

Elements of Art and Design

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figure 1: Prada Spring 2018 (Quezada, 2018)



figure 2: Improvisation 27 (Garden of Love II) (Kandinsky, 1912)

Art can be a form of experience whether it is emotional or expressed through garments. Fashion is art and you are the canvas (Velvet Paper, 2018). As individuals we tend to be inspired by each other or art. Set person can put it in either their daily lives with either interior design, dressing up, even expressing an emotion without saying a word but instead expressing it through that individual's garment. Art just simply goes hand in hand with the majority of things in life. However, Art can as well imitate life. Artist sculpt, paint, draw, create art as a figure of speech. It helps them express their feelings, which gives their art a story on how it all started. Figure one is the window display of Prada Spring collection 2018. The picture of the display was taken at 575 Broadway New York, NY 10012. One can say Prada's window display is influenced by Kandinsky's composition in arrangement and balance in color. Both art and the window display resemblance seems to be based on the elements of design.

Figure two is the painting is called Improvisation 27 (Garden of Love II) by Vasily Kandinsky. The painting was made in 1912 and it is oil based on a canvas. The painting is currently displayed at the Metropolitan Museum of Art, located at 1000 5th Ave, New York, NY.

The composition for figure one, Prada's window display is for the season spring. The peach tones all around scream spring is here since peach and pastels represent spring very well. The whole display has pastel like colors but also displays garments that are darker, thus being complimentary colors to each other since the pastel is opposite from black. The display also has pop art on the box the mannequin is sitting on. One can say the display shows a girl sitting on a visual representation of perhaps the suburbs of New York City and she is reflecting on it. When you think of spring, you think pink, nature, and cheerful colors so this display has so much in common with the painting. The compositions are extremely similar with the bold lines, lighting, and colors with tints. As well the shade that helps it complement one another.

The *Composition* of figure two is an abstract art. In Improvisation 27 (Kandinsky, 1912), it's not only just a mood going on. Even though, Kandinsky does suggest the viewer should look for the mood and not just the figures in his paintings. As well he gives the viewers a clue in the subtitle, Garden of Love II (Poleman, 2016). The whole painting displays a colorful garden. The title of the piece gives a clue about the art. The garden of love does relate to the famous biblical story of the "Garden of Eden". Garden of Eden is a story about when both Adam and Eve ate a fruit from the tree of good and evil that God told them not to eat due to the fact that if they do, they would both die. Thus Satan comes in disguised as a serpent; he convinces Eve that she can eat the fruit and will become God. Eve gave in; in which she makes Adam eat it as well then both of them become naked. The couple feels guilt and hides their sin away from God. But instead God finds out the couple have eaten the forbidden fruit due to the serpent. Thus, God

banishes the serpent to work in the underworld. The story mentions how the Garden of Eden has a river that flows throughout the garden, and as well has nature surround the two humans. (John: Genesis 2:16). The painting seems to show there is a pair inside a garden and they are in love; but there are serpents around both of the individual which refers to Biblical Eden. The art piece as well seems to have a bright sun in the center; as well a heart that displays the emotions between the pair. There are shapes inside the piece that are more round around the art piece. The painting seems to have colors in different values and intensities. Any viewer can notice the colors and theme of the piece relating to the season spring.

After composition comes colors. **Colors** are many qualities of light that individuals can perceive with their eyes and describe in terms of lightness, brightness, darkness, richness, purity, and so on (Bell & Ternus, 2012). The **colors** that are presented in this piece of art are very bright. A sense of love seems to appear in the eye of many viewers, such as myself. Colors used as well are **primary colors**, colors such as red, yellow, and blue-the starting points on the color wheel. These colors form other colors (Bell & Ternus, 2012). **Tints** are the lighting of a color by adding white (Bell & Ternus, 2012). The yellows and reds are tinted that's why they appear to be lighter. **Intensity** is the brightness, purity, and degree of saturation of a color (Bell & Ternus, 2012). The intensity of the colors is very light. The red in the painting makes it look pink, which represent a sense of romance. The yellow in the center with the orange strokes is the sun shining around the garden. There are **analogous** colors which consists of two or more colors that are next to each other on the color wheel. Those adjacent colors are yellow and yellow-orange, blue and blue-green. The blues have darker value to show the river streaming. Also, there are **tertiary colors** such as blue-green and yellow-orange, these colors are formed by mixing primary colors with secondary colors (Bell & Ternus, 2012). The tint of the red, which is a vulgar color is now

