

Elements of ART & Color Terminologies



The term “art” is related to the Latin word “ars” meaning, art, skill, or craft.

ART is basically divided into 5 categories:

➤ **Fine Art:**

Includes drawing, painting, sculpture and printmaking.

➤ **Visual Art:** Includes dance, theatre, street plays, etc.

➤ **Plastic Art:** Includes sculpture and ceramics.

➤ **Decorative Art:** Broadly synonymous with crafts.

➤ **Applied Art:** Includes architecture, industrial design, fashion/furnishing design, interior design etc.

7 ELEMENTS OF ART

The elements of art are the basic components of art-making. It is impossible to create a work of art without using at least one of the seven elements of art. In order to be successful in art creation, an artist must be able to intelligently use the elements of art.



The 7 Elements of Art



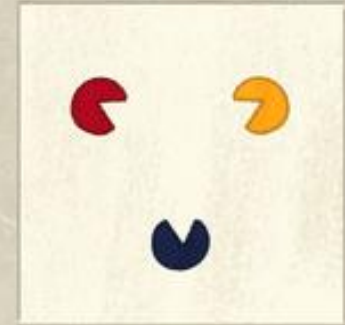
Line



Shape



Form



Space



Texture



Value



Color

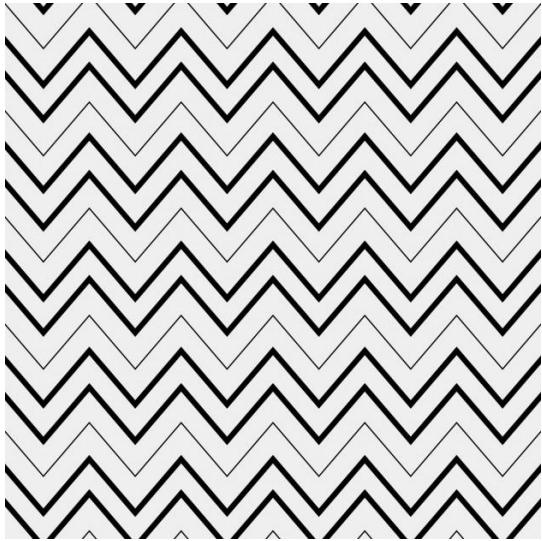


LINE

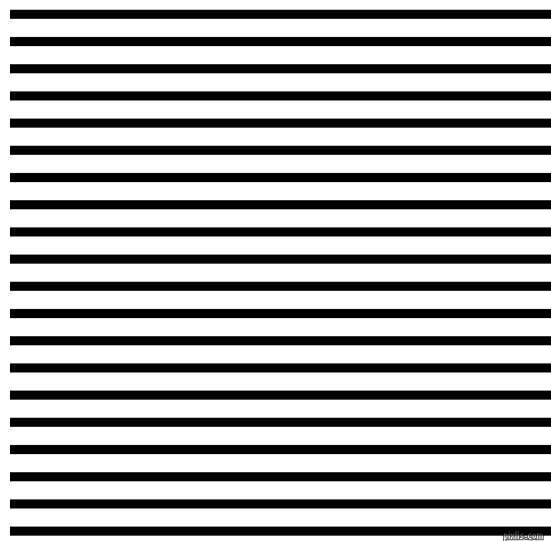
Line is one of the seven elements of art. In terms of art, line is considered to be a moving dot. Line can control a viewer's eye. It can describe edges. It can indicate form as well as movement. It can also indicate value and a light source in drawing.

