

Components of Art

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2D Design – Art 112

Structure of Art in 2D Design

- Components of Art - Analyzed by the Degree of Representation
 - Subject Matter
 - Content
 - Context
 - Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm
 - Scale & Proportion
 - Unity

Why Art?

- Aesthetics
- Communication
- Self-Expression
- Language
- Skills

Components of Art

Subject Matter

- The What
- Person
- Thing



Content

- The Why
- Message:
 - Emotional
 - Intellectual



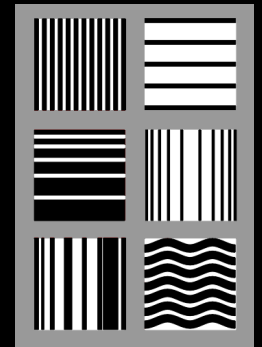
Context

- Background
- Artist
- Culture



Form

- The How
- Design
 - Elements
 - Principles





Subject Matter

- The What
- Person
- Thing



A can



A ninja
Naruto



A vase of flowers
Van Gogh



Subject Matter

Representational

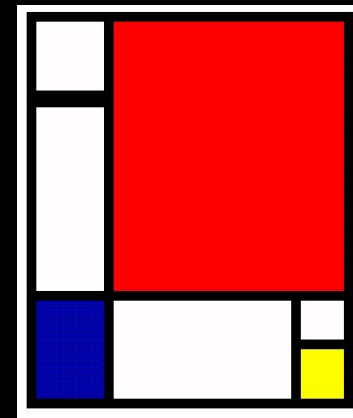
- Intent to represent an idea
- Naturalistic to abstract



Tinik

Non-representational

- No reference to subject matter
- Based on Form and Content



Piet Mondrian



Content

- The Why
- Message: emotional or intellectual



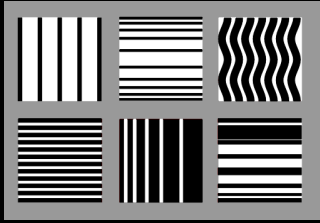
Frank Stella



Context

- The Background
- Cultural, Economic, Social, Religious



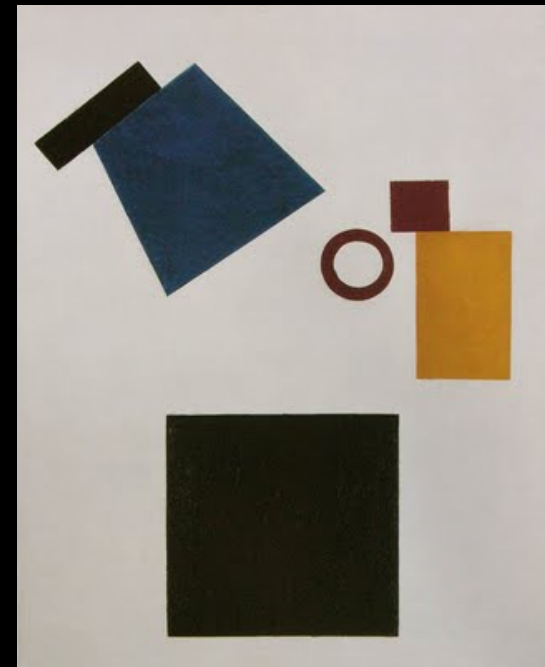


Form

- The How
- What we study in this course
- Design
 - Elements of Design
 - Principles of Organization



Georgia O'Keeffe



Kazimir Malev

Review

Components of Art:

- **Subject Matter:** person, thing
- **Content:** message
- **Context:** background
- **Form:** design
what we study in this course