pink. It makes it more loveable that happens to go well with the name. Pink is a delicate color that represents sweetness, nice, playful, cute, romantic, charm, and feminine. Pink is related to pastels, girls, cotton candy, and sweetness (Bourn, 2010). The contrast colors are yellow and red. The flow of colors around this painting shows a sense of love. The black lines represent the bad such as the snake from the story. The color black is associated with power, fear, mystery, dark, strength, death, evil, and aggression, authority, rebellion, and sophistication (Bourn, 2010). Black is a mysterious color that is usually associated with the unknown or the negative which is the reason why Kandinsky used this color to balance with the bright colors just like in the story the serpent creates a balance between good and bad.

In addition, figure one has identical *colors* to figure two. The main colors appears to be mid tone which is not too bright, just in between values. *Value* is the apparent lightness or darkness in a hue (Bell & Ternus, 2012). The value is shown on the pink colors from the accessories on the mannequin. Also, some sections of the garment are tinted. This displayed the different tones of pink that made it look created a monochromatic scheme. A *monochromatic* scheme contains one color in different values and intensities (Bell & Ternus, 2012). In figure one, the yellow is shown more on the lighting that is in the store, which is very like the sunshine that is displayed in figure one. The exterior of figure two is all black, emphasizing the darkness. On a display, color is the first thing that charms customers; making it that people can relate to the display. One can say the colors on this display gives one vibes of being in love because of pink and as well how the mannequin is positioned. Color can be very impactful. Pink is known as the color of love; it warms the heart. Since figure one display had a few shades of pink, it attracts positive attention.

After color comes texture. **Texture** is how a surface feels to the touch or how it looks that it might feel if touched. Roughness and smoothness may be readily visible but softness and hardness may need actual physical contact (Bell & Ternus, 2012). It is the surface treatment or the feeling. The painting is an oil on canvas, thus the painting seems more smoother in order to display an eased flow around the whole art piece. There are displays of rough brush strokes on the lines to emphasize that section. Some areas had some layers of paint where it possibly shows the different stages of love. Overall, it looks soft and silky which gave it a feminine touch. As for **juxtaposition**, the lines on the painting seem sharp and rough. The masculinity showed with the uneven lines made by the brush strokes.

Comparing both figure two, figure one's **texture** has a lot in common. The texture is very rough but yet soft with the bits of fabric on the leather jacket, thus creating a sense of balance. A balance creates the same balance displayed on the art piece. The knee high socks being paired up with the black kitten heels creates a sense of complimentary colors off of each other. Smooth, slick, yet rough materials give a meaning of modern and youthful. For **juxtaposition**, Figure one shows a suburb community while looking very city chic. Creating a different form and rough like image to balance out city from suburbs, which displays difference of environment.

After texture and juxtaposition, next come is **Lines**. Lines guide the eye to a feature or linear element that sets the mood (Bell & Ternus, 2012). For example, **horizontal** lines can mean calm and stability. However, **vertical** lines suggest tall and confidence. Depending on they are arranged, **lines** can determine the effectiveness of presentation. The lines are not vertical at all. Most of the lines are **horizontal**, which makes the painting look wider and calm. Some lines are **diagonal** so this shows the actions that can happen in love. A few lines are a bit bold so can view something strong and forceful is going to happen. The **curves** on other lines make the

painting have a playful vibe. The two lines that are diagonal going downwards displaying a representation of the serpent that appeared in the story of Garden of Eden, God banishes the serpent underground after causing chaos. This connects to what everyone might possibly deal with when going into a relationship and others having the urge to intrude, trying to ruin the relationship . On the right side of the painting, the lines that are crosshatched seem to be fences in the garden.