Lines are basically of 5 types:

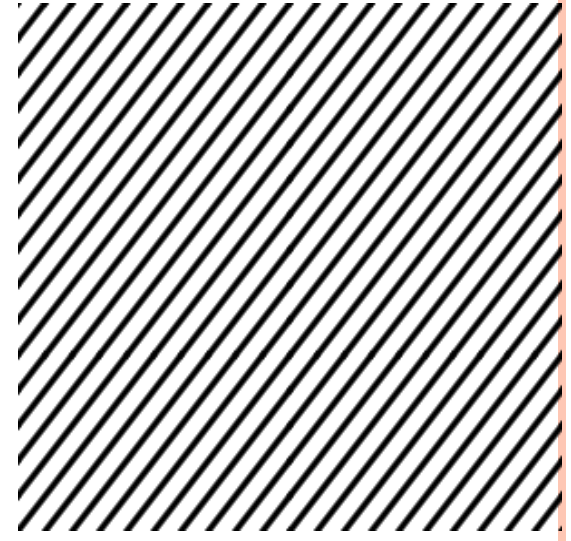
- Vertical lines - lines that move up and down without any slant.
- Horizontal lines - lines that are parallel to the horizon.
- Diagonal lines - lines that slant.
- Zigzag lines - lines made from a combination of diagonal lines.
- Curved lines - Lines that change direction gradually.



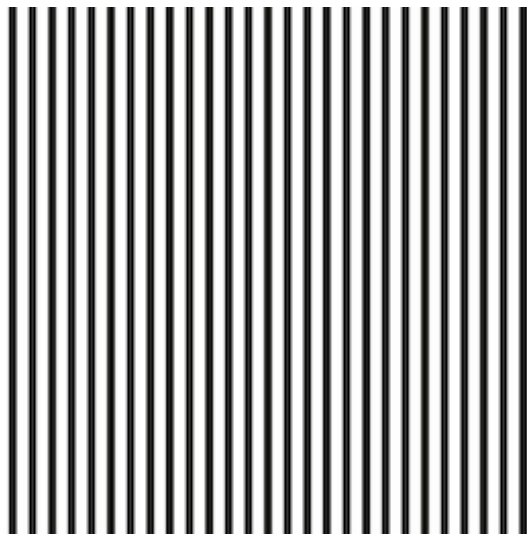
Vertical lines



Horizontal lines



Diagonal lines



Zigzag lines



Curved lines



SHAPE

A shape is created when a line is enclosed. Shape is one of the seven elements of art and plays an important role in the creation of art. They help to create complex drawings and paintings, affect composition, and contribute to the balance within a work. Shapes are two-dimensional, meaning that they have only length and width.

All shapes fall into one of two categories:

- *Geometric shapes or regular shapes* are easy to recognize. E.g., square, ellipse, triangle.
- *Organic or freeform shapes* are shapes that seem to follow no rules. Organic shapes generally do not have a name associated with them and are typically not man-made. E.g., all forms related to the nature around us like leaves, trees, mountains, etc.



Geometric shapes



Freeform shapes



FORM

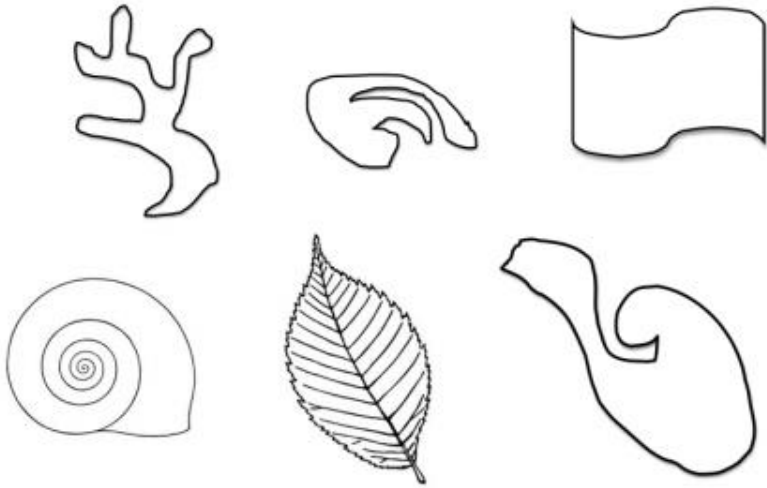
In terms of art, form refers to objects that are 3-Dimensional, or have length, width, and height. The world we live in made up almost entirely of forms.

