THE ABC’S OF ART

The Elements and Principles of Design
THE ABCs OF ART

THE ELEMENTS AND PRINCIPLES OF DESIGN
Dedication

This is dedicated to all learners & teachers of art.

Introduction

The elements & principles of art, also known as the elements & principles of design, open our eyes to the beauty that is in us & all around us. The elements & principles of art are the building blocks of understanding & creating art that expresses and moves us. That is the reason I call them the ABCs of Art. Just as the letters of any alphabet are fundamental to understanding that language, the elements & principles of art are fundamental to understanding the language of art.
# The ABCs of Art

The Elements & Principles of Design/Art

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Contact artist, mo@expandingheart.com, to give feedback.

Elements of Art

Line

Shape & Form
- circle
- triangle
- square
- rectangle
- oval
- semi-circle
- trapezoid
- heart
- leaf
- moon
- free form
- sphere
- pyramid
- cube
- cylinder

Color
- Cool Colors
- WARM COLORS
- Neutral
- Tints
- Shades

Texture
- Smooth
- Rough
- Hard
- Soft
- Bumpy
- Jagged
- Woven

Space
- Smaller in the distance
- Filled the whole paper
- Shows perspective
- Overlapping shapes

Value
- range of light to dark
- Contrast = light against dark

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Line, shape and color
Are elements of art.
Texture, space and value
That's where I start.

When I use what I know,
As an artist, I will grow.

Line, shape, and color,
Texture, space and value...
are the Elements
of Art.
LINE
(linea)

LONG (largo)
SHORT (corta)

CURVED (curva)

HORIZONTAL (horizontal)

VERTICAL (vertical)

PERPENDICULAR (perpendicular)

PARALLEL (paralelas)

THICK (grueso)

THIN (delgado)

DOTTED (línea de puntos)

WAVY/CURLY (ondulado)

VERTICAL (vertical)

STRAIGHT (derecho)

VARIED (variadas)

ZIG-ZAG JAGGED (zig-zag)

DIAGONAL (diagonal)

TAPERED (termina en punta conico)

SPIRAL (espiral)

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LINE

contour (outline)

= The outer edge line of an image, object or shape.

Lines can be used to show movement....

Lines can be used to show mood....

More words to describe lines....

- lazy
- bold
- light
- broken
- flexible
- energetic
- shy
- dark
- continuous
- rigid
SHAPE AND FORM
(forma y forma)

GEOMETRIC
(geometrica)

CIRCLE (circulo)
TRIANGLE (triangulo)
SQUARE (cuadrado)
RECTANGLE (rectangulo)
CUBE (cubo)
OVAL (ovalo)
SPHERE (esfera)
PYRAMID (pyramide)
CYLINDER
TRAPEZOID (trapezoide)
DIAMOND (diamante)
HEART (corazon)
HEXAGON (hexagono)
SEMICIRCLE (medio-cirulo)
STAR (estrella)
MOON (luna)
OCTAGONO (octagono)

ORGANIC/FREE FORM/NATURAL
(orgánico) (forma libre) (natural)

CLOUD (nuvem)
LEAF (hoja)

LARGE (largo) and (y)
SMALL (pequeño)

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Use as a worksheet. Color & fill in empty areas. Use colored page for help if needed.
COLOR

This is a color wheel.

COLOR SCHEMES (PLANS) are ways I can use color to improve my art work.

PRIMARY ❑❑❑ RAINBOW ❑❑❑❑❑❑
SECONDARY ❑❑❑ WARM ❑❑❑ COOL ❑❑❑
COMPLEMENTARY ❑❑❑❑❑ NEUTRAL ❑❑❑❑
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Use as a worksheet. Color & fill in empty areas. Use colored page for help if needed.
COLOR THEORY

Color is an element of art.

Every time I use color, I am creating a color scheme.

This is a color wheel.

The most common color schemes are listed below.

Primary.... I can make all the other colors by mixing different amounts of primary colors.
Secondary.... I can mix two primary colors to make a secondary color.
Warm .... Yellow and all the colors with red and orange tones are warm.
Cool .... Violet and all the colors with blue and green tones are cool.
Complementary.... Opposites on the color wheel are complementary.
Analogous.... Colors that are close neighbors on the color wheel are analogous.
Rainbow... Using primary, and secondary color's placed in order from the color wheel, I can make a rainbow.

Intermediate... is a color term I need to know. It is the color in between the primary and secondary colors on the color wheel.
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Contact artist, mo@expandingheart.com, to give feedback. More downloads at www.expandingheart.com & www.awesomeartists.com.
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VALUE IS THE RANGE OF LIGHT TO DARK.

A VALUE SCALE SHOWS THE CHANGE OF LIGHT TO DARK.

VALUE CHANGES WITH BLACK & WHITE

VALUE CHANGES WITH COLOR

IN A PENCIL VALUE SCALE.

INK PENCIL INK PENCIL INK PENCIL

SHADING WITH LINES SHADING WITH CROSS-HATCHING SHADING WITH STIPLING

[THESE ARE LINE TECHNIQUES.]

