recyclable quality of shoes.

Cindy's painting has a harmony of the presentation. She is presenting feminism in a unique way for her audience.

7. **Unity:** Occurs when all of the elements of a presentation combine to make a balanced, harmonious, complete whole.

Specifically the store Melissa creates unity by showing their consumers are warm welcome feeling. Coffee and candy is displayed for them as well. There is a set up of seats for consumers to either try on shoes or simply relax. Not only that but the store smells like bubblegum.

Cindy's painting is demonstrating unity by focusing on one perspective and story.

8. **Surprise:** A completely unexpected occurrence.

For example, Melissa shows a surprise of their unique visual display. It showcases fun and it draws the customers attention. This creates curiosity to customers and they'd want to go inside the store to see what they are all about.

Cindy's painting shows the definition of surprise by adding her unique way of presenting feminism in a way that is acceptable to do.

Citation

Bell, Judith., & Ternus, Kate. (2017). 3 Core Design Strategies. Fifth Edition. Silent Selling (P. 65, 66, 68, 69, 71). New York: Fairchild Books