

CREATIVE ARTS AND DESIGN

Intermediate Level



Understanding and Applying the Elements of Art and Principles of Design to Craft Creations

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Activity 1 – Identifying the Elements of Art and Principles of Design in Crafts – LINE AND COLOR

Project Outcomes:	• Demonstrate an understanding of the elements of art and principles of design in crafts. • Discuss concepts of hue, value and intensity in color in crafts.
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TIPPS Outcomes (By completing these activities, you will be able to):

- Use the senses to gain new information or find new ways to use information
- Use the learned information in new situations and to solve problems
- Follow a plan to achieve a goal

Has a craft item ever caught your eye, but you were not sure why? Rest assured, it was because an element of art or a principle of design drew you to it. To review, below are the elements of art and principles of design that you use when creating any craft.

The Elements of Art

- line
- color
- shape
- space
- form
- texture

The Principles of Design

- rhythm
- proportion
- emphasis
- balance
- pattern
- repetition
- variety
- unity

To get you thinking about these elements and principles, look at the following three pieces and describe the first element **and** principle that catches your eye. Use the list above as a reference. There are no right or wrong answers.



Element:
Principle:



Element:
Principle:



Element:
Principle:

If you are reading this, you love to create things! Crafts are a great way to show your creativity. As you begin exploring how to make various crafts, it's important to consider the elements of art and principles of design in order to create an aesthetically pleasing object. (In the beginner-level activities, you learned about the elements of art and principles of design. Refer to Unit 1: Activities 1-4 as needed when working through the following activities.)

Are you wondering about the differences between elements and principles? It's simple – you use the principles when you decide how to manipulate the elements for a pleasing design. The elements of art are the building blocks to use to make a successful composition.

You can use the elements to create an object that can:

- convey a certain mood
- draw the eye in a certain direction
- evoke a number of feelings

Let's examine various crafts, identifying how the major elements and principles are used to create the objects.

LINE

Facts about lines: Horizontal lines can create a feeling of calm. Vertical lines can create a sense of height. Diagonal lines can create a feeling of movement. Curved lines can create a graceful effect and/or lead your eyes to different parts of an object.

How to use lines: You can use lines to offset parts of your design and draw the eye to a particular area or focal point. Lines can guide the audience to the main part of the object. You can emphasize design elements with bold lines and use thin lines for decoration.



The necklace to the left illustrates the use of curved lines and radiating lines to create a pleasing effect. The short pieces of stone that radiate out, creating the front part of the necklace, illustrate the use of the principles of repetition and rhythm and the color provides unity.



COMPLETE:

Describe the dominant lines in this birdhouse design as well as the principles you see used.

Dominant Lines:

Where do these lines lead your eyes?

Principles used:

Activity using lines:

Choose a craft you have made (or make one) and describe the craft related to line. (Suggestion: Take a picture of the craft and include in your digital portfolio with the description below.)

Name of craft _____

Dominant line(s) _____

Explain the effect of the dominant line(s) on the object: (Examples: Does it lead your eyes to a specific area, or does it provide a calming, active, dynamic or pleasing effect?)

What major principle(s) of design is used? _____

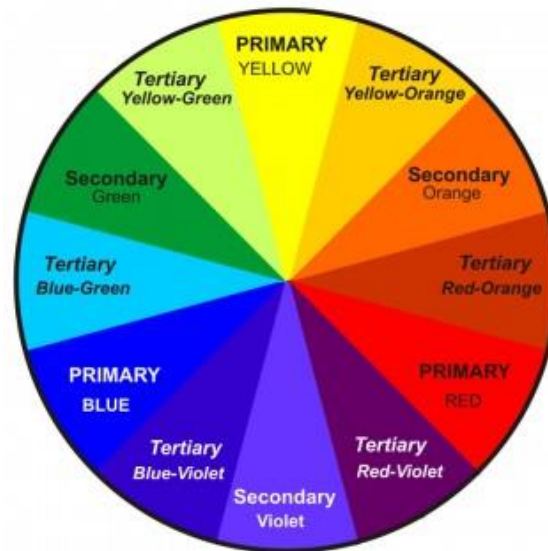
How does the use of this principle affect the look or "feel" of the object?

COLOR

Facts about color:

Color immediately stands out in any design.

To the right is a color wheel indicating the primary, secondary and tertiary colors. In their pure state, these colors are called hues.



craftlabrador.com/resources/colour-and-design/how-to-work-with-colour

How to use color: Depending on the hue, intensity or value, you can use color to emphasize elements or evoke certain feelings. Choosing the right color is crucial when you are trying to tell a story with your design.

