THE BIG IDEA: Art Elements and Design Principles are the Language of Art

Primary Goal: To develop a deeper understanding of how artists use the Art Elements to create Design Principles.

Project Overview: After discovering the seven art elements and a variety of media and techniques, you will use the art elements to create the design principles. Your illustrations of the art elements creating design principles will be bound into a mini book.

Project Requirements:

- Use 1 art element to create 1 design principle.
- All 7 art elements must be used at least once.
- Construct a miniature book.
- Illustrate the elements on the short pages and the principles on the long pages.
- The tab zones compliment the element and principle illustrations.
- Media and techniques are your choice.

Essential Question: Through art, how do artists communicate their ideas?

Art History and Aesthetics: To help further our understanding of how artists use the Art Elements and Design Principles to communicate their ideas, we will be looking at and discussing artworks from three genres of art: Realism, Abstract and Non Objective.

Featured Art Theme: _____________________________________________

List 3 Art Careers that use the Art Elements and Design Principles:

_________________________________________________________________

Vocabulary:

Realism: Figures or objects that are represented true to life.

Abstract: Somewhat recognizable figures or objects.

Non-Objective: Artwork that does not represent a person, place or thing in the natural world

Art Elements: Line, Color, Value, Shape, Form, Texture and Space

Design Principles: Balance (Symmetrical, Asymmetrical, Radial), Pattern, Repetition, Proportion, Scale, Unity, Variety, Rhythm, Emphasis and Contrast

Composition: The arrangement of Art Elements and Design Principles.

Aesthetics: Reasons for art appreciation.

Art Criticism: The evaluation of artworks.
1. What is art?
________________________________________________________________
________________________________________________________________
________________________________________________________________

2. Write a supporting reason why you like or dislike the artwork on the Interwrite board.
________________________________________________________________
________________________________________________________________
________________________________________________________________

3. Do you think art is important? Justify your answer.
________________________________________________________________
________________________________________________________________
________________________________________________________________

4. In your opinion, which art element is effective in communicating emotion? Explain your choice.
________________________________________________________________
________________________________________________________________
5. Define Aesthetics: _______________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

6. Explain how an artist can control the mood of an artwork?
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

7. What should I improve on this project? _______________________________

8. What is your opinion of this project? ________________________________
_________________________________________________________________
Define each genre of art.

Realism: __________________________________________________________
__________________________________________________________
__________________________________________________________

Abstract: __________________________________________________________
__________________________________________________________
__________________________________________________________

Non Objective: _____________________________________________________
__________________________________________________________
__________________________________________________________

Cut and paste the images into the correct genre columns.
Discovering Art Elements: Creating Value using Line and Color

Media:
Marker or Pen

Technique: Stippling Hatching Cross-Hatching Scribble
Art Descriptors:

Gray Scale

Medium: Pencil

Technique: Continuous Tone Art Descriptors:

Medium: Tempera

Technique: Stippling Dashing Wet-on-wet Wet-on-dry
Art Descriptors:

Medium: Scratch Art

Technique: Stippling Hatching Cross-Hatching Scribble
Art Descriptors:
COLOR is a hue. There are two color systems: CYM (Munsell) and RYB (Traditional).

**Primary** colors: the 3 starter colors.

**Secondary** colors: two primary colors mixed together.

**Intermediate** colors: one primary color and one secondary color mixed together.

**Complementary** colors: ___________ colors on the color wheel.

- **Complementary** colors placed next to each other create __________ contrast.

**Analogous** colors: next to each other on the color wheel.

- **Analogous** colors placed next to each other create __________ contrast.

**Tint** is a lighter value of a color. Color + __________ makes a tint.

**Shade** is a darker value of a color. Color + __________ makes a shade.
Discovering Art Elements: Using Shape, Form and Texture

**Media:**
- Pencil, Pen or Marker

**Technique:**
- Your Choice
  - Free-form shape
  - Geometric with perspective and value create Implied Form
  - Organic Shape with Implied Texture

**Art Descriptors:**
- 
- 
- 

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Discovering Art Elements: Using Space

**Medium:**
- Pencil

**Different techniques to show depth in space:**
- Overlapping
  - Placement, scale and value
  - Perspective

**Art Descriptors:**
- 
- 
- 
**SHAPE:** when two ends of a line meet, this creates enclosed area.

3 types of shapes:  
1. __________________________ from math  
2. __________________________ from nature  
3. __________________________ no names apply

**TEXTURE:** the way something feels.

2 types of texture:  
1. __________________________ you can feel it  
2. __________________________ looks like texture

**FORM:** three-dimensional objects; length, width and height

2 types of form:  
1. __________________________ is not flat  
2. __________________________ looks 3-D, but is flat

