

# GUIDE TO ART PRINCIPLES

## SPACE DIVISION

DIVIDE SPACE INTO 3 PARTS:

- Background
- Middleground
- Foreground



DIVIDE SPACE EVENLY FOR FORMALITY



DIVIDE SPACE UNEVENLY FOR INFORMALITY

FORMAT IS PICTURE SHAPE

## PROPORTION



UP CLOSE:

- Objects appear larger
- Horizon is high

IN DISTANCE:

- Objects appear smaller
- Horizon is low

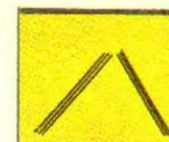
COMPARE HEIGHTS — WIDTHS

- Reduce in distance

## RHYTHM



Slow, indirect



Fast, direct

All lines and forms should seem to move toward main focal point, either directly or indirectly, swiftly or slowly.

Lead eye into, not across, pictures.

KEEP MOVEMENT WITHIN FORMAT. Avoid movement in or out at corners. Move around corners. USE LINES TO INDICATE FEELING, MOVEMENT, RHYTHM, GESTURE.

CONSIDER ENTIRE MOVEMENT (not parts of picture).

## CONTRAST

Contrast busy areas with calm surrounding areas, or vice versa.

Contrast values most sharply at main point of interest.

Contrast size or group sizes.

Contrast textures.

## BALANCE



Balance weight of big forms with smaller, less detailed, masses.

Make weights unequal. Keep heavier weights lower, and toward middle.

Balance heavy tones with light tones.

## VARIETY

Uneven numbers of similar forms are more interesting than even numbers.

Vary every area, shape and form.

Vary tones.

Vary textures.

Vary viewpoint.

Variety creates continued interest.

## PERSPECTIVE

DEPTH IN SPACE CAN BE CREATED 2 WAYS:

- With Line (Linear Perspective)
- With Color (Aerial Perspective)

### BACKGROUNDS

- PALEST HUES
- HIGHEST VALUES
- WEAKEST INTENSITY
- COOLEST TONES
- LEAST TEXTURE

### MIDDLEGROUNDS

- GRAYER HUES
- MEDIUM VALUES
- LESSER INTENSITY
- WARM OR COOL
- INDICATED TEXTURE

### FOREGROUNDS

- BRIGHTEST HUES
- LIGHTEST-DARKEST VALUES
- STRONGEST INTENSITY
- WARMEST OR COOLEST
- MOST TEXTURE DETAIL

## HARMONY



Let **one color** dominate

Let **one value** dominate, light, medium or dark

Let **one intensity** dominate, bright, strong or dull, weak

Let **one tone** dominate, warm Yellowish or cool Bluish

## UNITY

ALL ELEMENTS AND PRINCIPLES IN ANY PICTURE SHOULD BE ORGANIZED.

EVERYTHING SHOULD BE UNITED TO HELP EXPRESS YOUR ORIGINAL SUBJECT MATTER.

ALL ELEMENTS SHOULD BE CONSISTENT. (Use same type lighting, style, etc.)

ELIMINATE UNNECESSARY DETAIL.

SIMPLIFY FOR CLARITY.