Forms are also of 2 types:

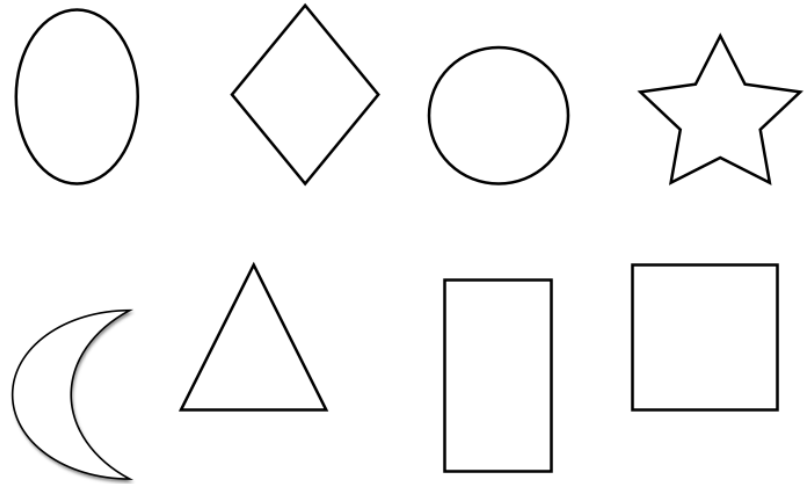
- **Geometric forms** have specific names associated with them and are typically man-made. E.g., cone, cube, cylinder, sphere, etc.
- **Organic forms** do not have specific names associated with them and are often associated with naturally occurring forms. E.g., obtained from nature.



Organic Shapes



Geometric Shapes



VALUE

Value deals with the lightness or darkness of a color. We see objects and understand objects because of how dark or light they are. Value deals directly with light. We see things because light reflects off of objects and goes into our eyes. Without light, we cannot see anything.



SPACE

In terms of art, space is the area around, above, and within an object.

SPACE in a painting is of two:

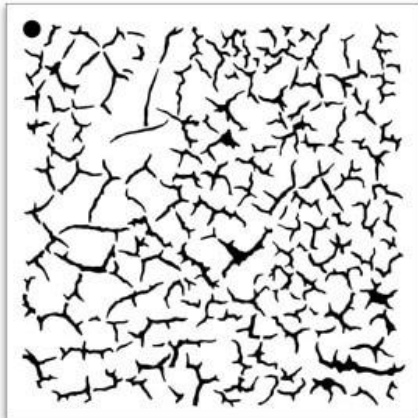
- **Positive space** refers to the main focus of a picture.
- **Negative space** refers to the background.



TEXTURE

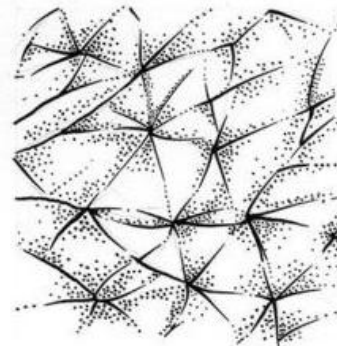
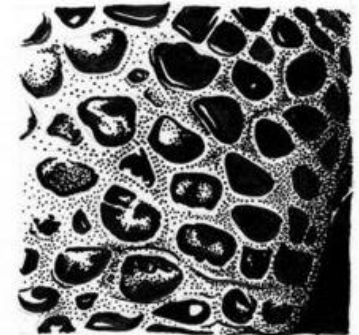
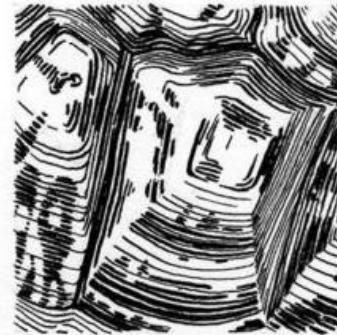
Texture refers to the way an object feels to the touch or looks as it may feel if it were touched.

- **Natural texture-** Natural texture is the one obtained from the nature in our surroundings.
- **Man-made Texture-** Man-made texture is the one that is invented or developed by man.



Natural texture

Man-made Texture



COLOR

Color is the element of art that refers to reflected light. It is basically the reflected light from objects.

