

USING THE ELEMENTS AND PRINCIPLES OF DESIGN AS STRUCTURE for good composition

1-Elements: value (light and dark), pattern (repeated motif), texture, shape, color, line.

2-Principles:

unity--oneness; harmony of color and parts; order; frequently achieved through repetition.

variety--a change in size, shape, value, direction, color, texture, pattern; provides interest, emphasis.

rhythm/ repetition --the recurrence of one or more design elements; an ordered recurrent flow or alternation of weak and strong elements; an organized movement across the visual field, it suggests a path for the eye; created by alternating colors, forms, and lines, etc. to lead the eye from one area to another.

contrast--differences in the visual field.

emphasis/ focal point--created by using a shape, color or other element that is more important, different or more noticeable than others; an outstanding feature; center of attraction or interest.

space--

1. closed/open: filled/not filled with many shapes.

2. positive/negative: the positive shape or subject and the negative shape that surrounds it; figure/ground relationships; composing in the space.

balance--1. formal/symmetrical: identical or similar elements placed equal distances from the center of the composition so there is equal distribution of weight on both sides.

2. informal/asymmetrical: an off-center axis; the organization of unlike elements.

scale/proportion---relative size.

COLOR THEORY/ HARMONIES: The craft of developing themes from systematic color relationships capable of serving as a basis for composition.

1. **Monochromatic:** A single hue used in a variety of values and intensities by mixing it in varying amounts with gray, black, and white. Tones are hues plus gray; tints are hue plus white; shade is hue mixed with black. Shading and toning a color change the intensity and value of the color (change dullness/brightness and the lightness/darkness). Tinting a color only changes the value (makes it lighter but not duller).

2. **Analogous** schemes/harmonies: made up of colors next to each other on the color wheel, i.e., orange, yellow-orange, and yellow; or red-violet, red, and red-orange. Uses no more than 3 or 4 colors next to one another. This scheme has great emotional quality because it favors warm or cool colors when in proper sequence. Commonly found in nature.

3. **Analogous with a complementary accent:** Use the complement of the dom. hue.

4. **Complementary** harmony: Based on the use of two colors opposite one another on the color wheel, i.e., red and green. There are 6 sets of comps on the 12-color wheel. Creates a lively optical effect (see Op Art). The contrast heightens the intensity of each. Vary the intensity, value, size and placement in a composition (i.e., high-intensity red in a small amount next to larger amounts of lower-intensity green in a landscape). Also found in nature (see pansies, butterflies, birds).

5. **Split Complements:** A 3-color harmony created by selecting the 2 colors on either side of a complementary color. Such as: Red w/ blue-green and yellow-green. Forms an isosceles triangle on the wheel. More subtle than complementary.

6. **Triads** (equilateral triangle on the wheel): 3-color harmony, colors equally spaced on wheel. Primary triad: R-B-Y: bold, primitive, direct. Secondary triad (green, violet, orange): more refined. Intermediate triads: R-o, y-g, b-v and Y-o, b-g, r-v :Often found in Nature.

COLOR: TRAITS AND QUALITIES

VALUE: lightness (high value) or darkness (low value)

INTENSITY: brightness (high intensity) or dullness (low intensity); saturation

hue: pure color

tint: adding white to hue. Changes value only (makes it lighter).

tone: add gray (black and white). Changes intensity and value (makes it duller and either lighter or darker depending on the value of the gray.)

shade: add black to hue. Changes intensity and value (makes the color duller and darker)

WARM/COOL --quality of color reflecting "temperature"; position on the wheel