

Chapter 1 : Composition and the Elements of Visual Design

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However, once the basic operation of the camera is mastered, one needs to direct their attention to seeing and composing effective images. Effective images are those that command attention and communicate some feeling to an audience. Studying the basic elements of visual design and understanding how they work will help new photographers improve their composition, but simply following rules does not guarantee success. Furthermore, how an audience responds to an image depends on their past experiences memory, interests, and what it is that they are looking for. This is why the same picture often receives a variety of responses from different viewers. To create effective images a photographer must understand the way people respond to various kinds of visual organization. This involves learning the vocabulary of design, viewing examples of artwork that utilize effective design elements, and actively implementing components of design into the process of photography. Line A line represents a "path" between two points. A line can be straight, curved, vertical, horizontal, diagonal, or zigzag. Lines imply motion and suggest direction or orientation. A line can also be implied, that is filled in by the mind when several points are positioned geometrically within a frame. Placing four dots on a page in the shape of a square can imply the points are linked as the mind searches for recognizable patterns. The direction and orientation of a line can also imply certain feelings. Horizontal lines imply tranquility and rest, whereas vertical lines imply power and strength. Oblique lines imply movement, action and change. Curved lines or S shaped lines imply quiet, calm and sensual feelings. Lines that converge imply depth, scale and distance - a fence or roadway converges into the distance provides the illusion that a flat two-dimensional image has three-dimensional depth. To create more effective photographs actively look for lines and arrange them within your viewfinder to invoke specific feelings. Shape Shapes are the result of closed lines. Some primary shapes include circles, squares, triangles and hexagons all of which appear in nature in some form or another. Space is defined and determined by shapes and forms. Positive space is where shapes and forms exist; negative space is the empty space around shapes and forms. For images to have a sense of balance positive and negative space can be used to counter balance each other. When light from a single direction e. Light and dark areas within an image provide contrast that can suggest volume. Factors that can affect our feelings towards an image include the direction of the light source, from above or below, and the gentleness or abruptness of the half tones. Light coming from behind a subject can form a silhouette resulting in object that is completely black against a lighter colored background. Silhouettes appear as two-dimensional shapes lacking form. The absence of color often enhances our perception of form for instance in black and white photographs. Light emitted from above and to the side when applied to portraits creates what is often referred to as "Rembrandt lighting". This form of lighting emphasizes edges and depth. In landscape photography oblique lighting occurs early and late in the day where it enhances the natural texture of the landscape and is often accompanied by warm or cool color casts. Color There has been a tremendous amount of research on how color affects human beings and some of this research suggests that men and women may respond to colors differently. Color affects us emotionally, with different colors evoking different emotions. In short color has the capacity to affect the human nervous system. The vocabulary of color includes: Analogous colors are often used in visual design and have a soothing affect. Blue-violet and yellow, represent colors positioned across from each other on the color wheel. Complimentary colors exhibit more contrast when positioned adjacent to each other -for example yellow appears more intense when positioned on or beside blue or violet see picture below. In the photograph above - green and yellow are analogous colors that harmonize where as the violet color of the shooting stars appears more intense against a complementary colored background. Sunrise behind a popular tree at Writing-on-Stone has a warm fire like feel to it. Banff Springs Hotel with light blue filter emphasizes the coldness of winter Monochromatic color Colors are called warm or cool because of our association with various elements in our surroundings. Red, yellow and orange are considered warm colors whereas blue, green and violet are considered cool colors. These contrasts are

