Fundamentals of Art
Why do we have to learn this?

- Humans need language to communicate ideas.
- Art uses a type of language to communicate ideas.
- The art language is based on concepts called the "ELEMENTS and PRINCIPLES of Design"
Elements of Art

- Building blocks that make up a work of art
- Every piece of art can be reduced to its elements
There are 5 Elements:

- Line
- Shape
- Color
- Texture
- Value

Remember, “Lucy Should Cut The Vine”
How would you describe what a line looks like?
Line Variation
(Ways you can change a line)

- Length
- Width
- Texture
- Direction
- Curve
SHAPE

How would you describe a shape?
Henri Matisse, Beasts of the Sea. 1950.
Shape

A 2-dimensional area that is defined in some way from the space around it
Kinds of shapes

- **GEOMETRIC**
  come from mathematical formulas (generally have names)

- **ORGANIC**
  irregular and uneven
Form and Space

- **FORM**
  a 3-D shape (or the illusion of 3 dimensions on a 2-dimensional surface)

- **SPACE**
  the area between, above, below, around, or within objects *(positive & negative)*
COLOR

most expressive element

…and probably the most complicated
Color

- We see color as a result of reflected light.
- White light from the sun is actually a combination of the **SPECTRUM OF COLORS**.

Spectrum order: **ROYGBIV**
The Color Wheel

- **HUE**
  name of the color (ex. “yellow”)

- **PRIMARY**
  (red, yellow, blue)

- **SECONDARY**
  (orange, green, violet)

- **TERTIARY**
  (red-orange, yellow-orange, yellow-green, etc.)
- **HUE**
  named colors

- **SHADES**
  colors + black

- **TINTS**
  colors + white
Intensity and Complements

- **INTENSITY**
  brightness or dullness of a hue

- **COMPLEMENT**
  color opposite (across from) a given hue on the color wheel

You can change the intensity (**MUTE**) a color by adding its complement.
## Intensity

![Intensity Image](image-url)

### Color-Crete

**Designer Integral Color for Concrete**

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
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<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandstone</td>
<td>2 lb</td>
<td>Pecos Beige</td>
<td>3 lb</td>
<td>Fiesta</td>
<td>3 lb</td>
<td>San Jose Buff</td>
<td>1.5 lb</td>
<td>Vista Beige</td>
<td>1 lb</td>
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<tr>
<td>Coffee</td>
<td>1 lb</td>
<td>Navejo</td>
<td>2 lb</td>
<td>Canyon Buff</td>
<td>1 lb</td>
<td>Deer Tan</td>
<td>2 lb</td>
<td>Phoenix Tan</td>
<td>1 lb</td>
</tr>
<tr>
<td>Yuma Gold</td>
<td>2 lb</td>
<td>Sombra</td>
<td>3 lb</td>
<td>Saltillo</td>
<td>2 lb</td>
<td>Payson Brown</td>
<td>3 lb</td>
<td>Terra Cotta</td>
<td>5 lb</td>
</tr>
<tr>
<td>Desert Rosa</td>
<td>1 lb</td>
<td>Aztec Red</td>
<td>2 lb</td>
<td>Madeira</td>
<td>1.5 lb</td>
<td>Tile Red</td>
<td>3 lb</td>
<td>Brick Red</td>
<td>6 lb</td>
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<tr>
<td>Aspen</td>
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<td>Sedona</td>
<td>2 lb</td>
<td>Tierra</td>
<td>2 lb</td>
<td>Pueblo</td>
<td>4 lb</td>
<td>Cordova</td>
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<tr>
<td>Euro Slate</td>
<td>3 lb</td>
<td>Silver Gray</td>
<td>1 lb</td>
<td>Euro Gray</td>
<td>3 lb</td>
<td>Dark Gray</td>
<td>4 lb</td>
<td>Charcoal</td>
<td>6 lb</td>
</tr>
</tbody>
</table>

*Note: Codes indicate the color code for each shade.*
Color Schemes

- Color schemes are like formulas to choose colors from the color wheel

- **MONOCHROMATIC** (1 hue + shades/tints)

- **WARM & COOL** (half the color wheel focusing on reds (warm) or blues (cools))
More Color Schemes

- **COMPLEMENTARY** (2 opposite hue + s/t)
- **SPLIT COMPLEMENT** (1 hue + the 2 neighbors of its opposite + s/t)
- **TRIADIC** (3 evenly spaced hues + s/t)
- **ANALOGOUS** (3-4 neighboring hue + s/t)
TEXTURE

How something feels or looks like it feels
VALUE

Lightness or darkness of an object or area
Ways to create different values

- Vary the **pressure** of your drawing tool
- Vary the **tool** (soft B pencils are darker than hard H)
- Vary the **color or pigment** (yellow is lighter in value than violet)
- Vary the **space between shading marks** (HATCHING and CROSSHATCHING)
PRINCIPLES

Rules that determine how artists organize the elements of design
Elements vs. Principles

- Building Blocks
- Blueprints for how to arrange them
Another way to think of it:

- In Science terms, elements are like atoms and principles are like chemical formulas.
- In English terms, elements are the parts of speech (nouns, verbs, adjectives, etc.) and principles are rules of grammar.
Principles

- Rhythm
- Movement
- Balance
- Proportion
- Unity/Harmony (Variety)
- Emphasis
RHYTHM
Creates movement by repeating elements
MOVEMENT

The look and feeling of action that guides the viewer’s eyes throughout the work of art
BALANCE

Equalizing visual elements in a work of art
Main types of balance

- **FORMAL**
  Symmetry: exactly the same on both sides of the axis (for the most part)

- **INFORMAL**
  Visually appears balanced based on un-matching objects or areas of visual weight
PROPORTION

Size relationships of one part to another
UNITY
HARMONY

feeling of relatedness by showing similarities within the artwork
**FIGURE 12.2** MTV has used variety to maintain interest in its logo. The shape of the logo is always the same: a heavy, solid M decorated with a small, thin TV, but every time you see the logo, the colors and patterns on it change. Repetition reassures the viewer that this is the same station, but variety stirs the viewer’s curiosity.

Courtesy of MTV Networks.
EMPHASIS

Making one part of a work (FOCAL POINT) dominant over the others