



Principles of Art

“THE SENTENCES OF ART”

PROPORTION IS: a principle of art that describes the size, location or amount of one element to another (or to the whole) in a work.



SCALE: the size of an object in relationship to another object, usually in comparison to the human body.

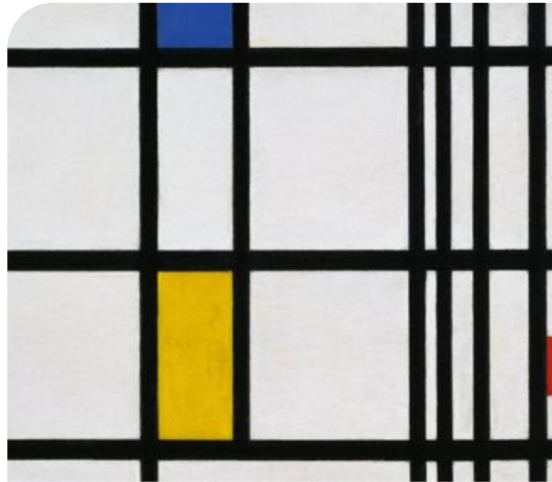
HIERARCHICAL PROPORTION: when figures are arranged in a work of art so that scale indicates importance

EXAGGERATED PROPORTION: usually one object is larger/out of scale to stress the importance of that object

FORESHORTENING: an object that appears to move forward in space.

UNITY IS:

when all of the elements of a piece combine to make a balanced, harmonious, complete whole.



SIMPLICITY: the practice of using a limited number of similar elements to give a uniform appearance.

SIMILARITY: using “similar” items throughout the piece

REPETITION: an element repeats itself in various parts of the design to relate parts to each other

PROXIMITY: make separate elements look as if they belong together
proximity, simply putting the elements close together.

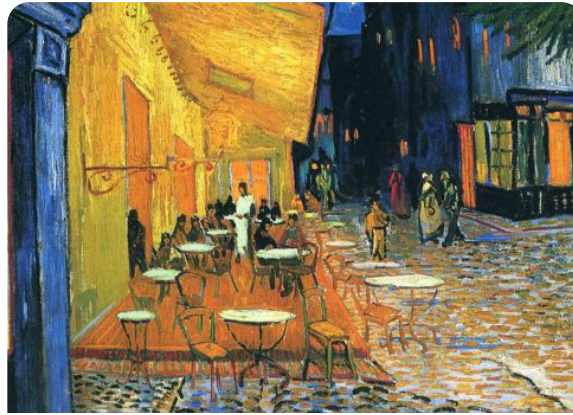
VARIETY IS:

combining one or more elements to create interest by adding slight changes



LINE:
COLOR:
SHAPE/FORM:
TEXTURE:

EMPHASIS IS:
an area or object
with in the artwork
that draws attention
and becomes a
focal point.



DOMINANT:

when one or more of the five
elements are emphasized more
than any others



SUBORDINATE:

any of the five elements that are
emphasized less than the
dominant ones



FOCAL POINT:

the most visually interesting
area of a composition

CREATING EMPHASIS:



- POSITION – where an artist places objects within the piece help determine those objects as focal points (ex: rule of thirds, golden ratio, center, and isolation)
- ISOLATION – when an object is separated from the majority of the contents of a piece
- CONTRAST – the human eye is always drawn to the area of greatest contrast or the combination of opposites
- CONVERGENCE – attention drawn to an area, usually by lines going to a point





BALANCE IS:

the way the Elements of art are arranged within the format to create a feeling of stability or harmony.

CENTRAL AXIS - is a dividing line that works like the point of balance in the balance scale



TYPES OF BALANCE



FORMAL

- Formal balance occurs when equal, or very similar, elements are placed on opposite sides of a central axis.
- SYMMETRY - a special type of formal balance in which two halves of a balanced composition are identical, mirror images of each other.
- RADIAL - occurs when the forces or elements of a design flow outward (radiate) from a central point. The axis in a radial design is the center point

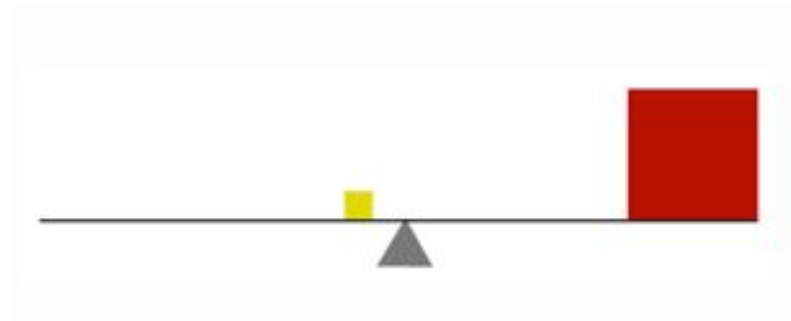
INFORMAL

- ASYMMETRY – balance of unlike objects

VISUAL WEIGHT



- SIZE – the larger block feels much heavier than the smaller block
- COLOR – eye attracted more toward the color red
- POSITION – the isolation of the red makes it appear heavier
- DETAIL – more detail, more weight



RHYTHM IS:

*the principle of art that indicates movement by the repetition of elements or objects. You can hear rhythm in music and poetry. In **visual rhythm**, you receive through your eyes rather than through your ears.*



- **PATTERN** – On a two-dimensional work, the entire visual repetition is called a pattern. **Pattern** is *the principle of art that is concerned with decorative surface design.*
- **MOTIF** – *The unit that is repeated in visual pattern*



REGULAR RHYTHM: have identical beats or motifs and equal amounts of space between them.

ALTERNATING RHYTHM: introduce a second beat or motif. Another way is to make a change in the placement or content of the original beat or motif.

PROGRESSIVE RHYTHM: there is a change in the beat each time it is repeated.

RANDOM RHYTHM: a motif is repeated in no apparent order, with no regular spaces in between.

MOVEMENT IS:
the principle of art used to create the look and feeling of action and to guide the viewer's eyes throughout the work of art.



ACTUAL/KINETIC:

the piece actually moves



SIMULATED:

gives the impression that the subject of the artwork is moving



GUIDING:

the repetition of elements causes the eye to move through the piece