relative since yellow-green are cool next to red, orange or yellow, but would be considered warm next to blue-violet. Photographers can position different colors in an image to maximize contrast between them and also to provide perspective. Perceptually, cool colors tend to recede into the distance whereas warm colors appear to advance see image below. Loaf Mountain - warm glow of sunrise advances where the cool blue shadows recede. Texture Texture refers to the surface quality or "feel" of an object - smooth, rough, soft, etc. Textures may be actual felt with touch - tactile or implied suggested by the way an artist has created the work of art -visual. Texture is often emphasized in oblique lighting as it strikes the objects from one side. Composition Organizing the various elements within the frame of the viewfinder in order to create an effective design is more challenging than it might seem at first. A painter can position the elements where they want, whereas a photographer must search, find and organize visual elements within the camera viewfinder. Although a photographer can sometimes "arrange" objects in a natural environment such as leaves, this often results in a contrived looking picture. Nature is not perfect and variation within organization leads to greater interest. Effective composition of natural images is always a balance between arranging elements within the view finder and allowing a certain amount of disorder. The decision-making processes we make when taking a photograph starts first with being able to see possibilities. What we see depends on what we are interested in, what we are looking for and what our minds are prepared to show us. Seeing, in short, involves the mind and our memory as much as it does our eyes. Improving our visual sensitivity requires quieting our minds, relaxing, and preparing by learning as much as we can about our preferred subjects. Once we see things that are of interest, then we need to isolate parts of the scene, and organize the important visual elements within our viewfinder to effectively convey how we feel about them. Unity Unity refers to an ordering of all elements in an image so that each contributes to a unified aesthetic effect so that the image is seen as a whole. There are a number of ways to achieve unity to attract and keep the viewers attention. An artist or photographer attempts to control the sequence in which visual events in the frame are observed and the amount of attention each element receives. Making an element dominant can be done through size and color. Large objects dominate smaller ones and warm colored objects dominate cooler pale colored objects. Another way of achieving dominance is through positioning various elements within the frame. A centrally located object will draw more attention than one at the periphery. However the center is not the best place to position the most dominant element - usually just to one side of the center is more effective. Another method to achieve dominance is through convergence or radiation or lines. The eye tends to follow these lines to the point where they converge. Veins on this leaf converge at a single point making it the dominant element in the image. Dominance can also be achieved through nonconformity i. If all the elements are similar and one is different in color, tone or shape- it will stand out and become dominant. The brown cattail leaf below is dominant because it is different from those around it. Coherence Coherence refers to the belonging together or the various parts of the artwork. In reality these parts may be unrelated, but within the confines of the image their color, shapes, and size form a sense of unity. Visual coherence can be achieved through the use of analogous color and color tonality. It can also be achieved through similarity of shape, color size or texture. However too much similarity can lead to boredom - we need some variety to add "spice" to the image. This image of smooth stones uses similarity in shape, size and colors to provide coherence. Balance Balance implies that the visual elements within the frame have a sense of weight. Large objects generally weigh more than small objects and dark objects weigh more than light colored objects. The position of the elements is also critical. We unconsciously assume the center of a picture corresponds to a fulcrum. A heavy weight on one side can be balanced by a lighter weight on the other side if the lighter weight is located at a greater distance from the fulcrum. Another way to achieve balance is through symmetry. Reflections of the landscape in still water are an example of almost perfect symmetry. Reflections can take on an abstract quality that resembles a Rorschach inkblot used in a psychological testing. Rorschach inkblot created by folding a piece of paper covered and filled with ink to form a symmetrical pattern. Positive and Negative Space Positive space is where shapes and forms exist; negative space is the empty space around shapes and forms. In the photo below the black area is negative space and it serves to balance the area in which the marmot and rock occupy. Areas of a picture that contain "nothing" are important visual elements that provide balance in an image. Rhythm Rhythm refers to the

regular repeating occurrence of elements in the scene just as in music it refers to the regular occurrence of certain musical notes over time. In photography the repetition of similar shapes sets up a rhythm that makes seeing easier and more enjoyable. Rhythm is soothing and our eyes beg to follow rhythmic patterns. To be effective, rhythm also requires some variability - rhythm that is too similar or perfect may be boring. Therefore when composing your images look for repetition with variation. For instance if you are photographing a fence - one that is perfect will not hold a viewers interest for long, but one in which some of the posts are bent, broken, larger or smaller will generate more viewer interest. Differences in the height of the fence posts add interest to an otherwise monotonic rhythm.

Chapter 2 : The Components of the Visual Arts Program

The subject of visual art can be a person, an object, a theme, or an idea. Though there are many and varied ways of presenting the subject matter, it is only important to the degree that the artist is motivated by it. Objective images, which represent people or objects, look as close as possible to.

