

Structure of 2D Design

Claudia Jacques de Moraes Cardoso

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
 - Texture
 - Value
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm
 - Scale & Proportion
 - Unity

Why Art?

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

Components of Art

Components of Art

Subject Matter

- The What
- Person
- Thing



Content

- The Why
- Message:
 - Emotional
 - Intellectual



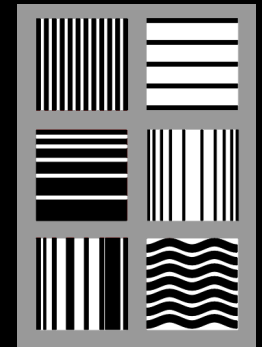
Context

- 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

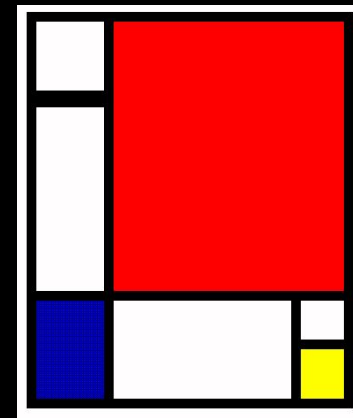
- Intent to represent an idea
- Naturalistic to abstract



Tinik

Non-representational

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



Piet Mondrian



Content

- The Why
- Message: emotional or intellectual



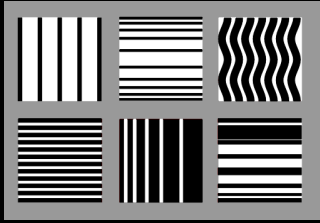
Frank Stella



Context

- The Background
- Cultural, Economic, Social, Religious



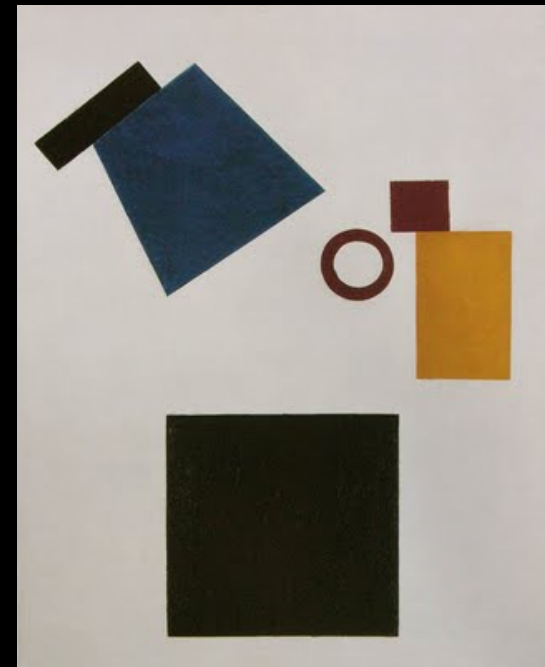


Form

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



Georgia O'Keefe

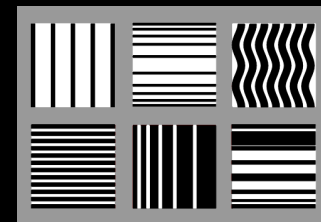


Kazimir Malev

Review

Components of Art:

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



Elements of Design

Structure of Art in 2D Design

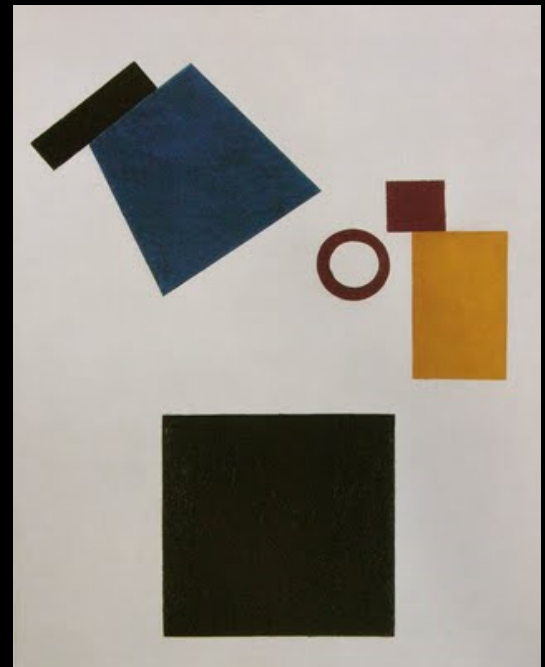
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Form

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Georgia O'Keefe



Kazimir Malev

Elements of Design

Point

The most basic element.

Line

A mark made by a moving point.

