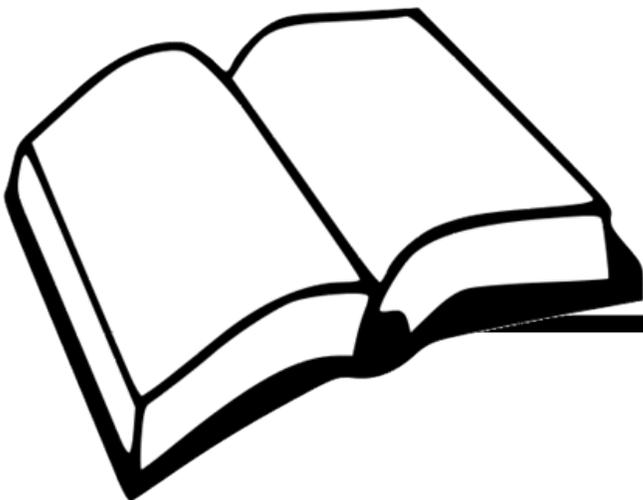


COMD-1100

Digital Visual
Journal
(Scrapbook)



Siwanat
Wongpatklang



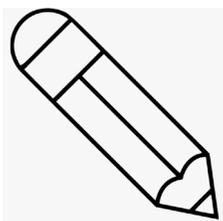
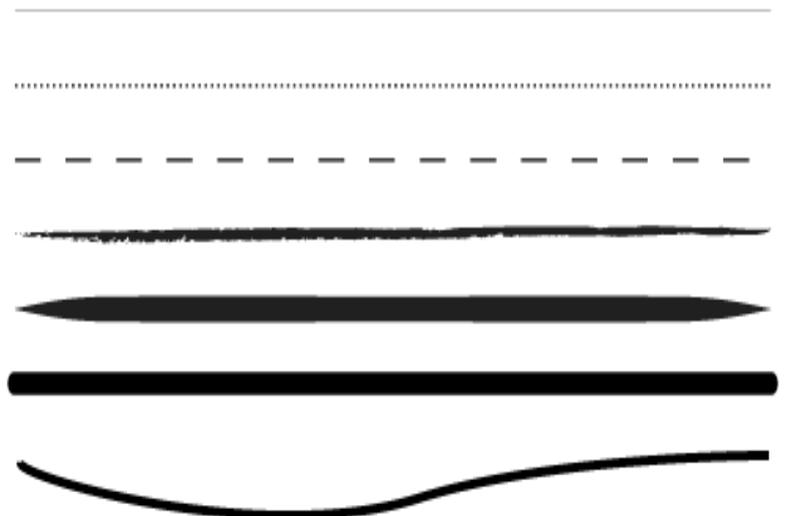
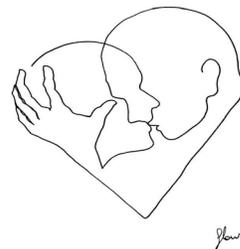
Line



Line - is an identifiable path created by a point moving in space. It is one-dimensional and canvas in width, direction, and length.



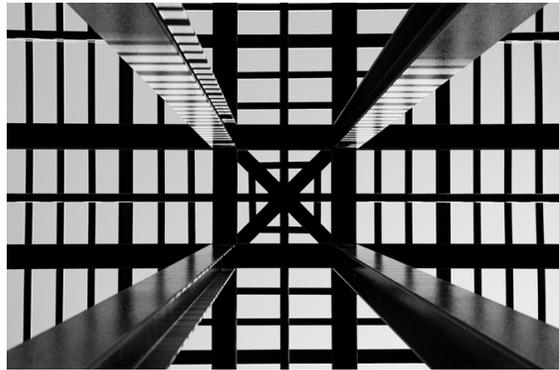
A mark with greater length than width. They can be *horizontal, vertical, or diagonal; straight or curved; thick or*



Geometric Shapes :

Shapes are precise and require a guiding tool to draw, such as a ruler.

