

Semester 1 Final Study Guide AC Pathway-Graphics Tech

VOCABULARY

ELEMENTS OF ART: The visual components of color, form, line, shape, space, texture, and value.

Line

An element of art defined by a point moving in space. Line may be two-or three-dimensional, descriptive, implied, or abstract.

Shape

An element of art that is two-dimensional, flat, or limited to height and width.

Form

An element of art that is three-dimensional and encloses volume; includes height, width AND depth (as in a cube, a sphere, a pyramid, or a cylinder). Form may also be free flowing.



Value

The lightness or darkness of tones or colors. White is the lightest value; black is the darkest. The value halfway between these extremes is called middle gray.

Space

An element of art by which positive and negative areas are defined or a sense of depth achieved in a work of art .

Color

An element of art made up of three properties: hue, value, and intensity.

- Hue: name of color
- Value: hue's lightness and darkness (a color's value changes when white or black is added)
- Intensity: quality of brightness and purity (high intensity= color is strong and bright; low intensity= color is faint and dull)



Texture

An element of art that refers to the way things feel, or look as if they might feel if touched.



5 Basic Principles Of Graphic Design

1. Contrast

The idea behind contrast is to avoid elements on the page that are merely similar. If the elements (type, color, size, line thickness, shape, space, etc.) are not the same, then make them very different.

Contrast is often the most important visual attraction on a page.

Can you see the difference between your content, ads, headings, body copy and comments?



2. Repetition

Repeat visual elements of the design throughout the piece. You can repeat color, shape, texture, spatial relationships, line thicknesses, sizes, etc. This helps develop the organization and strengthens the unity.

Do you have a consistent theme or brand throughout your site? Do you reuse the same color, shapes, block quotes, formatting for all of your articles?

3. Alignment

Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page.

Does everything line up or have you got things centered, left aligned or out of place?

4. Proximity

Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps organize information and reduces clutter.

5. Emphasis

Definition: (center of interest-focal point) the area **that first attracts attention in a piece of art**. This area is more important when compared to the other **elements** of art in a composition. This can be by contrast of values, more colors, and placement in the format.

Questions you ask yourself:

Where does your eye look first in a photo or piece of art?

Why does your eye go there first?

Contrast

Make elements different to increase understanding.

Repetition

Repeat visual elements to create strong unity.

Alignment

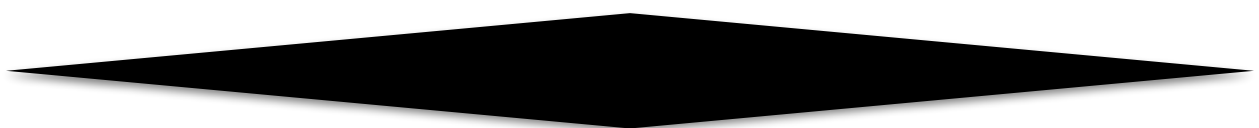
Place elements deliberately and rationally to improve clarity.

Proximity

Place related items together to convey relationships.

Emphasis

the area that first attracts attention in a piece of art.



	<p>Emphasis-the most important element on a page should be the most visually prominent and so on</p>
<p>5 Important Design Principles</p>	
<p>Comprehensive</p>	<p>comp-the design or artwork we give to the CLIENT</p>
<p>Visual Hierarchy</p>	<p>the order in which the elements of a composition are viewed-aka the order of importance</p>
	<p>The infographic is enclosed in a decorative gold border. It compares two design approaches: 'Designing w/ Visual Hierarchy' and 'Designing w/ CRAP-E'. A vertical green vine-like graphic separates the two columns, with a red arrow pointing from the 'CRAP-E' side towards the 'Hierarchy' side.</p> <p>Designing w/ Visual Hierarchy</p> <ul style="list-style-type: none"> Hierarchy The order in which the elements within a composition are viewed by the eye. We can also call it the order of importance. Where does the eye look at First? Where does the eye look at Second? Where does the eye look at Third? What is the MOST important message? <small>Primary</small> What is the 2nd most important message? <small>Secondary</small> What is the 3rd most important message? <small>Tertiary</small> <p>Designing w/ CRAP-E</p> <ul style="list-style-type: none"> Contrast Contrast focuses our attention and should be used to highlight the most important points. Repetition Repetition ties objects or images together. Alignment Alignment should be applied to every element in a design or page layout to show order. Proximity Placing objects close together shows their connectedness and focuses the audience's attention. Emphasis One thing needs to be the biggest, boldest, and stand out more than any other element. <p>WaveRider Designs 2014</p>

Summary:

COLOR THEORY

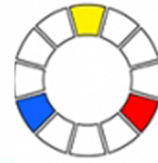
Color is an element of art.



Everytime I use color, I am creating a color scheme.

← This is a color wheel.

The most common color schemes are listed below.



PRIMARY

YELLOW
RED
BLUE



SECONDARY

ORANGE
VIOLET
GREEN



TERTIARY

YELLOW ORANGE
RED ORANGE
RED VIOLET
BLUE VIOLET
BLUE GREEN
YELLOW GREEN

Primary... {I can make all the other colors by mixing different amounts of primary colors.

Secondary... {I can mix two primary colors to make a secondary color.

Warm... {Yellow and all the colors with red and orange tones are warm.

Cool... {Violet and all the colors with blue and green tones are cool.

Complimentary... {Opposites on the color wheel are complimentary.}

Analogous... {Colors that are close neighbors on the color wheel are analogous.}

Rainbow... {Using primary and secondary colors placed in order from the color wheel, I can make a rainbow.

Intermediate... is a color term I need to know. It is the color in between the primary and secondary colors on the color wheel.