Visual characteristics:

- Measure
- Weight
- Type
- Direction
- Orientation
- Degrees of Continuity
- Character

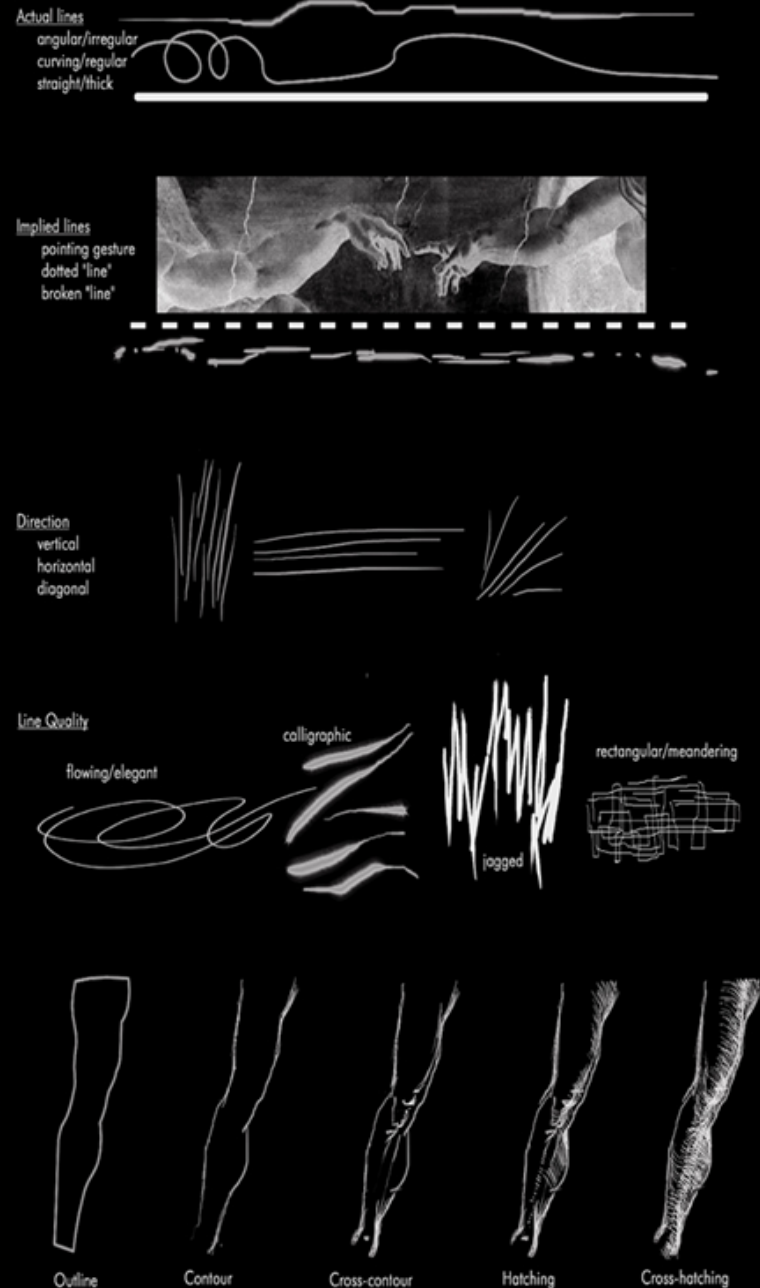


Figure 2.1 Lines.

Elements of Design

Shape

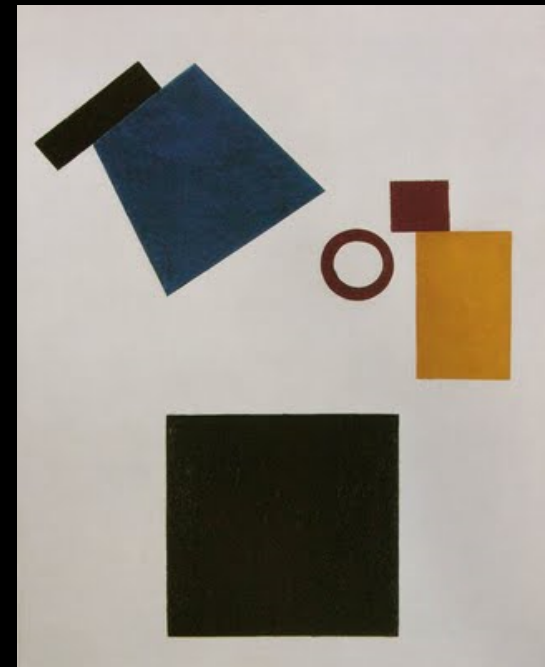
An area of color or texture defined by a clear boundary.

Visual characteristics:

- Geometric: rectangle, circle, square, etc.
- Organic: irregular shapes, shapes found in nature.



