

# 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

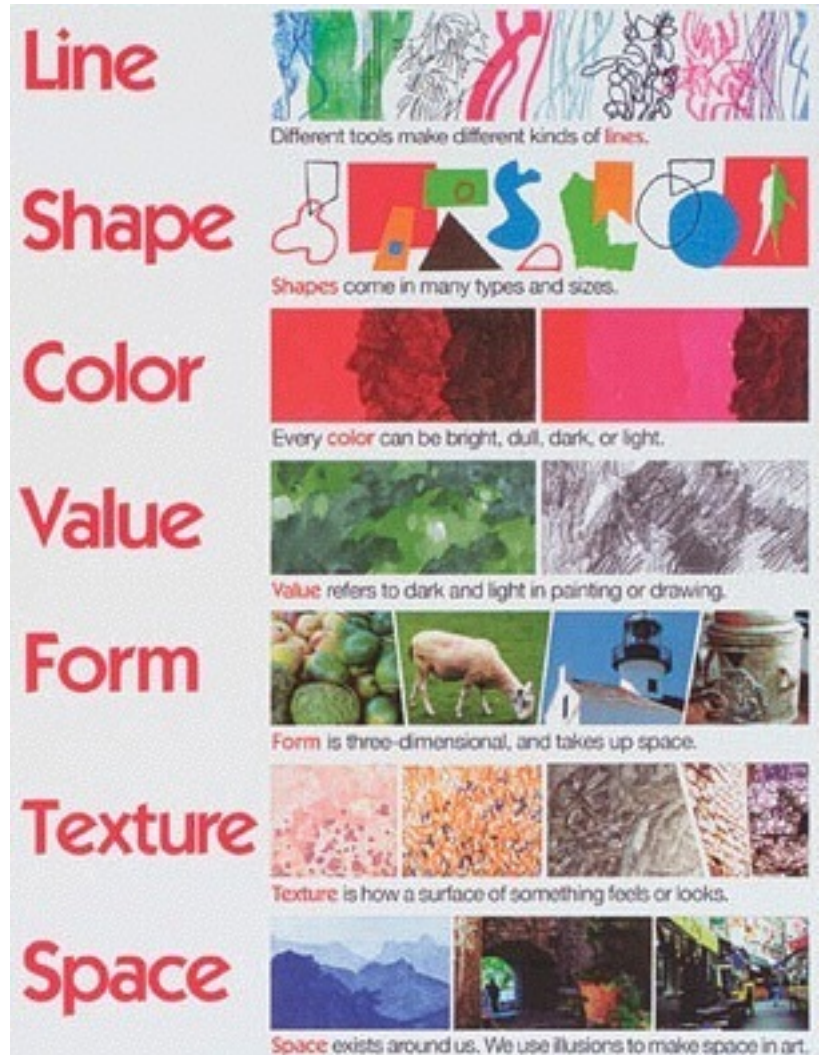
An element of art defined by a point moving in space. Line may be two-or three-dimensional, descriptive, implied, or abstract.

### 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?



# Gestalt Theory Of Visual Perception

Gestalt is a psychology term which means "unified whole". It refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied.

>The whole is greater than the sum of the parts<

These principles are:

## Similarity

Similarity occurs when objects look similar to one another. People often perceive them as a group or pattern.



The example above (containing 11 distinct objects) appears as a single unit because all of the shapes have similarity.

Unity occurs because the triangular shapes at the bottom of the eagle symbol look similar to the shapes that form the sunburst.

When similarity occurs, an object can be emphasised if it is dissimilar to the others. This is called anomaly.



The figure on the far right becomes a focal point because it is dissimilar to the other shapes.

## Continuation

Continuation occurs when the eye is compelled to move through one object and continue to another object.



**Continuation occurs in the example above, because the viewer's eye will naturally follow a line or curve. The smooth flowing crossbar of the "H" leads the eye directly to the maple leaf.**

## **Closure**

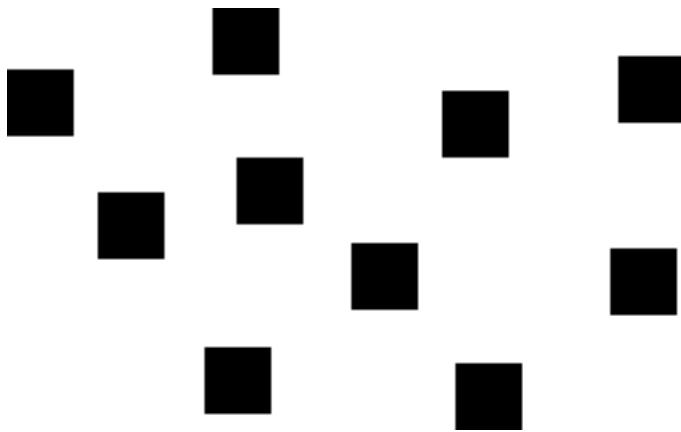
**Closure occurs when an object is incomplete or a space is not completely enclosed. If enough of the shape is indicated, people perceive the whole by filling in the missing information.**



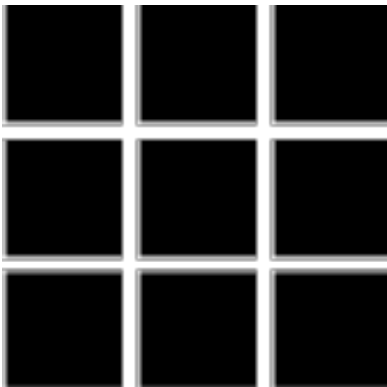
**Although the panda above is not complete, enough is present for the eye to complete the shape. When the viewer's perception completes a shape, closure occurs**

# Proximity

Proximity occurs when elements are placed close together. They tend to be perceived as a group.