**SPACE:** area

3 types of space:  
1. Picture plain
2. Positive (occupied), Negative (unoccupied)
3. Depth  
   a) Overlapping  
   b) Placement and Scale  
   c) Change of Value  
   d) Perspective
<table>
<thead>
<tr>
<th>ART ELEMENTS</th>
<th>DESIGN PRINCIPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Line</strong></td>
<td><strong>Contrast:</strong> Stands out</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td><strong>Emphasis:</strong> Focal Point</td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td><strong>Symmetrical Balance:</strong> Same on both sides</td>
</tr>
<tr>
<td>Complementary = high contrast Analogous = low contrast</td>
<td><strong>Asymmetrical Balance:</strong> Different on either side</td>
</tr>
<tr>
<td><strong>Shape</strong></td>
<td><strong>Radial Balance:</strong> In a circle</td>
</tr>
<tr>
<td>Geometric, Organic, Free-Form</td>
<td><strong>Pattern:</strong> duplication in order</td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td><strong>Repetition:</strong> random duplication</td>
</tr>
<tr>
<td>Actual, Implied</td>
<td><strong>Proportion:</strong> size comparison of parts</td>
</tr>
<tr>
<td><strong>Form</strong></td>
<td><strong>Scale:</strong> size comparison of two or more objects</td>
</tr>
<tr>
<td>Actual, Implied</td>
<td><strong>Unity:</strong> repetition for the purpose of harmony</td>
</tr>
<tr>
<td><strong>Space</strong></td>
<td><strong>Variety:</strong> different for the purpose of interest</td>
</tr>
<tr>
<td></td>
<td><strong>Rhythm:</strong> movement of a composition</td>
</tr>
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</table>
WRITING AN ART CRITICISM

Why we write art criticism papers:

Rational: We write art criticism to:
  - Use our higher level thinking skills (Evaluation)
  - Increase our writing skills (grammar, spelling and penmanship)
  - Increase our art appreciation and art knowledge (art elements / design principles vocabulary and art history)

How to write art criticism papers:

There are 6 paragraphs to a basic art criticism paper:
First paragraph: Introduction including the label information
Second paragraph: Description
Third paragraph: Analysis
Fourth paragraph: Interpretation
Fifth paragraph: Judgment
Sixth paragraph: Conclusion

* Reference your “You Can be an Art Critic” sheet.

Assignment requirements:

1. Minimum 6 paragraphs
2. Handwritten with neat penmanship
3. Correct grammar and spelling
4. The first time using an art vocabulary word, define it in your paragraph.
You Can Be an Art Critic

An art critic writes and speaks about artworks. An art critic helps people to think about art.

1. Description (Look)

Look at the artwork carefully. What does the artist want you to see?

______________________________________________________________

______________________________________________________________

______________________________________________________________

Thing to see:
Historical time period, subjects, medium, techniques
Colors, scale, placement

2. Analysis (Look Again)

Look at how the design principles organize the art elements.

How did the artist plan his/her work?

____________________ used ______________________ to create _________________.

(Artist’s name) (Art element) (Design principle)

______________________________________________________________

Art Elements:
color, shape, line, form, space, value, texture

Design Principles: repetition pattern, balance, emphasis, contrast, unity, variety, scale, proportion, rhythm
3. Interpretation (Think)
What is the artist’s message? Think about what you see and feel.

__________________________________________

__________________________________________

__________________________________________

__________________________________________

4. Judgment
Explain if the artist was successful in communicating their idea.

__________________________________________

__________________________________________

__________________________________________

__________________________________________

Thumbnail sketch

Label
Artist ____________
Title ____________________
Year ____________________
Medium ____________________
Size ____________________
Location ____________________
<table>
<thead>
<tr>
<th>NAME ____________________________</th>
<th>PERIOD __________</th>
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<table>
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<tr>
<th>PACKET 30%</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>8</th>
<th>10</th>
<th>Score</th>
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<tbody>
<tr>
<td>Complete</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 or more items incomplete</td>
<td>5-6 items incomplete</td>
<td>3-4 items incomplete</td>
<td>1-2 items incomplete</td>
<td>All items complete</td>
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<table>
<thead>
<tr>
<th>Penmanship</th>
<th>Sloppy</th>
<th>Very Neat</th>
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</table>

<table>
<thead>
<tr>
<th>Quality of Content</th>
<th>Ideas and complete sentences</th>
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<tr>
<th>PROJECT 30%</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>8</th>
<th>10 Outstanding</th>
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<tbody>
<tr>
<td>Correct use of elements to create principles</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

| Craftsmanship | |
|--------------| |

| Creativity | |
|------------| |

<table>
<thead>
<tr>
<th>BEHAVIOR 30%</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>8</th>
<th>10 Well Behaved</th>
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</thead>
<tbody>
<tr>
<td>Polite</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

| Works Hard | |
|------------| |

| Assignments turned in on time | |
|--------------------------------| |

<table>
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<tr>
<th>FOLDER ORGANIZATION 10% (2 pts each)</th>
<th>Readable label</th>
<th>Handouts in correct order</th>
<th>No holes torn</th>
<th>Folder in good condition</th>
<th>5 or more line paper</th>
<th>5 or more white paper</th>
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<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
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