Georgia O'Keefe

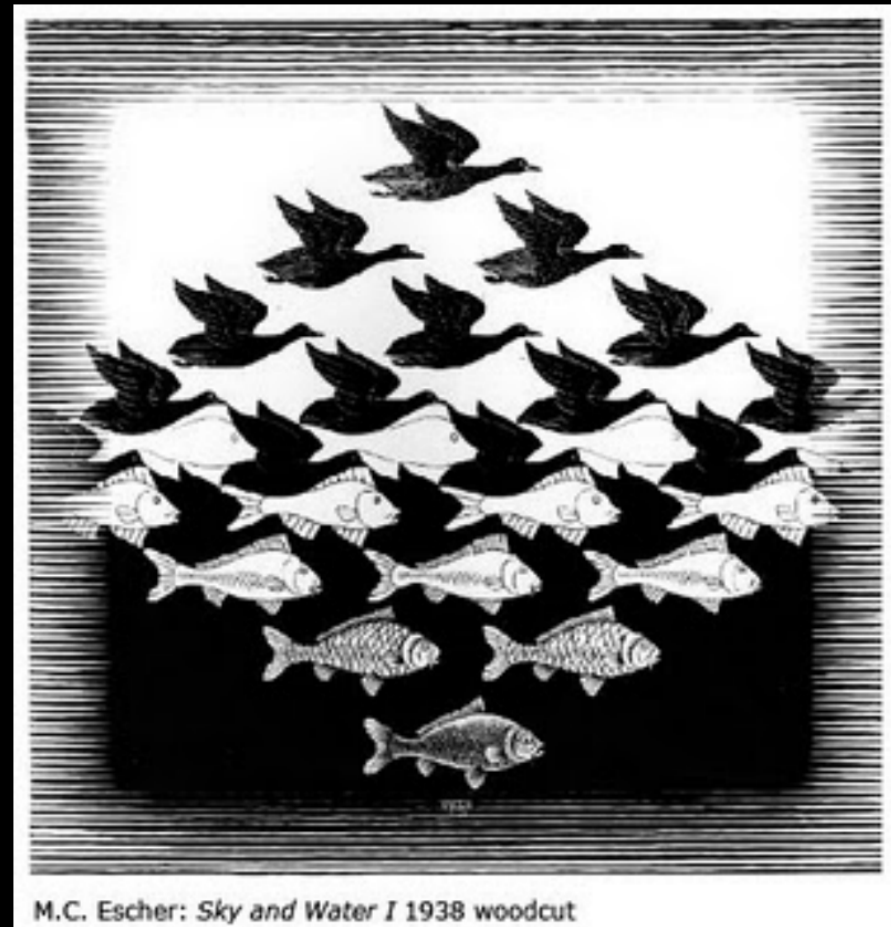


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Elements of Design

Space

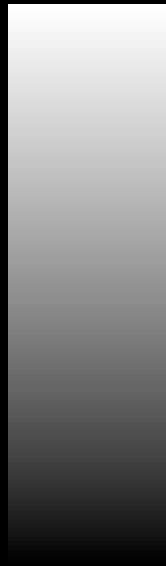
- 2D = height, width & illusion of depth.
- Area between and around lines, shapes, textures, colors and type.
- Negative space.



Elements of Design

Value

The relative degree
of light and dark.



Elements of Design

Texture

- The way a surface feels or look.
- In 2D is the suggestion of the aspect of a 3D surface.



Elements of Design

Color

The visual response to wavelength of light, identified as Red, Blue etc.

Visual characteristics:

- . Hue – common name of a color.
- . Intensity – the strength, saturation, or purity.
- . Value – the relative degree of dark and light.



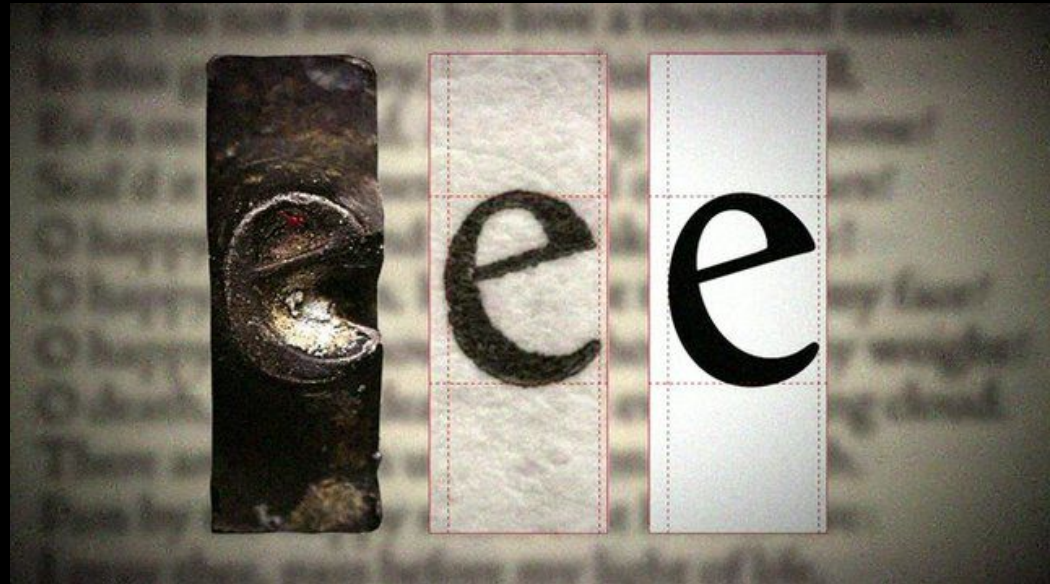
Elements of Design

Type

Unique shapes that carry meaning.

Visual characteristics:

- . Serif – short strokes that finish main strokes.
- . Sans-serif – typefaces without serifs.



Review

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