The nine squares above are placed without proximity. They are perceived as separate shapes.



When the squares are given close





proximity, unity occurs. While they continue to be separate shapes, they are now perceived as one group.

The fifteen figures above form a unified whole (the shape of a tree) because of their proximity and because of their similarity

## Figure and Ground

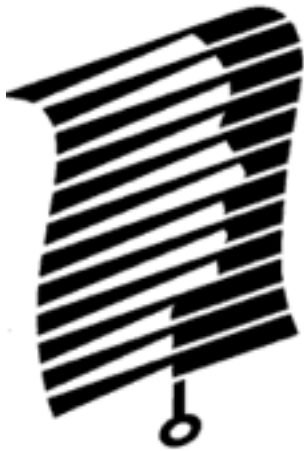
The eye differentiates an object from its surrounding area. a form, silhouette, or shape is naturally perceived as figure (object), while the surrounding area is perceived as ground (background).

Balancing figure and ground can make the perceived image more clear. Using unusual figure/ground relationships can add interest and subtlety to an image.

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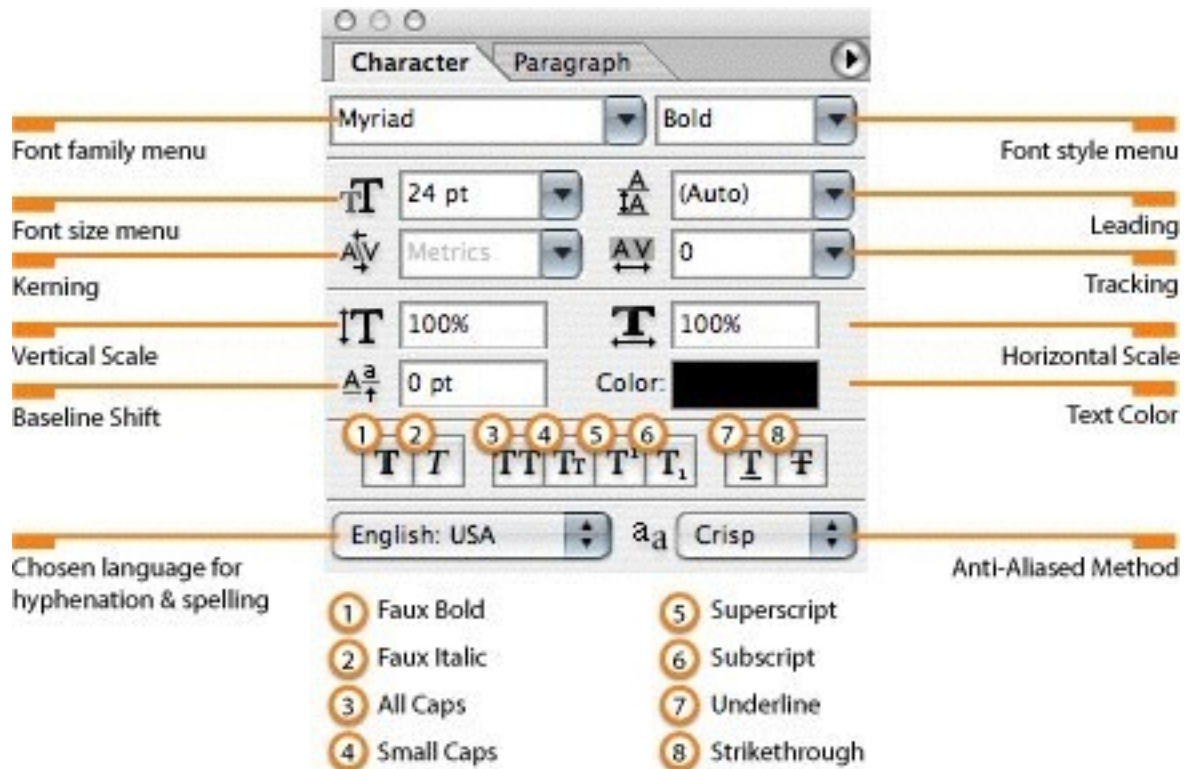
## Figure

The word above is clearly perceived as figure with the surrounding white space ground.



In this image, the figure and ground relationships change as the eye perceives the the form of a shade or the silhouette of a face.

# Photoshop Character Palette



**LEADING- the space between lines**

**TRACKING- the space between all characters**

**KERNING- the space between two selected characters**

**An image editing software developed and manufactured by Adobe Systems Inc. Photoshop is considered one of the leaders in photo editing software. The software allows users to manipulate, crop, resize, and correct color on digital photos. The software is particularly popular amongst professional photographers and graphic designers.**