The Parthenon on top of the Acropolis , Athens , Greece Architecture is the art and science of designing buildings and structures. Architectural design usually must address both feasibility and cost for the builder , as well as function and aesthetics for the user. Table of architecture, Cyclopaedia , In modern usage, architecture is the art and discipline of creating, or inferring an implied or apparent plan of, a complex object or system. The term can be used to connote the implied architecture of abstract things such as music or mathematics , the apparent architecture of natural things, such as geological formations or the structure of biological cells , or explicitly planned architectures of human-made things such as software , computers , enterprises , and databases , in addition to buildings. In every usage, an architecture may be seen as a subjective mapping from a human perspective that of the user in the case of abstract or physical artifacts to the elements or components of some kind of structure or system, which preserves the relationships among the elements or components. Planned architecture manipulates space, volume, texture, light, shadow, or abstract elements in order to achieve pleasing aesthetics. This distinguishes it from applied science or engineering , which usually concentrate more on the functional and feasibility aspects of the design of constructions or structures. In the field of building architecture, the skills demanded of an architect range from the more complex, such as for a hospital or a stadium , to the apparently simpler, such as planning residential houses. Many architectural works may be seen also as cultural and political symbols , or works of art. The role of the architect, though changing, has been central to the successful and sometimes less than successful design and implementation of pleasingly built environments in which people live. Ceramic art Ceramic art is art made from ceramic materials including clay , which may take forms such as pottery , tile , figurines , sculpture , and tableware. While some ceramic products are considered fine art , some are considered to be decorative , industrial , or applied art objects. Ceramics may also be considered artefacts in archaeology. Ceramic art can be made by one person or by a group of people. In a pottery or ceramic factory, a group of people design, manufacture, and decorate the pottery. Products from a pottery are sometimes referred to as "art pottery. In modern ceramic engineering usage, "ceramics" is the art and science of making objects from inorganic, non-metallic materials by the action of heat. It excludes glass and mosaic made from glass tesserae. Conceptual art Main article: Conceptual art Conceptual art is art in which the concept s or idea s involved in the work takes precedence over traditional aesthetic and material concerns. The inception of the term in the s referred to a strict and focused practice of idea-based art that often defied traditional visual criteria associated with the visual arts in its presentation as text. Drawing Drawing is a means of making an image , using any of a wide variety of tools and techniques. It generally involves making marks on a surface by applying pressure from a tool, or moving a tool across a surface. Common tools are graphite pencils , pen and ink , inked brushes , wax colour pencils , crayons , charcoals , pastels , and markers. Digital tools which can simulate the effects of these are also used. The main techniques used in drawing are line drawing, hatching , crosshatching, random hatching, scribbling, stippling , and blending. An artist who excels in drawing is referred to as a drafter, draftsman, or draughtsman. Painting The Mona Lisa , by Leonardo da Vinci , is one of the most recognizable artistic paintings in the Western world. Painting is a mode of creative expression, and can be done in numerous forms. Drawing , gesture as in gestural painting , composition , narration as in narrative art , or abstraction as in abstract art , among other aesthetic modes, may serve to manifest the expressive and conceptual intention of the practitioner. Modern painters have extended the practice considerably to include, for example, collage. Collage is not painting in the strict sense since it includes other materials. Some modern painters incorporate different materials such as sand , cement , straw , wood or strands of hair for their artwork texture. Fine art photography Photography as an art form refers to photographs that are created in accordance with the creative vision of the photographer. Art photography stands in contrast to photojournalism , which provides a visual

account for news events, and commercial photography, the primary focus of which is to advertise products or services. Sculpture Sculpture is the branch of the visual arts that operates in three dimensions. It is one of the plastic arts. Durable sculptural processes originally used carving the removal of material and modelling the addition of material, as clay , in stone , metal , ceramics , wood and other materials; but since modernism , shifts in sculptural process led to an almost complete freedom of materials and process. A wide variety of materials may be worked by removal such as carving, assembled by welding or modelling, or moulded , or cast.