Tint- Means to add white
Shade- Means to add black

ROYGBIV

Aperture



Shutter



ISO



Aperture- how wide we open the hole in the back of the lens-measured in F Stops-
A Small F-Stop # means a large opening- A Large F Stop # means a small opening

Shutter Speed- How LONG (time value) we open the shutter to let in light
Measured in Fractions of a second a small fraction (1/1000) means the shutter opens very fast for a short amount of time

ISO- measures the sensitivity of the image sensor. – the lower the number the less sensitive your camera is to light and the finer the grain

WHITE BALANCE PRESETS

Your guide to what they do and when to use them



AUTO

A simple failsafe mode for snapshots, but the White Balance may vary from one shot to the next, and you may not get the colours you expect.



Incandescent

This is the closest match for regular domestic lighting, and will correct the colour much more effectively than auto White Balance.



Fluorescent

This comes in many different types and current D-SLRs offer no fewer than seven alternatives, so some trial and error may be needed.



Direct Sunlight

Calibrated to give neutral colours under midday sun – and you can use it as a fixed standard for recording colours as in other lighting conditions exactly as they are.



Flash

Flashguns have a cooler tone than direct

sunlight, and using this preset can prevent skin tones turning 'cold'.



Cloudy

Light has a cooler tone under a cloudy sky, and this preset will warm up the colours. It's good for portraits but can be too much for landscapes.



Shade

This is designed for open shade under a blue sky. This preset will give you more natural-looking skin tones.



K

More advanced D-SLRs let you set the White Balance colour temperature manually – useful with some studio lighting.



PRE

Sometimes it's impossible to predict the colour of the lighting and the effect of surrounding walls and their colours, but all digital SLRs let you take a manual measurement from a neutral surface and create a custom preset of your own.

White Balance

setting that allows you to adjust the color balance of your photos based on the lighting temperature you are shooting in

Measured in Degrees KELVIN

"Capturing True Emotion"

DSLR Cheat-Sheet

White Balance



Not happy with the color of your images? Use your DSLR camera's WB to help make whites look white in different lighting conditions. Simply match your camera's WB presets with your lighting condition.



Canon Camera Shooting Zones

Symbol	Exposure Mode	Description
	Full Auto	Completely automatic photography; the camera analyzes the scene and tries to choose settings that produce the best results.
	Portrait	Automatic scene mode designed to produce softly focused backgrounds and flattering skin tones.
	Landscape	Automatic scene mode that keeps both near and distant subjects in sharp focus and boosts color and contrast for dramatic landscape pictures. Flash is disabled.
	Close-up	Automatic scene mode that produces softly focused backgrounds especially suitable for close-ups of flowers and other nature subjects.
	Sports	Automatic scene mode that selects fast shutter speed to capture moving subjects without blur. Flash is disabled.
	Night Portrait	Automatic scene mode that combines flash with a slow shutter speed to produce brighter backgrounds in portraits taken in dim lighting. Use a tripod to avoid camera shake and ask your subject to remain still during the exposure.
	No Flash	Same as Scene Intelligent Auto, but flash is disabled. Use in museums or other locations that don't permit flash photography.
	Creative Auto	Same as Scene Intelligent Auto but offers basic control over flash and the amount of background blurring. Also provides limited control over exposure and color through the Shoot by Ambience feature.
P	Programmed Autoexposure	Camera selects both the f-stop (aperture setting) and shutter speed to ensure proper exposure, but the user can choose from multiple combinations of the two settings. Full control over color, flash, and other advanced settings.
Tv	Shutter-Priority Autoexposure	The user sets shutter speed, and the camera selects the f-stop that will produce a good exposure. Full control over color, flash, and other advanced settings.
Av	Aperture-Priority Autoexposure	The user selects the f-stop, and the camera selects the shutter speed that will produce a good exposure. Full control over color, flash, and other advanced settings.
M	Manual Exposure	The user controls both shutter speed and f-stop. Full control over color, flash, and other advanced settings.
A-DEP	Automatic Depth of Field	Camera selects the f-stop needed to keep all objects in the frame in the zone of sharp focus and then selects the shutter speed that will produce a good exposure. Full control over most (but not all) color, flash, and other advanced settings.
	Movie	Enables recording of digital movies.

Basic Rules of Resolution & Computer Graphics Information

PIXEL-stands for Picture Element

**Pixels are the little dots that make up your computer screen-
television screen etc.**

RESOLUTION- is how many dots per inch or pixels per inch the screen/document is set at

The more dots per inch or pixels per inch=the higher the resolution is

Most computer screens are set at 72 pixels per inch

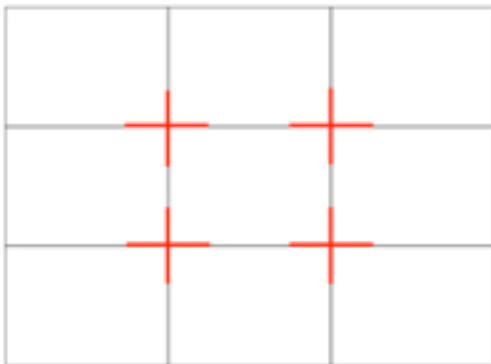
Most images on screen are set at 72 ppi- pixels per inch

When making a Photoshop picture or any kind document, the **HIGHER the MB size, the **MORE** space you take up on your hard drive**

Photography General Framing Rules...

One rule all young photographers should understand is when framing a shot, it is always best to **FILL THE FRAME**

The best way to **FILL the **FRAME** is to **MOVE CLOSER** to the subject**



center of the shot

The Rule of Thirds-The basic principle behind the rule of thirds is to imagine breaking an image down into thirds (both horizontally and vertically) so that you have 9 parts

Studies have shown that when viewing images that people's eyes usually go to one of the intersection points most naturally rather than the