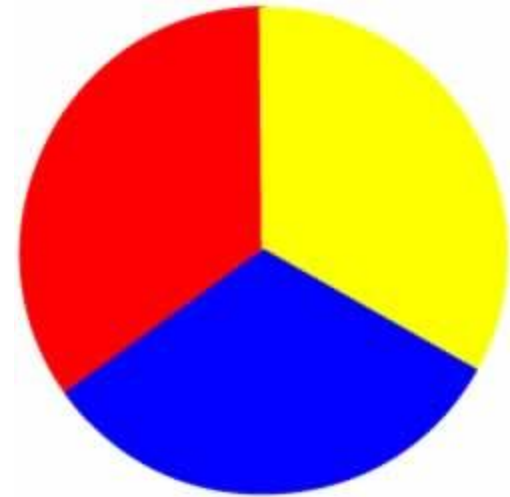
- PRIMARY COLOURS**
- SECONDARY COLOURS**
- TERTIARY COLOURS**



PRIMARY COLOURS

Primary colors are the 3 pigment colors that cannot be mixed or formed by any combination of other colors.

- red
- Yellow
- blue



SECONDARY COLOURS

These are the colors formed by mixing the primary colors.

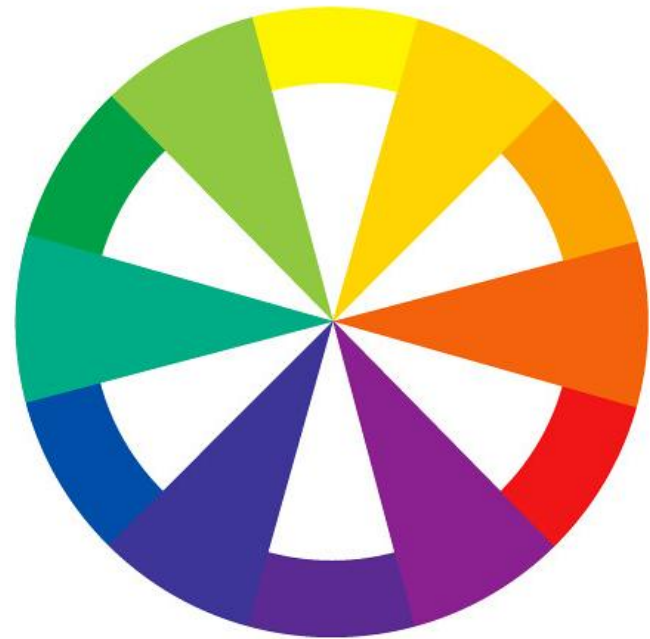
- Red+yellow=orange
- Yellow+blue=green
- Blue+red=violet



TERTIARY COLOURS

These are the colors formed by mixing a primary and a secondary color. That's why the hue is a two word name.

- yellow-orange,
- yellow-green,
- blue-green,
- blue-violet,
- red-violet,



THE COLOR WHEEL

The color wheel was developed by Sir Isaac Newton by taking the color spectrum and bending it into a circle.

A color wheel (also referred to as a color circle) is a visual representation of colors arranged according to their chromatic relationship. Begin a color wheel by positioning primary hues equidistant from one another, then create a bridge between primaries using secondary and tertiary colors.

TINTS AND SHADES

TINTS

Tints are light values that are made by mixing a color with white.

For example, pink is a tint of red, and light blue is a tint of blue.

SHADES

Shades are dark values that are made by mixing a color with black. Maroon is a shade of red, and navy is a shade of blue.

WARM AND COOL COLOURS

WARM COLOURS

Colors that are usually associated with warm things.

Ex. Red, yellow, orange.

COOL COLOURS

Colors that are usually associated with cool things.

Ex. Blue, purple, green

Cool

HUE, VALUE & INTENSITY



HUE

Hue is the purest form of a color and the name of the color itself

VALUE

Value is the lightness or darkness of a color used to make objects look three dimensional

INTENSITY

Intensity is the brightness or dullness of a color creates the illusion of depth



Thank You!