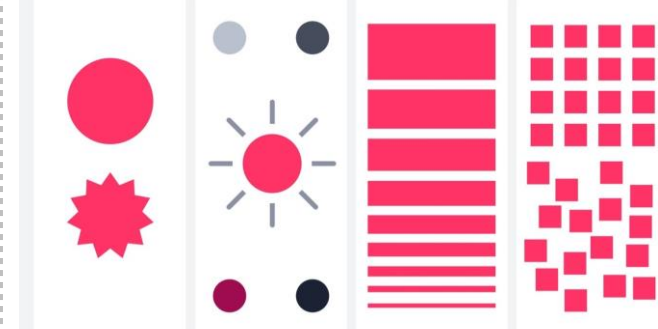
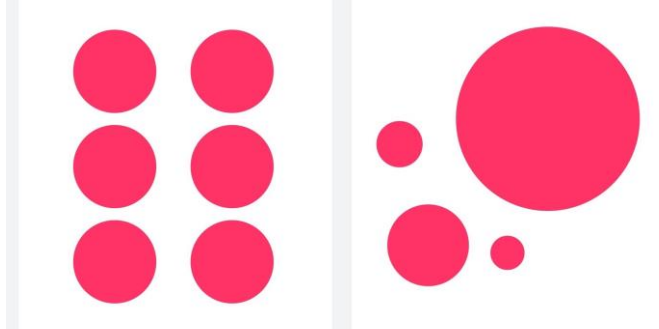
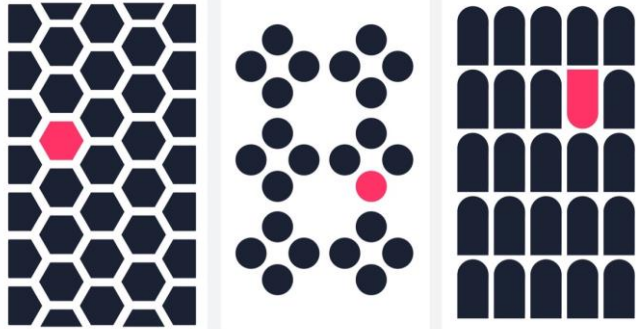


Y8

Art & Design

The Visual Principles of Art and Design 1



Emphasis

Emphasis is what makes part of a composition stand out.

Artists and designers can emphasise something in various ways to create a focal point or visual order.

Balance

Every element has a visual weight. How 'heavy' it looks depends on position, shape, colour, size, quantity, texture. **We tend to find balanced compositions more visually pleasing and comforting.** Unbalanced compositions can make us feel uneasy.

Contrast

The difference between two or more objects/ elements in art and design is referred to as contrast. The difference in objects could be light and dark, thin and thick, small and large, bright and dull, etc.

Vocabulary

Pattern - A repeated decorative design that creates rhythm and unity.

Rhythm - A visual tempo created through repeated elements that guide the viewer's eye.

Unity - The sense of harmony and wholeness where all elements work together.

Proportion - The relationship in size and scale between different elements in an artwork.

Movement - The path the viewer's eye takes through the artwork, often leading to the focal point.

Artists

Caravaggio - light and shadow (Pablo

Picasso - Cubist works, Henri Matisse -

Matisse - Fauvist works

Andy Warhol - Pop Art

Vincent van Gogh - expressive brushwork and contrasting colour palettes elevate the emotional intensity