- Consider different color combinations that are pleasing and express your personal style.
- As a general rule, using a small splash of a different color with your main color creates interest.
- Avoid using two colors in equal amounts.
- Limit your use of colors to three colors.

The psychology of color: To get a better picture of how color can affect the viewer, consider the following common associations with specific colors. Of course, remember that color is perceived differently based on your past experiences, and color associations are based on cultural experiences.

COMPLETE: Observe the craft objects shown below with each color, determine which word most closely describes how the color makes you feel, and circle that word (or add your own word).

RED: courage, passion, danger, anger, fire 	YELLOW: optimism, happiness, warmth 	ORANGE: cheerfulness, excitement, energy, courage 
GREEN: refreshing, cool, peaceful 	BLUE: cool, calm, reserved, tranquil 	PURPLE (Violet): royal, dignified, mysterious 

Example of the Use of Color

 By Megan Koeppel, fiber artist from Milwaukee, Wisconsin	This fiber wall hanging illustrates the use of two colors to create an interesting design. The dark red is the dominant color. You can also see repetition (a principle of design) used to create interest.	Examine this quilted wall hanging:  By Carol Best, quilter COMPLETE: What is the dominant color? What is the accent color(s)?	How does the use of the border color make you feel? List two principles of design used in this example: 1. 2.
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Activity using color:

Choose a craft you have made (or make one) and describe the craft related to color. (Suggestion: Take a picture of the craft and include in your digital portfolio with the description below.)

Name of craft _____

Dominant color _____

Accent color _____

Describe the effect of the dominant color on the object: (Examples: Does it make you feel calm or excited? Is it pleasing to the eye?)

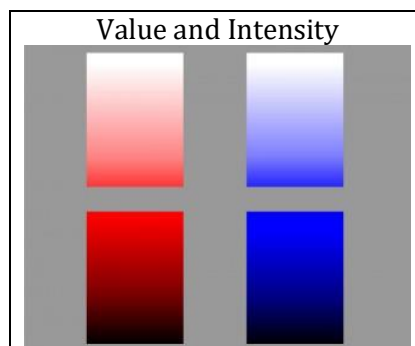
What major principle(s) of design is used? _____

How does the use of this principle affect the look or “feel” of the object?

Exploring Hue, Value and Intensity of Color in Crafts

In the Beginner Activity 1 on Color, you learned about the terms hue, value and intensity related to color. When considering these terms in a craft object, use the following tips:

- A pure hue is the color in its purest form. Use a pure hue when making a color statement.
- A tint or shade of a color describes its value. These are muted colors of the hue and make it less intense. Tints are created by adding white to a color, and shades are created by adding black to a color. Example: Burgundy is made by adding black to red. Pink is made by adding white to red.
- Colors in their purest form are the most intense. A color is less intense when white, black or the color’s complement is added.



COMPLETE: Identify the following hues, values and intensities.



Hue:
(color name)



Value:
Tint or Shade (circle)
of _____
(hue name)



Intensity: Bright or Dull
(circle)

Activity using hue, value and intensity:

Select a craft you have made (or find one online) that uses color. Identify the following:

Name of craft:

Hue used:

Are tints or shades of the hue used? If so, identify them:

Are the colors intense or muted? Explain.

Source: designwizard.com/blog/elements-of-design

Activity 2 – Identifying the Elements of Art and Principles of Design in Crafts – SHAPE, SPACE, FORM AND TEXTURE

Project Outcome:	Demonstrate an understanding of the elements of art and principles of design in crafts.
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Refer to the elements and principles listed here when completing the activities:

Elements of Art

- line
- color
- shape
- space
- form
- texture

Principles of Design

- rhythm
- proportion
- emphasis
- balance
- pattern
- repetition
- variety
- unit

SHAPE

A shape is any space that is enclosed by lines. Geometric shapes include a square, an oval and a triangle, while organic shapes are speech bubbles, a blob or any irregular free-form shape. A shape is an area defined by its edges. If you think of a quilt appliqué, you can quickly see the shapes. Notice the different geometric shapes in this pieced quilt.

Name all the shapes you see:



Just like colors, different shapes conjure up certain feelings:

- More rounded shapes create natural and calm emotions, while sharp edges grab attention.
- Squares convey rigidity, triangles convey energy and circles convey fluidity.