Chapter 3 : Components of an art work

VOCABULARY ELEMENTS OF ART: The visual components of color, form, line, shape, space, texture, and value. Line An element of art defined by a point moving in space. Line may be two-or three-dimensional, descriptive, implied, or.

Printmaking Printmaking is creating, for artistic purposes, an image on a matrix that is then transferred to a two-dimensional flat surface by means of ink or another form of pigmentation. Except in the case of a monotype, the same matrix can be used to produce many examples of the print. *Melancholia I* Historically, the major techniques also called media involved are woodcut, line engraving, etching, lithography, and screenprinting serigraphy, silkscreening but there are many others, including modern digital techniques. Normally, the print is printed on paper, but other mediums range from cloth and vellum to more modern materials. Major printmaking traditions include that of Japan ukiyo-e. Old master print Prints in the Western tradition produced before about are known as old master prints. In Europe, from around AD woodcut, was used for master prints on paper by using printing techniques developed in the Byzantine and Islamic worlds. Michael Wolgemut improved German woodcut from about, and Erhard Reuwich, a Dutchman, was the first to use cross-hatching. **Woodblock printing** In China, the art of printmaking developed some 1, years ago as illustrations alongside text cut in woodblocks for printing on paper. Initially images were mainly religious but in the Song Dynasty, artists began to cut landscapes. During the Ming and Qing dynasties, the technique was perfected for both religious and artistic engravings. **Woodblock printing in Japan** Japanese: Woodblock printing had been used in China for centuries to print books, long before the advent of movable type, but was only widely adopted in Japan surprisingly late, during the Edo period Although similar to woodcut in western printmaking in some regards, moku hanga differs greatly in that water-based inks are used as opposed to western woodcut, which uses oil-based inks, allowing for a wide range of vivid color, glazes and color transparency. **Photography** Photography is the process of making pictures by means of the action of light. Light patterns reflected or emitted from objects are recorded onto a sensitive medium or storage chip through a timed exposure. The process is done through mechanical shutters or electronically timed exposure of photons into chemical processing or digitizing devices known as cameras. The term photo is an abbreviation; many people also call them pictures. In digital photography, the term image has begun to replace photograph. The term image is traditional in geometric optics. **Filmmaking** Filmmaking is the process of making a motion-picture, from an initial conception and research, through scriptwriting, shooting and recording, animation or other special effects, editing, sound and music work and finally distribution to an audience; it refers broadly to the creation of all types of films, embracing documentary, strains of theatre and literature in film, and poetic or experimental practices, and is often used to refer to video-based processes as well **Main article: Computer art** Visual artists are no longer limited to traditional art media. Computers have been used as an ever more common tool in the visual arts since the s. Uses include the capturing or creating of images and forms, the editing of those images and forms including exploring multiple compositions and the final rendering or printing including 3D printing. Computer art is any in which computers played a role in production or display. Many traditional disciplines are now integrating digital technologies and, as a result, the lines between traditional works of art and new media works created using computers have been blurred. For instance, an artist may combine traditional painting with algorithmic art and other digital techniques. As a result, defining computer art by its end product can be difficult. Nevertheless, this type of art is beginning to appear in art museum exhibits, though it has yet to prove its legitimacy as a form unto itself and this technology is widely seen in contemporary art more as a tool rather than a form as with painting. Computer usage has blurred the distinctions between illustrators, photographers, photo editors, 3-D modelers, and handicraft artists. Sophisticated rendering and editing software has led to multi-skilled image developers. Photographers may become digital artists. Illustrators may become animators. Handicraft may be computer-aided or use computer-generated imagery as a template. Computer clip art usage has also made the clear distinction between visual arts and page layout less obvious due to the easy access and editing of clip art in the process of paginating a document, especially to the unskilled observer. **Plastic arts** Plastic arts