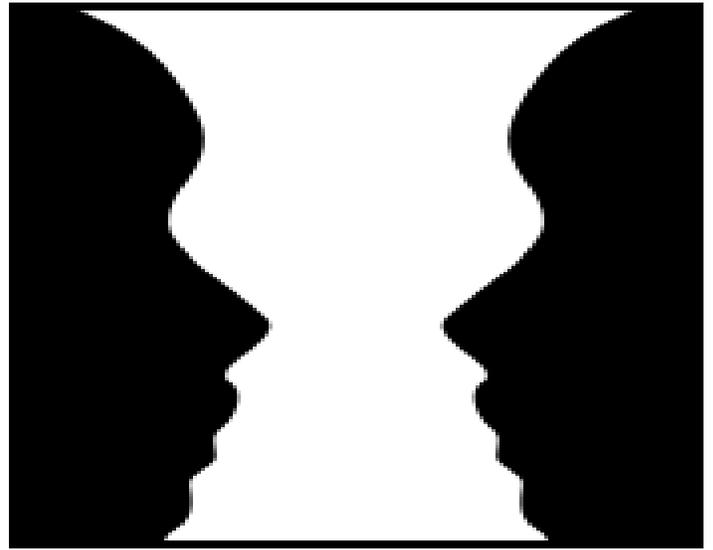
Examples of Geometric shapes are squares, circles, triangles, hexagons.



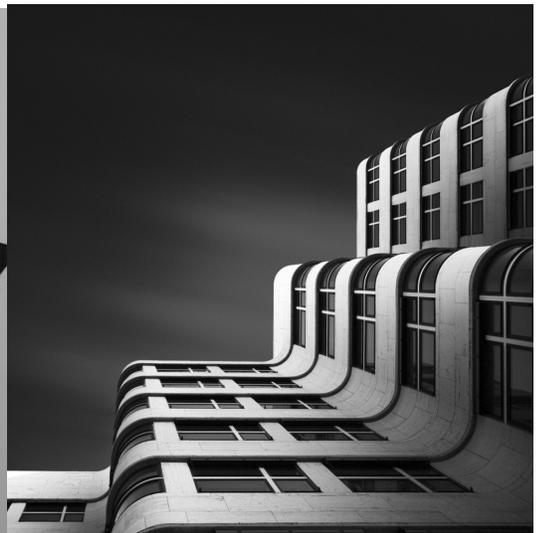
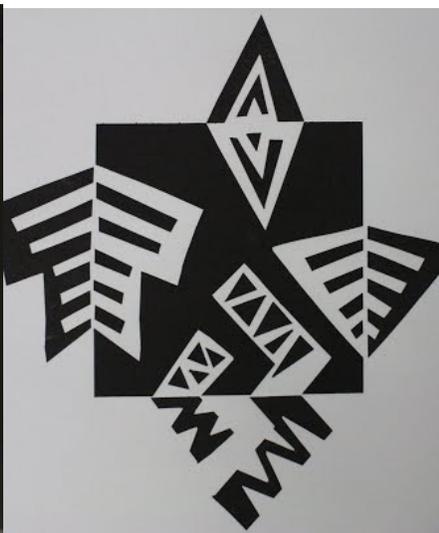
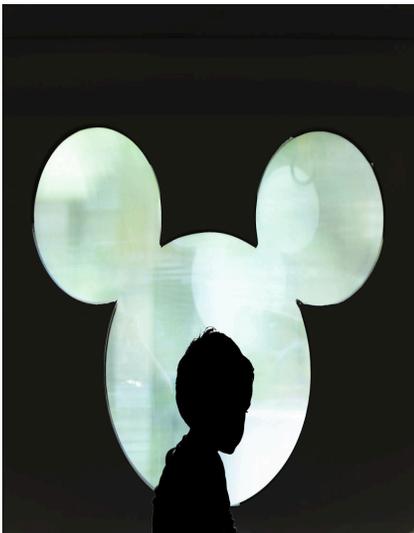
Organic Shapes:
Organic Shapes are free to form and have no straight lines.



