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.

<u>Line</u>l

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

<u>Shape</u>

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

<u>Form</u>

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.

Line
Different tools make different kinds of lines.

Shape
Shapes come in many types and sizes.

Color
Every color can be bright, dull, dark, or light.

Value
Value refers to dark and light in painting or drawing.

Form
Form is three-dimensional, and takes up space.

Texture
Texture is how a surface of something feels or looks.

Space
Space exists around us. We use illusions to make space in art.

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?

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.

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.

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5. Emphasis

Definition: (center of interest-focal point) the area t**hat 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 as 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 anomally.

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 percieve the whole by filling in the missing infomation.
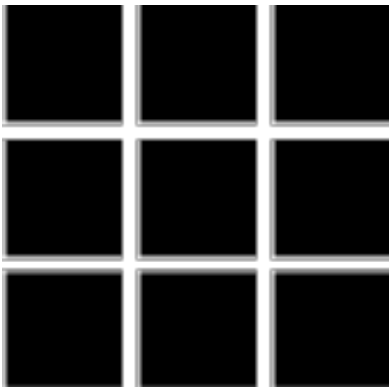

Although the panda above is not complete, enough is present for the eye to complete the shape. When the viewer's perception completes a shape, closure occurs

Proximity

Proximity occurs when elements are placed close together. They tend to be perceived as a group.
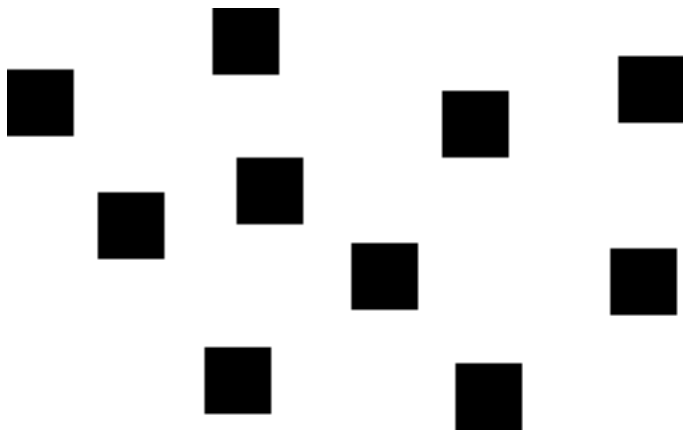
The nine squares above are placed without proximity. They are perceived as separate shapes.

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
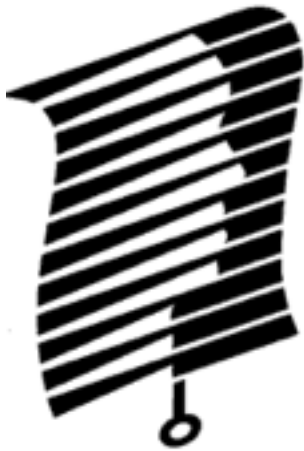
Figure and Ground

The eye differentiates an object form its surrounding area. a form, silhouette, or shape is naturrally 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 sublety to an image.
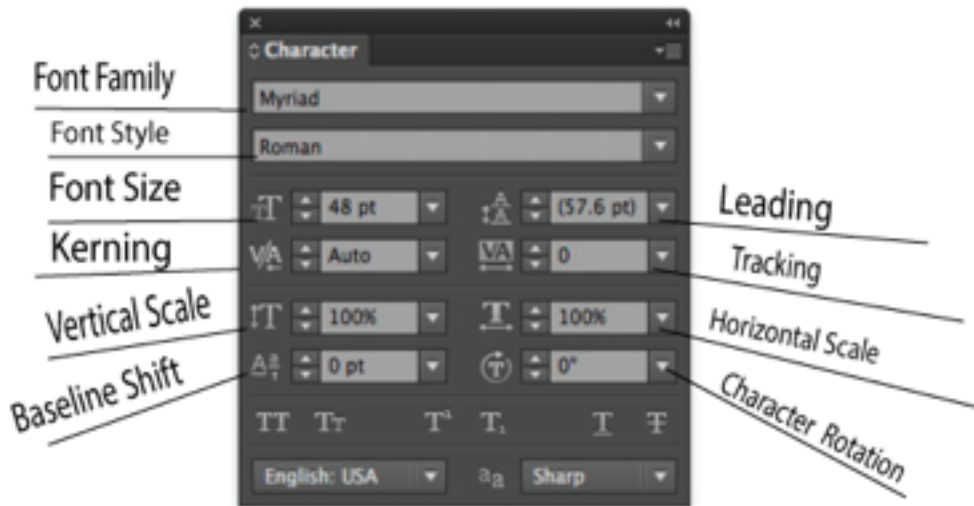
Figure

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.