TINTING WITH COLOR

TO A LITTLE BIT OF COLOR, ADD INCREASING AMOUNTS OF WHITE TO CHANGE THE VALUE.

SHADING WITH COLOR

TO A LIGHT OR MEDIUM COLOR, ADD BLACK OR A DARK COLOR, A LITTLE AT A TIME, TO CHANGE THE VALUE.

[THESE ARE BLENDING TECHNIQUES.]

SHADING APPLIED TO OBJECTS:

CONTRAST = TO SHOW UNLIKENESS (SOMETHING DIFFERENT, OPPOSITE, OR DISSIMILAR.)

LIGHT AGAINST DARK (BLACK & WHITE)

LIGHT AGAINST DARK (COLOR)

PATTERN AGAINST NO PATTERN (BLACK & WHITE)

PATTERN AGAINST NO PATTERN (COLOR)

BACKGROUND IS DETAILED BUSY, ACTIVE SPACE.

SUBJECT IS DETAILED, INACTIVE, SIMPLE SPACE.

PATTERN AGAINST UNDETAILED SPACE

I WILL LOOK FOR VALUE AND CONTRAST, BOTH NATURAL AND MAN-MADE, IN MY ENVIRONMENT.

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Contact artist.
Principles of Art

Pattern  
Repetition of the elements of art

Emphasis  
Focus - Main idea 
What “grabs” your attention

Variety  
An assortment of lines, shapes, colors and other elements of art in the art work

Unity  
How the elements work together, fit together, so the art work looks complete

Balance  
Symmetrical
- same design on both sides of a midline.

Asymmetrical
- A balance that is not even.

Radial

Rhythm & Movement  
A regular repetition of the elements of art to create a sense of rhythm and/or movement

Proportion  
How parts fit together to make a whole - Size relations 
(Includes scale, monumental, miniature, exaggeration...)

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PATTERN

IS THE REPETITION OF THE ELEMENTS OF ART OR ANYTHING ELSE.

Patterns of Lines

Patterns of Shapes

Patterns of Color

Birds flying in formation are a pattern.
Cars stopped in traffic make a pattern.

Music has patterns.

Mathematics has patterns.

Inhale, exhale. Inhale, exhale. Breathing is a pattern.

PATTERN IS EVERYWHERE!

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If I look carefully, patterns I see. 
Man-made, in nature, and patterns in me. 
Pattern is a principle... a principle of art. 
I see it, say it, use it. Yes, I am art smart.

Can I use anything to make a pattern? 
Yes... you can!

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EMPHASIS
FOCUS - MAIN IDEA - WHAT “GRABS” MY ATTENTION?

A beautiful flower growing in a grey, dismal setting.

It can be to make a point or for a message. It can simply be used as a design element.

A non-objective design.

The light at the end of a tunnel.

A house that stands out from the rest.

A flower with more detail in the center draws our eyes to the center.

Shiny, bright things like jewelry attract our attention.

Loud noise draws our attention.

STOP

Big, lettering draws our focus.

Fast movement in a still setting grabs our attention.

I will notice what “grabs” my attention in my day to day travels.


❤️
VARIETY
IS A NUMBER OF DIFFERENT TYPES OF THINGS.

VARIETY SHOWS CONTRAST,
THERE IS NO END TO THE VARIETY IN NATURE AND MAN-MADE THINGS.

A Variety of people
A Variety of insects
A Variety of pens
A Variety of flowers
A Variety of emotions
A Variety of buildings

People can have a variety of ideas about the same thing.

I will notice the limitless variety all around me.
Add detail.

Using a variety of elements & principles of design adds detail and interest to a work of art.
UNITY

UNITY shows what things have in common, how they are alike.

UNITY is the thing that joins the parts together.

Sameness... oneness...

Uniforms show we are joined as a team.

In art, the elements work together, fit together, so it looks complete (some art looks more unified than other art).

Tints (white added)

Analogous colors (neighbors on the color wheel)

Shapes unify

Line unites

Black line unifies

Repetition of line, shape or color can unify an image.

Uniform - united by size and shape

Not uniform - a variety of size and shape

When people join hands and unite, they become stronger.

White line unifies
Balance

Symmetrical
I create symmetrical balance when I evenly place images on both sides of a mid-line.

Asymmetrical
I create asymmetrical balance when I balance by size and weight and variety of images, but not evenly from the mid-line.

Radial
I create radial balance when I repeat shapes and images evenly from the center outward.
Rhythm and Movement

A regular repetition of the Elements of Art can create a sense of movement/rhythm.

Trees blowing in the wind...

Non-objective design...

The day has a rhythm to it. Sunrise... sunset... Sunrise... sunset...

People marching...

The city has a rhythm.

Rhythm is all around us.

The ticking of a clock is rhythm.

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Proportion is the size relationship between two or more objects. It can be how the parts fit together to make a whole.

Scale | Proportions of the head | Exaggeration

A change in proportion can change the way we look at things. Accurate proportions are used more when creating realistic images. Distorted proportions are used more for cartoons and imaginary images.

I approximate and think about volume when I work with proportions. It's math. I mentally measure size, shape, mass, weight and volume.

Halves  Thirds  Fourths  Sixths  Eighths  Tenths
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