On the contrary, figure one's *lines* are different compared to figure one. The lines that displayed in figure two are vertical from the columns displaying pop art. *Vertical* lines mean dignity and height. Also, the mannequin is relaxed sitting down, making the garments look relaxed yet confident with the way she sits upward. The lines are thick and bold, one can see that these are direct and forceful. The difference between figure one and figure two is that figure one have no *curved* lines as much like figure one. As well figure one focuses on *vertical* lines.

Continuing on, *Balance* is an equality of optical weight and relative importance that allows a unified presentation (Bell & Ternus, 2012). Figure two is an *informal balance*, both sides of equal weight but not perfect. There is more color which makes it heavier on the bottom right. The Sun in the center is the only thing that is equal of optical weight and unifies the painting all together. This *asymmetrical balance* shows love is not perfect but has its ups and downs.

As well as, the *balance* for figure one is comparable figure two. Both figures have an informal balance, both sides are equal weight but exact. Both sides have a sense of outdoors and the arrangement of bright colors so that so far makes it equal weight. However, on the left side it's darker compared to the right side on lighting thus this equal weight but different. This creates

variety for the display so they don't always have to show the same merchandise but other kinds like bags on one side and the model on the other. Informal balance gives you the freedom movement and activity with merchandise.

Then, ***Dominance*** is a special focus or emphasis placed on an item to highlight it in a presentation. This can be achieved by using contrast, lighting, color, placement, and repetition (Bell & Ternus, 2012). For dominance, the heart and sun seems to be dominant in figure two. Whoever is in love it's very joyful and sunny days for the pair. There are no square shapes but curves and circular kind of shapes. Also, the serpents seems to be dominating the garden as well; going forward with the idea that it representing Satan attempting the couple to sin.

On the other hand, in Prada's window display, the ***dominance*** in this display is the pastel colors and the columns of art. There's an array of art everywhere either horizontally or vertically throughout the display. The pastel colors emphasize spring. The horizontal display of the suburbs creates a sense of balance since it's a window displayed in a city full of traffic yet the window displays the balance of city and suburb. Pink also takes over this display, this highlights sweetness, love, playfulness, and romance. The lighting also dominant because it is very yellow tone instead of white. One could say this stress the look of the sunshine.

Moreover, ***Contrast*** is when you see a sharp difference (Bell & Ternus, 2012). In figure two, the yellow and red are both colors that show the contrast. The color choices that are contrasting this painting seem to be yellow and red. Yellow is the color of sunshine, joy, clarity, energy, optimism, enlightenment, and happiness. Yellow shows the meaning for warmth and cheerfulness. As for the red has been tinted so it is now pink which is the color of love and romance (Bourn, 2011). These colors stand out and create a sense of love.

Correspondingly, Figure one and figure two have similarities in *contrast*. So, figure one's exterior has darker columns but the display is bright and colorful. Choosing a contrast between light and dark emphasizes the space you want to stand out. *Emphasis* is a special attention or emphasis positioned on an item to be highlighted in the presentation. This is achieved by contrast, color, lighting, placement, repetition and so on (Bell & Ternus, 2012). Another thing that you can see in contrast is the colors pink and green, the lighting is yellow and the array of display on the patch work of the garment. Therefore, the use of lighting contrasts brighter areas to focus on areas of where the merchandise is displayed. The contrast helps draw customer's attention so they can notice the merchandise.

After contrast comes proportion. *Proportion* refers to the relative size and scale of the various elements in a design (Bell & Ternus, 2012). Thus in figure two the sun happens to be in the middle and the river is on the top left but smaller than the sun. Next to the sun is the heart and seems to be bigger than the sun. This emphasizes that the main thing is in love is your heart and your feelings.