Shape



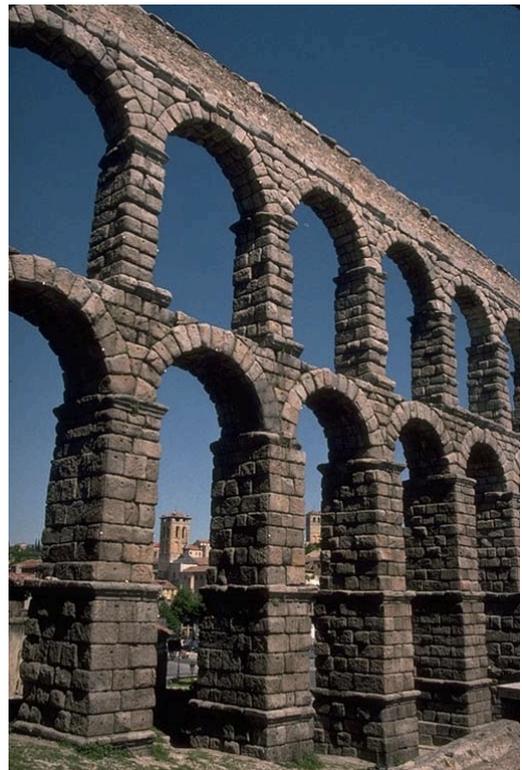
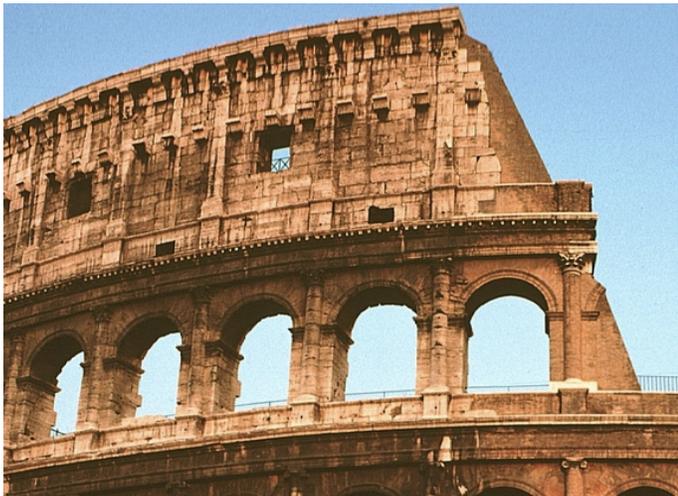
Shape - are a flat, enclosed area that has two -dimensions (*length and height*). Artists use both geometric and organic forms.





Positive and negative shapes

Positive shapes are the shape of the actual object (*like a window frame*). Negative shapes are the spaces in between objects (*like the space within the window frame*).

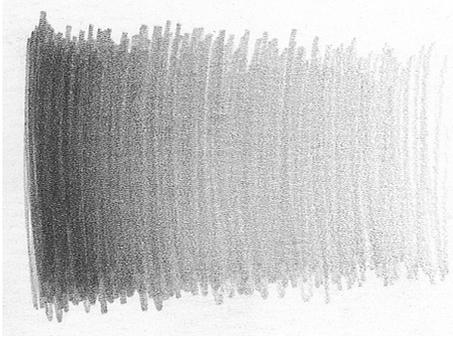


Texture

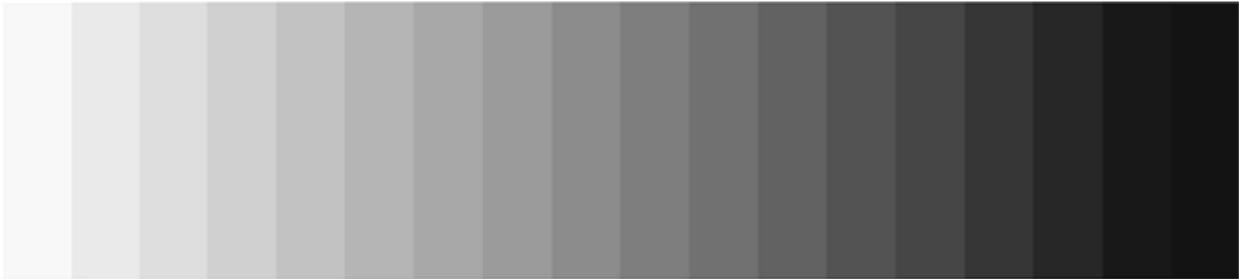
Texture - describes the surface quality of an object
Artists use both actual texture (*how things feel*) and implied texture (*how things look like they feel*).



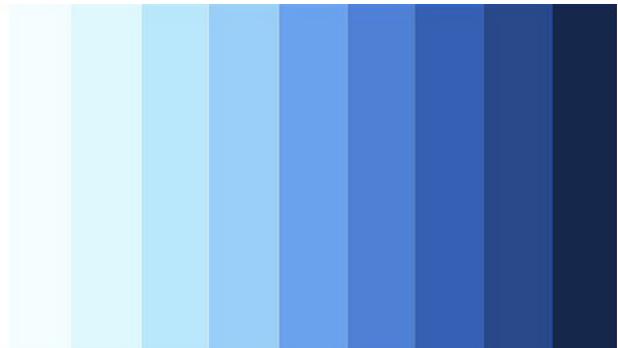
The surface quality of an object that we sense through touch: *hard, soft, rough, smooth, hard, leathery, sharp, etc.*



Value



Value - describes the brightness or darkness of a color. A gradient is a series of values from the darkest to the lightest.