Adobe Illustrator CS 6 Character Palette

Font Family
Font Style
Font Size
Kerning
Vertical Scale
Baseline Shift

Leading
Tracking
Horizontal Scale
Character Rotation

Mr Shelor's Class
Graphics Technology

LEADING- the space between lines

TRACKING- the space between all characters

KERNING- the space between two selected characters

Adobe Illustrator is a program used by both artists and graphic designers to create vector images. These images will then be used for company logos, promotional uses or even personal work, both in print and digital form. So what is Adobe Illustrator used for? It is typically used to create illustrations, charts, graphs, logos, diagrams, cartoons of real photographs, and more.

Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygons—all of which are based on mathematical expressions—to represent images in computer graphics. Vector graphics are based on vectors points known as PATHS.

Vector graphics can be magnified infinitely without loss of quality, while pixel-based graphics cannot.

Type Terms & Tips

Mr Shelor –AC Pathway– Graphics Tech 1

Type has a long and fascinating history, going back probably to 1045 A.D. with the beginning of printing using movable type (one individual piece of type for each character) in China. In 1440, the German printer Johannes Gutenberg used movable type to print his first edition of the Christian Bible. Since then, thousands of **typefaces** have been designed and a great deal has been written about how to work with type.

There are people who have focused their careers on designing typefaces for the communications industry. These designers work to create typefaces that are easy to read and reproduce, have characters that have unity (look like they belong together) and express a particular mood or image.

Type Terms

Following are some definitions of useful type terms. Visual examples of many of these terms are provided on page 63. Some of the words may seem peculiar – like "**font**" or "**leading.**" Keep in mind that many of these terms are carryovers from old printing technologies! For fun, you can research where they originated!

Baseline – The imaginary line on which all letters in a line of type stand

Boldface – A heavier version of a regular typeface, usually used for emphasis

Bullet – Characters used to begin lines of type arranged in a list; each bullet indicates a new item in the list

Flush left – Type that lines up vertically on the left

Flush right – Type that lines up vertically on the right

Font – A set of all of the letters and punctuation marks within a particular size and style of type

Italics – Letters that slant to the right

Justified – Lines of type that align vertically on both right and left sides

Kerning – Adjusting the space between letters

Leading – The space measured from baseline to baseline in lines of type

Pica – A measurement of type length and depth commonly used by graphic designers and printers; there are 6 picas in 1 inch

Point – A measurement of type size; there are 12 points in a pica and 72 points in 1 inch

Rule – Lines of various thicknesses; the thickness of rules is usually measured in points and length in picas or inches

Sans serif – Typefaces without serifs (short cross-strokes)

Serif – Short cross-strokes that are used in some typefaces

Typeface – All letters of a particular type style

Type style – Variations within a typeface such as italics or boldface

Typography – The art and science of arranging type using the principles of visual design with current communications technology

COLOR THEORY

Color is an <u>element</u> of art.

Everytime I use <u>color</u>, I am creating a <u>color scheme</u>.

This is a <u>color wheel</u>.

The most common <u>color schemes</u> are listed below.

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

<u>Secondary</u>.... { I can mix two primary colors to make a secondary color.

<u>Warm</u>.... { Yellow and all the colors with red and orange tones are warm.

<u>Cool</u>.... { Violet and all the colors with blue and green tones are cool.