Meanwhile, for figure one *proportion* is the art displayed throughout the columns and horizontal boxes. It starts from the columns and the eye goes all around the display; where finally the eye settles at the garment/ bag being sold. The *optical weight* is how important, big, or heavy an object appears to be versus how much it weighs or how large it is in actual scale (Bell & Ternus, 2012). So, this optical weight shows how big the art is, showing the importance of pink, pastels and spring. The shoe, the bag and the leather jacket display tints of green thus creating an optical weight due to the fact that there is bits of green inside the box where mannequin is sitting on. This makes the garments on the mannequin stand out, as well as the other merchandise being sold such as the shoe and bag.

Although proportion talks about size, **Repetition** happens when a design element such as size, color, or shape repeats in the presentation (Bell & Ternus, 2012). In figure two, one can notice a lot of curved lines happen to be repeat itself. The dark lines around represented the serpents repeated a lot. The curves that repeat around represent the gracefulness when in love. The colors that repeated itself a lot played a role in color symbolism. The colors in this painting that repeat is yellow. The yellow around is the sunlight that is brightens up the garden. The lines that also is reiterating in the painting.

Although, in figure two not only the art of the suburbs is in **repetition**, this makes you feel like you are outside of the city yet reflecting on it due to the parts of a face all around the window display. This is similarly to Kandinsky's composition of the garden of love II. The pop art are repeated throughout the display to create a show stopping display. When one thinks of the suburbs, set person can possibly think about nature and no rush unlike the city. Another thing that is being repeated is the pink harsh lines around the art of the columns or the box; basically repeating the color of love yet edginess everywhere to send out a positive vibe but a rough and tough viewing for the audience. Also, the position provides a sense of relaxation but confidence. This allows the merchandising message to be strengthened over and over to the viewer. Then, the house displayed by Prada is repeated throughout the shows the setting of contrast between the edginess of the city and calming suburbs.

Finally, after repetition comes rhythm that is created by some certain design elements that have been repeated. **Rhythm** happens when the repetition of a design element creates a different sense of the visual to emphasis for the viewer (Bell & Ternus, 2012). So, the strokes around the sun highlights the sun rays. The blues that seem to look like water flowing through the painting. The rhythm is that everything that is happening in the garden revolves all around the sun, which

is why the sun shines in the middle. Kandinsky used a new form of artistic expression that used abstract forms and color symbolism to arouse an inner, preconscious world.

As well as, Prada's display *rhythm* was like Kandinsky's composition. The rhythm for Prada is shown on the pop art and garment the mannequin is wearing. The direction leads to the door that makes the viewer end up going inside the store due to the side the mannequin is positioned to be looking towards. Rhythm is a sense of visual movement. The colors goes in sync with the bag being displayed on top of the horizontal box in the same style but different tones of grey to the box to give the bag of its own color to stand out. The mannequin is in the position of curiosity due to the fact that she is leaning forward, curious many can say. As well, the art that's all throughout the display gives a message that the customer can be edgy yet blooming and very spring due to the colors. Many designers these days are displaying a sense of art mixed with fashion these days, thus Prada is up to date with the trend happening in fashion.

One can say fashion is art, it's always telling a story. Behind every window display, it's been inspired by the elements of design used in a painting. Both compositions have identical elements of designs. They both give the impression of spring, love, sunshine, gardens, outdoors and open space. Kandinsky's composition was inspired by the story of Adam and Eve in love at the garden of Eden, Prada shows the modern-day version of being in love during spring but as well adding edge to the typical spring colors. When one thinks spring, they think of sunshine, bright colors, rainy days, and gardens. Art gives life to fashion; both are very similar. As art is inspired from stories and experiences and display its own story, fashion also is another way to tell a story and express feelings to the viewer.

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