C

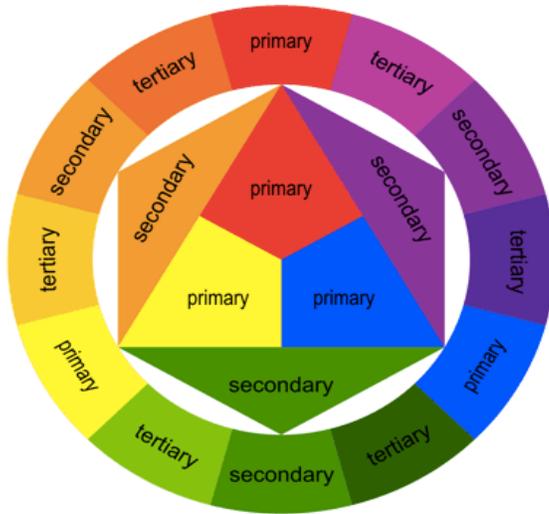
Color - perceived by the way light reflects off a surface. There are three properties of color: **hue** (*color name*), **intensity** (*strength/purity*), and **value** (*lightness and darkness*).

O

L

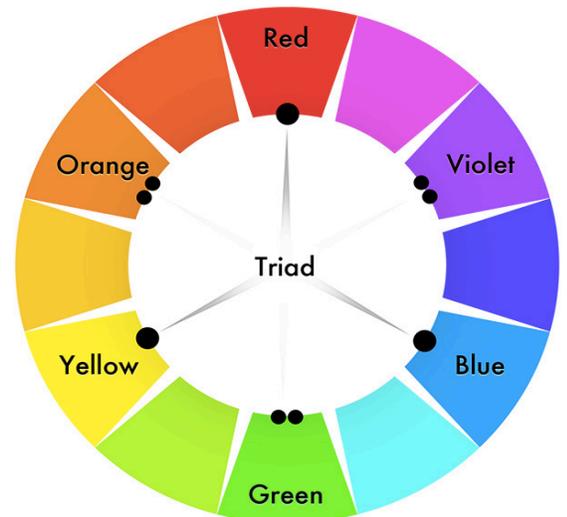
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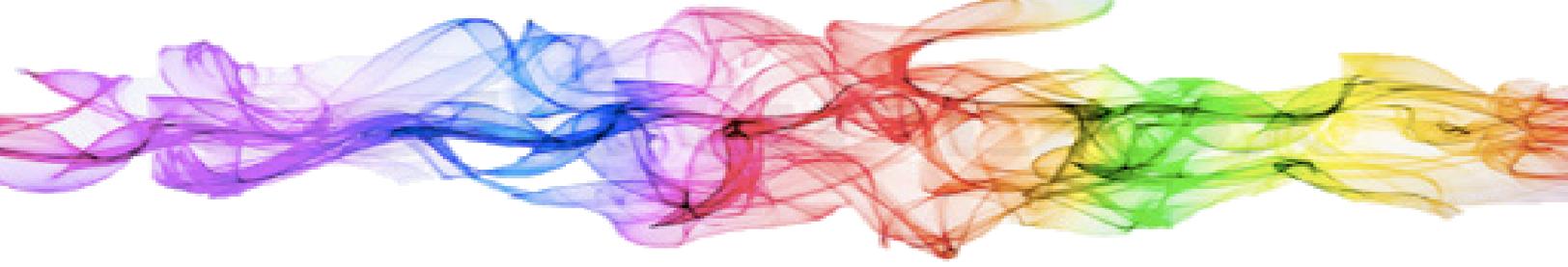
R



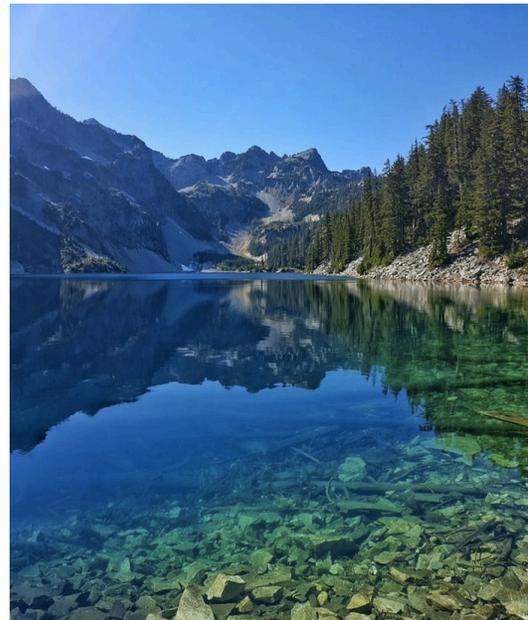
An organized on a color wheel made up of *three different types* of colors - **Primary**, **Secondary**, and **six intermediate colors**.