<u>Complimentary</u>.... , , , , , , etc
{Opposites on the color wheel are complimentary.}

<u>Analogous</u>... , , , , and so on.
{Colors that are close neighbors on the color wheel are analogous.}

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

<u>Intermediate</u>... is a color term I need to know. It is the color in between the primary and secondary colors on the color wheel.
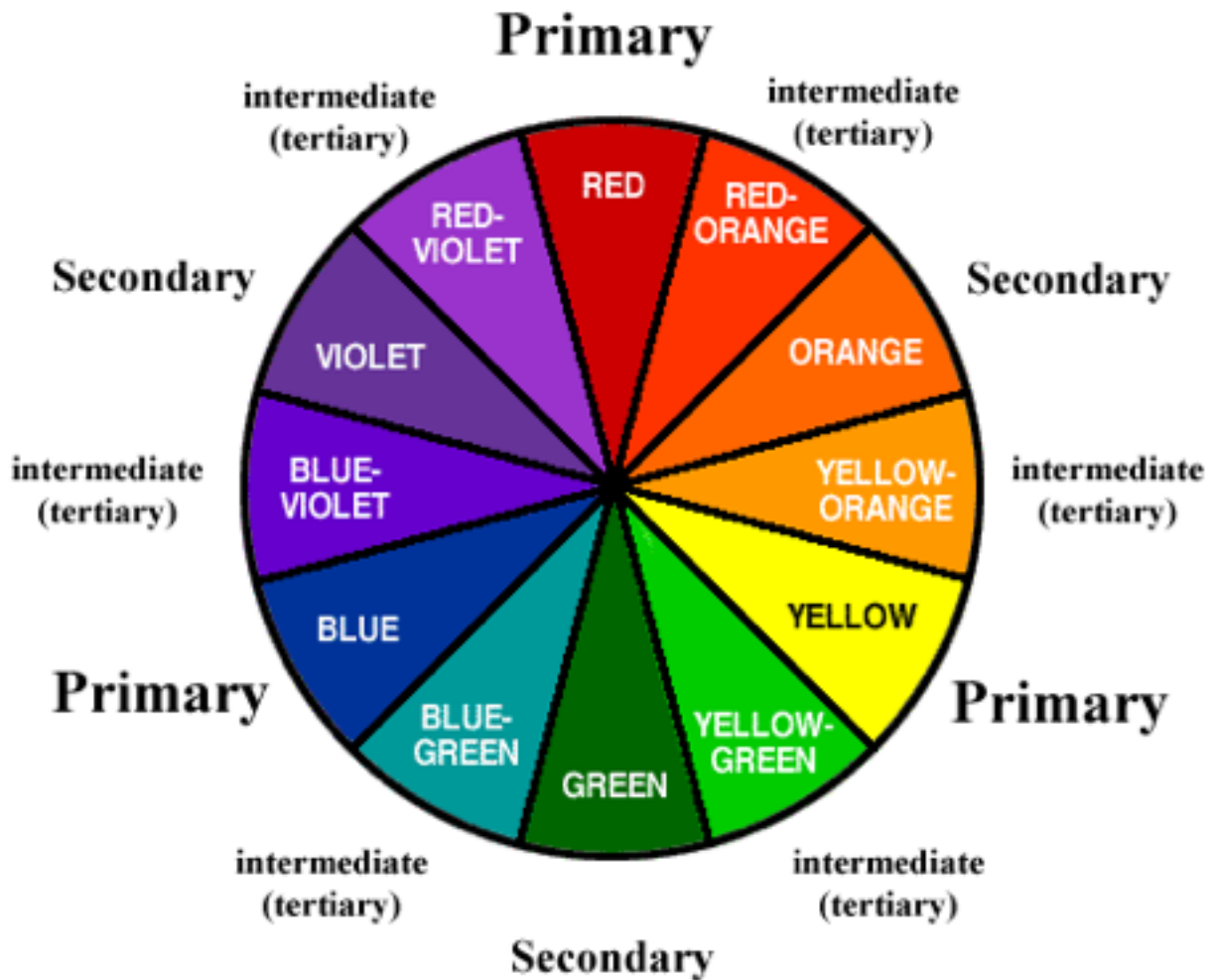
Red, yellow, and blue are primary colors.

They are the three pigment colors that cannot be made by mixing any other colors.

These three colors are mixed to create all other colors and can be combined with white or black to create tints (lighter tones) and shades (darker}

Secondary colors: By mixing two primary hues together you create a secondary color. There are three secondary colors. They are the hues green, violet (purple) and orange.

Orange from mixing red and yellow, violet (purple) from blue and red, and green from yellow and blue.

Visual hierarchy refers to the arrangement or presentation of elements in a way that implies importance.[1]

In other words, visual hierarchy influences the order in which the human eye perceives what it sees. This order is created by the visual contrast between forms in a field of perception. Objects with highest contrast to their surroundings are recognized first by the human mind.

What does your eye see first?
What does your eye see 2nd?

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