

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

Visual Art

Project	<ul style="list-style-type: none"> • Demonstrate an understanding of the elements of art and principles of design in visual art. • Discuss concepts of hue, value and intensity in color in a specific work of art.
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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.



Do you enjoy sketching, drawing or painting? These are examples of visual art. Creating visual art is a great way to show your creativity. As you begin exploring how to sketch, draw or paint, it's important to consider the elements of art and principles of design to create something that is aesthetically pleasing. (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.)

Has a piece of artwork 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 art piece.

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 two 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:

Are you wondering about the difference 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:

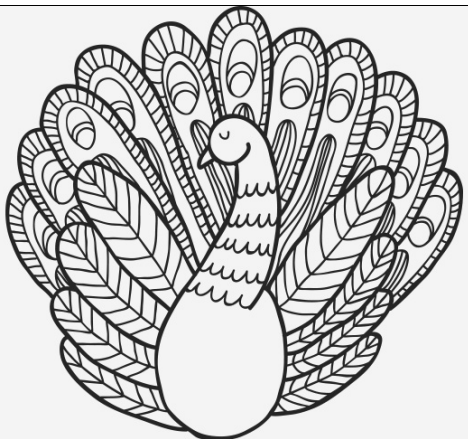
- convey a certain mood
- draw the eye in a certain direction
- evoke a number of feelings.

Let's examine various visual art pieces, identifying how the major elements and principles are used to create the pieces.

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 a piece.

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 a piece. You can emphasize design elements with bold lines and use thin lines for decoration.



This pen drawing illustrates the use of curved lines and diagonal lines to create a pleasing effect. The feathers on the outer edge illustrate the use of the principles of repetition and rhythm.



COMPLETE:

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

Dominant Lines:

Where do these lines lead your eyes?

Principles used:

Activity using lines:

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

Name of artwork _____

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?

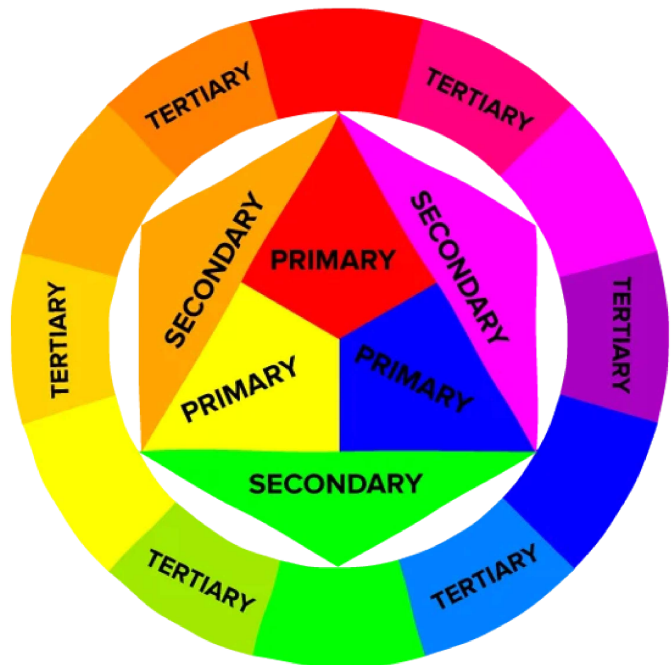
How does the use of this principle affect the look or “feel” of the piece?

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.




<https://www.thetradeshownetwork.com/trade-show-blog/your-guide-to-colors-color-theory-the-color-wheel-how-to-choose-a-color-scheme>

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 artwork.

- 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: Examine the paintings below with each color, determine which word listed most closely describes how the color makes you feel. Circle that word (or add your own word).

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

Examples of the Use of Color



This painting illustrates the use of two colors to create an interesting piece of art. The blue is the dominant color since it is a larger mass. You can also see repetition (a principle of design) used in flowers, paws and ears.

Examine this painting:



COMPLETE:

What is the dominant color?

What is the secondary color(s) used?

List two principles of design used in this example:

- 1.
- 2.

Activity using color:

Choose a painting you have made (or make one) and describe it related to color.

Dominant color _____

Accent color _____

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

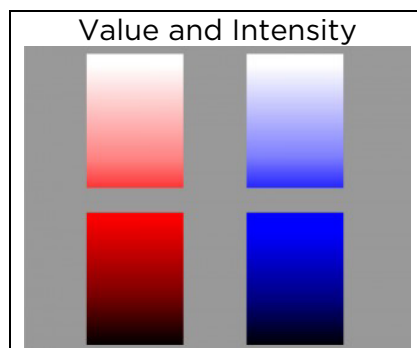
What major principle(s) of design is used?

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


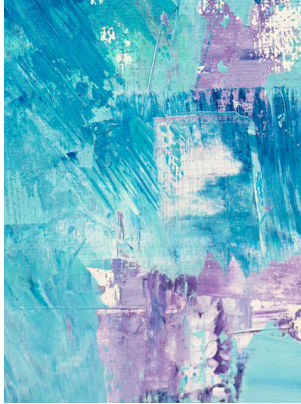

Exploring Hue, Value, and Intensity of Color in Visual Arts

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 painting, 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.

 <p>Hue: (color name)</p>	 <p>Value: Tint or Shade (circle) of _____ (hue names)</p>	 <p>Intensity: Bright or Dull (circle)</p>
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Activity using hue, value and intensity:

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

Name of piece: _____

Hue used: _____

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

Are the colors intense or muted? Explain.



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