is a term for art forms that involve physical manipulation of a plastic medium by moulding or modeling such as sculpture or ceramics. The term has also been applied to all the visual non-literary, non-musical arts. Sculpture Sculpture is three-dimensional artwork created by shaping or combining hard or plastic material, sound, or text and or light, commonly stone either rock or marble , clay , metal , glass , or wood. Some sculptures are created directly by finding or carving ; others are assembled, built together and fired , welded , molded , or cast. Sculptures are often painted. Because sculpture involves the use of materials that can be moulded or modulated, it is considered one of the plastic arts. The majority of public art is sculpture. Many sculptures together in a garden setting may be referred to as a sculpture garden. Sculptors do not always make sculptures by hand. With increasing technology in the 20th century and the popularity of conceptual art over technical mastery, more sculptors turned to art fabricators to produce their artworks. With fabrication, the artist creates a design and pays a fabricator to produce it. This allows sculptors to create larger and more complex sculptures out of material like cement, metal and plastic, that they would not be able to create by hand. Sculptures can also be made with 3-d printing technology. Copyright definition of visual art US [edit] In the United States, the law protecting the copyright over a piece of visual art gives a more restrictive definition of "visual art". A work of visual art does not include

- i any poster, map, globe, chart, technical drawing , diagram, model, applied art, motion picture or other audiovisual work, book, magazine, newspaper, periodical, data base, electronic information service, electronic publication, or similar publication;
- ii any merchandising item or advertising, promotional, descriptive, covering, or packaging material or container;
- iii any portion or part of any item described in clause i or ii ;

Chapter 4 : Visual arts - Wikipedia

The Visual Elements - Line. LEONARDO DA VINCI () A Study for an Equestrian Monument, (metalpoint on blue paper) Line is the foundation of all drawing. It is the first and most versatile of the visual elements of art.

The subject of visual art can be a person, an object, a theme, or an idea. Though there are many and varied ways of presenting the subject matter, it is only important to the degree that the artist is motivated by it. Objective images, which represent people or objects, look as close as possible to their real-world counterparts and can be clearly identified. These types of images are also called representational. Dennis Wojtkiewicz, Kiwi Series 1, Oil on canvas, 36 x 66 in. Gus Heinze, Espresso Cafe, Artists who explore the process of abstraction simplification and rearrangement create images that look less like the object on which they are based, although they may still be recognizable. Barbara Chase-Riboud, Bathers, Floor relief, cast aluminum and silk in sixteen pieces, x x 12 cm. Piet Mondrian, The Grey Tree, Edgerton, Baseball hit-fly ball, ss. Gelatin silver print In the most extreme type of abstraction, the subject does not refer to any physical object, and this nonrepresentational image is thus considered non-objective. Here, the subject may be difficult for the observer to identify, since it is based solely on the elements of art rather than real-life people or objects. Piet Mondrian, Composition, Music, like visual art, deals with subjects and provides an interesting comparison. Unless there are lyrics, it is often hard to identify a specific subject in a piece of music. Other times, however, the subject is more abstract, and it is an emotion or idea that comes across strongly in the music. In a similar way, nonobjective art seeks to present a more general theme or idea as the subject. Mark Rothko, Number 10, Oil on canvas, 7 ft. Regardless of the type of art, the most important consideration is what is done with the subject. After you recognize the subject in a work whether it is obvious or not, ask yourself whether the artist has given it expression. Jackson Pollock, Autumn Rhythm Number 30, Oil on canvas, 8 ft. Charles Sheeler, Golden Gate,

Chapter 5 : IB Visual Arts: The 3 Course Components

From 2 parts to 3. The new curriculum with first exams in has three assessed components. But the cake is not evenly cut! The introduction of the Comparative Study, the "newest" element if you like, is assessed at 20%, while the other 2 elements are 40% each of the final grade.

Chapter 6 : Components of Art

Works of art have subject, form and content. We often identify a work by its subject: a landscape painting, a sculpture of a young woman, a lithograph of a calendrierdelascience.com (or design), is the visual organization of the art work -how the artist has used line, shape, value, color, etc. Content is the impact or meaning of this work.

Chapter 7 : The Visual Elements of Art

The Elements of Art are the key components of a work of art. It is the artist's decision in how they want to put Vertical: A line, whether visual or imaginary.

Chapter 8 : The arts - Wikipedia

The Elements of Composition in art are used to arrange or organize the visual components in a way that is pleasing to the artist and, one hopes, the viewer. They help give structure to the layout of the painting and the way the subject is presented.