Color triads: consist of three colors found on the color wheel that are equally spaced apart from each other. Ex. Red,





Warm colors:
colors that are usually associated with warm things. Ex. Red, yellow, orange.



Cool colors:

colors that are usually associated with cool things. Ex. Blue, purple, green



Monochrome:
a photograph or picture developed or executed in black and white or in varying tones of



Space



Space - used to create the illusion of depth within an artwork. It also refers to the positive and negative space between, around, or within objects.

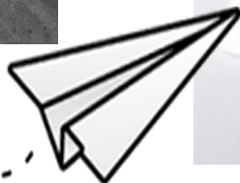
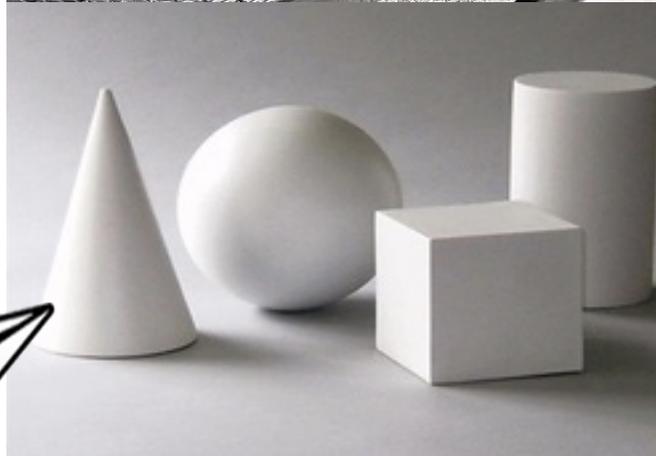


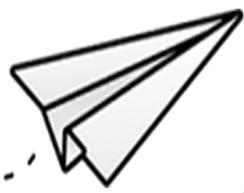
Space in a work of art refers to a feeling of depth or three dimensions. It can also apply to the artist's use of the area within the picture.



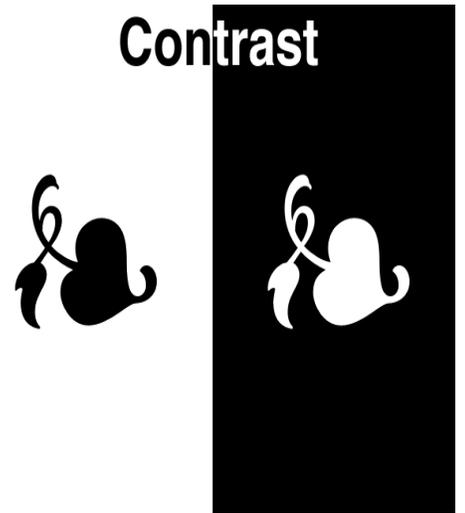
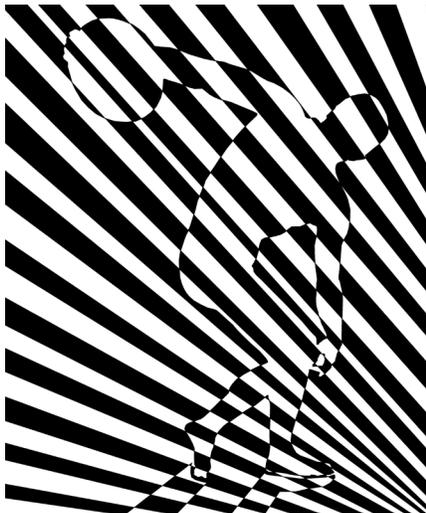
Form

Forms are three-dimensional (length, width, height) and can be viewed from many angles. Forms have volume and take up space.





Contrast



Contrast is a juxtaposition of different elements of design (*for example, rough and smooth textures, dark and light values*) to highlight their difference and create visual interest or a focal point.

