

EYE GUIDE Design principles and concepts:

COMPOSITION AND PERSPECTIVE:



How a design is composed with a specific vantage point in mind. The composition and perspective of a piece will alter the effect it has on the viewer. Can be used to achieve realistic sense of space while creating visual interest.

RULE OF THIRDS AND CROPPING:



aligning a subject with the points and intersections of the composition divided into 3rds length and width wise creates more tension, energy and interest in the composition than simply centering the subject would.

ALIGNMENT AND PROXIMITY: How objects are placed and spaced in relation to each other. Alignment is where objects align with one another; proximity is how closely they are spaced. Designers consider both to control how viewers 'read' visual imagery

PATTERN:



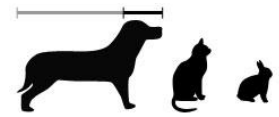
Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.

RHYTHM/MOVEMENT



Rhythm or movement refers to the suggestion of motion through the use of various elements.

PROPORTION/SCALE:



Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body.



BALANCE:

Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial.

UNITY:



Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion. (Repetition of similar colors, values/ textures creates unity)

VARIETY: Variety of elements help create visual interest: In Starry Night above there is variety of size of stars, colors, values etc.

FOCAL POINT/EMPHASIS/CONTRAST:

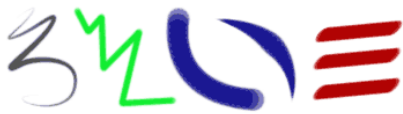
Emphasis refers to the created center of interest, the place in an artwork where your eye is drawn. It is created by use of contrasting elements. Like the moon to in Starry Night is biggest and brightest of all the yellow shapes in the sky, or the large dark shape in the foreground.

JUXTAPOSITION: the act or placement of two things (usually abstract concepts) near each other.



EYE GUIDE: Art Elements

Line:



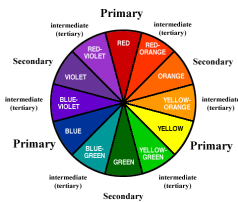
Line is the path of a point moving through space. There are varying types of line: Organic, geometric, continuous, broken, thick, thin, and directional (vertical, horizontal, diagonal,)

Shape / Form:



Shape implies spatial form and is usually perceived as two-dimensional. **Form** has depth, length, and width and resides in space. It is perceived as three-dimensional.

Color:



Colors all come from the three primaries and black and white. They have three properties – hue, value, and intensity.

Color schemes:

Primary: Red, yellow, blue

Secondary: Green, orange, purple

Tertiary: yellow-green, red-violet, etc.

Complementary: Opposites on the color wheel

Split Complementary: One opposite, and 2 colors next to the other opposite

Double Complementary: 2 sets of complementary colors

Analogous: 3-5 colors next to each other on the color wheel

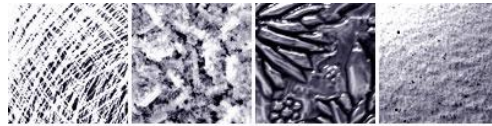
Monochromatic: One color plus black to make shades and tints to make white

Value:



Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast.

Texture:



Actual Texture: refers to the tactile qualities of a surface

Implied Texture: refers to the visual representation of such surface qualities

Space/ Perspective:



Space refers to the area in which art is organized. Perspective is representing a volume of space or a 3-dimensional object on a flat surface.

Positive space= space an object/subject takes up

Negative space/void= area around the object/subject

Phycology of Color:



