THE ELEMENTS OF VISUAL ART ARE THE BASIC COMPONENTS USED BY THE ARTIST WHEN PRODUCING WORKS OF ART.

THE ELEMENTS CONSIST OF:

SPACE
LINE
Shape
COLOUR
FORM
TEXTURE
Value
SPACE

Refers to the distance or area between, around above, below, or within things in a two-dimensional or three-dimensional form.
LINE

*DEFINES SPACE
*RECORDS AN ACTION
*SUGGESTS MOVEMENT
*INDICATES DIRECTION

How do lines, communicate emotion, sensations, and ideas?
Direction of lines – horizontal, vertical, diagonal, or curved?
Quality of lines – blurred, exact, thick, thin, etc...
Shape

*HAS WIDTH AND HEIGHT – TWO DIMENSIONAL
*IS ENCLOSED BY AN OUTLINE
*MAY BE POSITIVE OR NEGATIVE (E.G.) AN OBJECT IS POSITIVE

SHAPE CAN BE: Geometric – Square, Circle, Triangle, Pentagon, etc....
Free – describes a shape that is other than geometric.
Positive – defined shape
Negative – undefined in relationship to the defined shape
COLOUR

HUE – PRIMARY
   – SECONDARY
   – TERTIARY

VALUE – TINTS
   – SHADES
   – GRADUATIONS

INTENSITY – BRIGHT
   – DULL
   – NEUTRAL

SCHEMES – MONOCHROMATIC
   – COMPLEMENTARY
   – TRIAD
FORM

*HAS WIDTH AND HEIGHT AND DEPTH – THREE DIMENSIONAL

FORM CAN BE:

Geometric – Cubes, Cylinders, Spheres, Pyramids, Cones etc...

Free – amorphic.

Positive – a solid body of matter.

Negative – is the space within the defined mass.
TEXTURE

*IS THE SURFACE QUALITY OF ANYTHING TOUCHED AND/OR SEEN.
*THE FOLLOWING ARE USED TO DEVELOP TEXTURE.

LINE SHAPE FORM COLOUR VALUE

Actual texture – is revealed by kinesthetic (the sense of touch experience).
  e.g. leaves, bricks, walls, gravel, sandpaper, etc..

Visual texture – the illusion of texture.
Value

Lightness or darkness of a hue or neutral color.
A value scale shows the range of values from black to white.
PRINCIPLES OF ART:

Refers to the different ways that the "Elements of Art" may be used in a work of art.

1. Balance ............... Balance

2. Emphasis .... Emphasis .... Emphasis

3. Movement, Rhythm and Pattern

4. Variety

5. Unity

6. Proportion
1. **BALANCE:**

   *Refers to the visual weight of a work of art.*

   *Proportion is composing the elements in relation to each other, and in relation to the whole.*

**Three classifications of balance:**

1. **Informal balance** adds interest.

2. **Radial balance** creates a feeling of symmetry around a central point.

3. **Symmetrical balance** is achieved by placing two shapes of the same size together.
EMPHASIS...EMPHASIS...EMPHASIS

IN Volves making part of a work STAND OUT from the rest. By placing EMPHASIS on this part, drawing the viewer's FOCUS to it and/or creating TENSION between this and the other parts.

WAYS Of creating EMPHASIS -

- Making it larger than the other parts
- Giving it stronger colour
- Completed in greater detail
- Sharp contrast between light and dark
- Position of importance (eg. center of the format.)
VARIETY

ATTRACTS THE VIEWER'S INTEREST BY HOLDING THEIR ATTENTION

HOW?
- light and dark values
- hot and cold colours
- large and small shapes
- smooth and rough textures
5. **UNITY:**

IS ACHIEVED THROUGH THE CAREFUL CHOICE OF "THE ELEMENTS OF ART"

**HOW?**
- through the use of *similar lines*
- through the use of *similar shapes*
- through the use of *similar colours*
- through the use of *similar textures*

An artist strives to create a unified visual message.
PROPORTION

Concerns the relationship of certain elements to the whole and to each other.

How is this achieved?

- The relative size of elements
- The placement of values, colours and textures

Piet Mondrian (Dutch, 1872-1944), Composition No. III, 1921-25,

oil on canvas. Phillips Collection, Washington, DC.