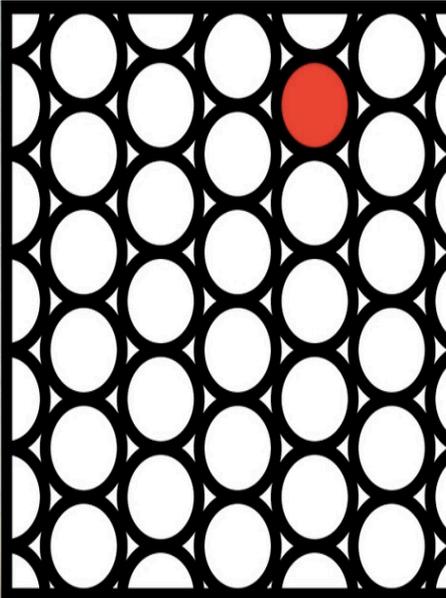


Emphasis



Emphasis - is used to direct and focus attention on the most critical parts of a composition.

+ *Emphasis* is also called ***POINT OF FOCUS.***





Rhythm

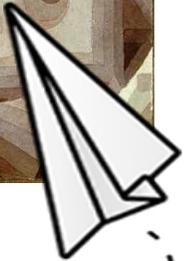
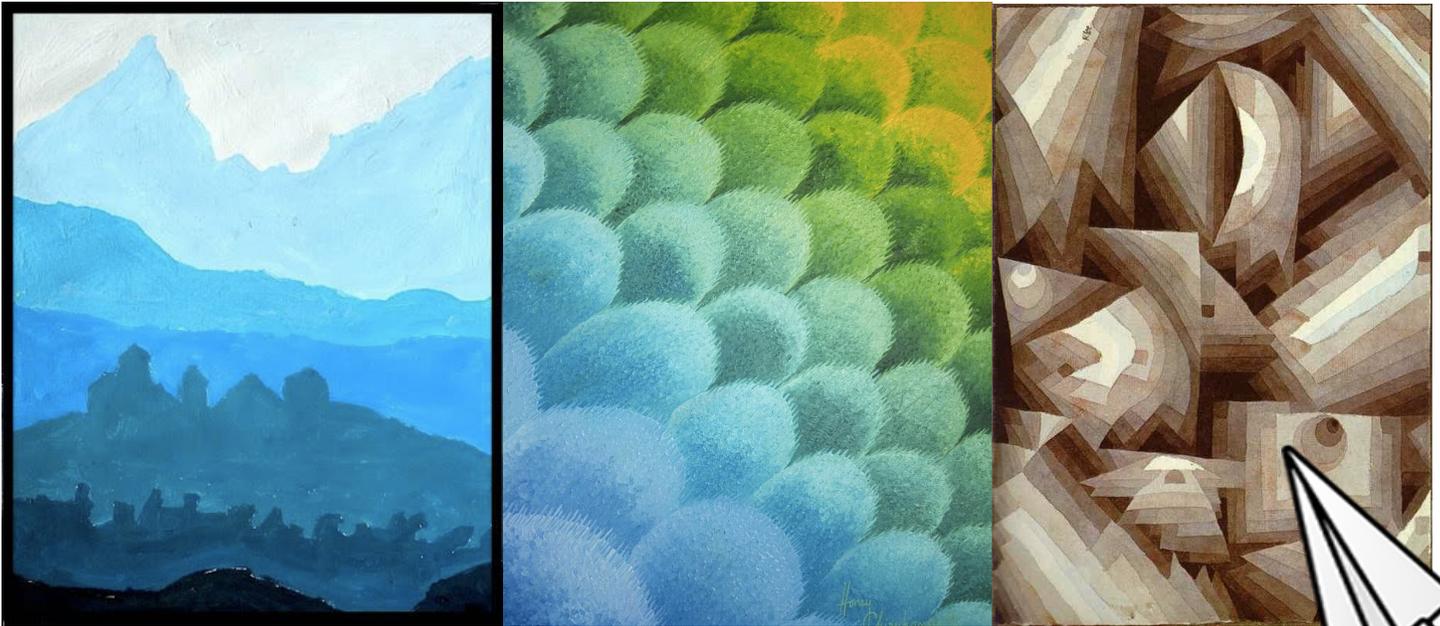


Rhythm is the regular repetition of elements such as line, shape, and forms to create interest and consistency.





Gradation



Gradation in art is a visual technique of gradually transitioning from one color hue to another, or from one shade to another, or one texture to another. Space, distance, atmosphere, volume, and curved or rounded forms are some of the visual effects created with gradation.