The principles of design are incorporated when using shapes to create patterns, repetition and proportion, to name a few. Experiment with various shapes combined with different colors that stand out. See which combination works best.

 Notice the heart shapes in this woodburning project.	In examining how the principles in this project are used, notice: • Each heart has different patterns. • Repetition is used by repeating the hearts. • A rhythm is created by the different sizes of the hearts.	Examine the wreath and COMPLETE the questions at right: 	Describe the main shape (Are straight or curved lines used?): How is color used to create unity and a focal point?
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Activity using shape:

Choose a craft you have made (or make one) and describe the craft related to its shape or shapes within the craft. (Suggestion: Take a picture of the craft and include in your digital portfolio with the description below.)

Name of craft _____

Describe the shape(s):

Describe the effect of the shape on the object: (Examples: Does it make you feel calm or excited? Is it pleasing to the eye?)

What major principle(s) of design is used? _____

How does the use of this principle affect the look or “feel” of the object?

SPACE

When you look at space within your design, you are viewing all the areas within, around, above or below the object. Space can both connect and separate elements. Space can be positive or negative. Negative space is also called white space, which helps to group and organize elements.

How to use space:

- Establish narrow spaces between elements to create a connection and wider spaces to convey separation. Both ways of using space generate a design flow.
- Remember that the space around shapes can help create a focal point for your craft item.



In this floral arrangement, notice the long, spiky flowers in the back and the space between them. This creates balance and interest. Also, the shape of the vase allows for white space around it to balance the creation.



Analyze this wall hanging:

Describe the space created in and around the ring and three flowers:

In the hanging pieces at the bottom, describe the white space created in this part of the piece:

What principles of design are used in this piece?

Activity using space:

Choose a craft you have made (or make one) and describe the craft related to the space created within the craft.

Name of craft _____

Describe the space and how it affects the total look of the craft:

What major principle(s) of design is used? _____

How does the use of this principle affect the look or "feel" of the object?

Form

Form is an element of design that is 3D and encloses volume. It includes height, width and depth (as in a cube, a sphere, a pyramid or a cylinder). These are usually called geometric forms. Forms that are not easily identifiable as geometric are considered free flowing. When creating crafts, many are 3D. Examples would include pottery, baskets and pillows.



In examining the coiled basket to the left, you can see that it is a sphere form with an opening at the top. Notice the use of the elements of color, line and texture to create interest in this design. The principles of design used include repetition and rhythm.



Examine this cake creation:

Identify the forms used:

What elements and principles are used to create interest?

Activity using Form:

Choose a craft you have made (or make one) and describe the craft related to form.

Name of craft _____

Describe the form, including the name of the 3D shape (sphere, cone, etc.):

What is the effect of the form on the object?

What major principle(s) of design is used? _____

How does the use of this principle affect the look or “feel” of the object?

Texture

Texture can come from the materials and embellishments in your work or the look of textures created in your work. Using different textures can add contrast and/or emphasize specific elements of your overall design.

How to use texture:

- Use texture to create a focal point or contrast, or to help with balance.
- Replicate a natural environment through texture to craft a more 3D appearance. This makes your design more immersive.
- Consider the texture of your materials – whether they are smooth, rough, shiny or dull – and use the materials accordingly to create interest.



The yarns in this wall hanging vary from rough (beige) to smooth (yellow and blue). This creates contrast and interest in the piece. The contrast in color also adds to the unity of the piece.

Examine this craft:



By Tyler Quintin

Stoneware, underglaze, glaze, gold luster

Describe the difference in the texture of the tiger and the ring surrounding the head:

What principles of design are used, and what is the effect?

Activity using texture:

Choose a craft you have made (or make one), and describe the craft related to texture.

Name of craft _____

Describe the texture:

Describe the effect of the texture on the object:

What major principle(s) of design is used? _____

How does the use of this principle affect the look or “feel” of the object?

Source: designwizard.com/blog/elements-of-design

Congratulations! You have completed the Intermediate Project Area Guide – Understanding and Applying the Elements of Art and Principles of Design to Craft Creations.

By completing these activities, you will be able to:

- Use your senses to gain new information or find new ways to use information
- Use the learned information in new situations, to solve problems
- Follow a plan to achieve a goal (TIPPS Outcomes)

Continue to seek opportunities to apply what you have learned to your project work so far and learn new things along the way. Make sure to upload any images or activities completed to your digital 4-H portfolio.

For more activities in the Creative Arts & Design project, visit 4h.tennessee.edu/creative-arts-and-design.



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