



# Photography Content using the Elements and Principles of Art

# ELEMENTS

are the basic building blocks Art

- Line
- Shape/Form
- Space
- Value
- Texture
- Color

# PRINCIPLES

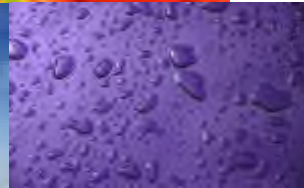
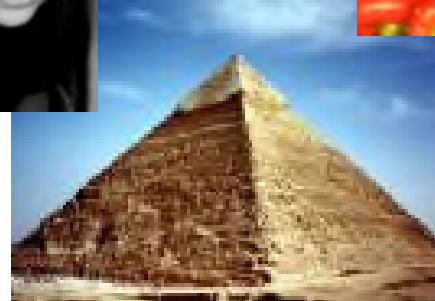
of Art

- Emphasis
- Balance
- Unity
- Contrast
- Movement/  
Rhythm
- Pattern/Repetition

# Elements

## The basic building blocks

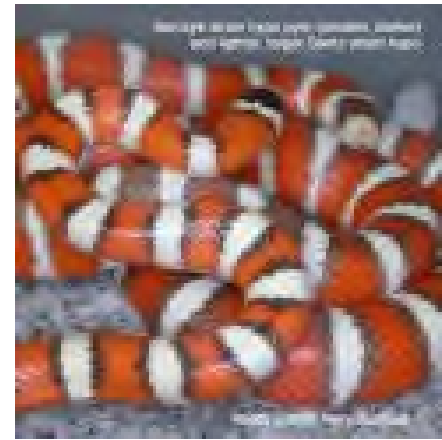
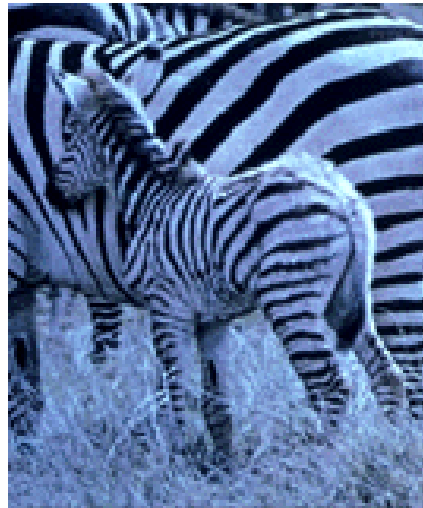
- Line
- Shape/Form
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- Value
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- Color



# Lines

- A mark made by a moving point.
- Has greater length than width.
- Directs the eye – horizontal, vertical, diagonal, curvy, zig-zag, etc.
- Can be actual obvious lines or the borders or edges of shapes.

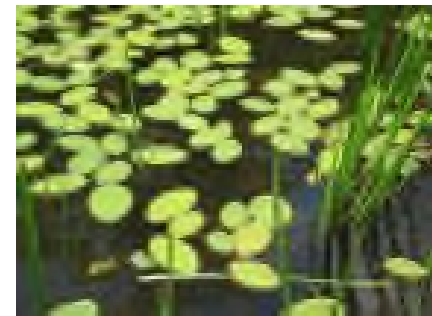
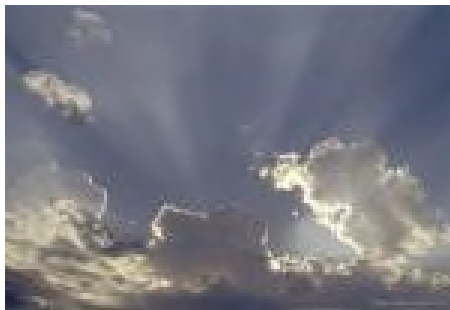
# Lines



# Shape/Form

- A contained area.
- Can be GEOMETRIC (man-made) ex. Square, triangle, circle, etc.
- Can be ORGANIC (natural) ex. Leaves, humans, puddles, etc.
- Shapes are 2-Dimensional and flat. (circle)
- Forms are 3-Dimensional with height, width and depth. (sphere)
- Used to create a sense of space and substance.

# Shape/Form

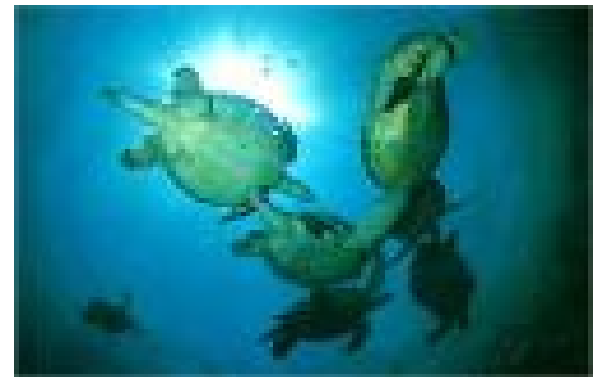
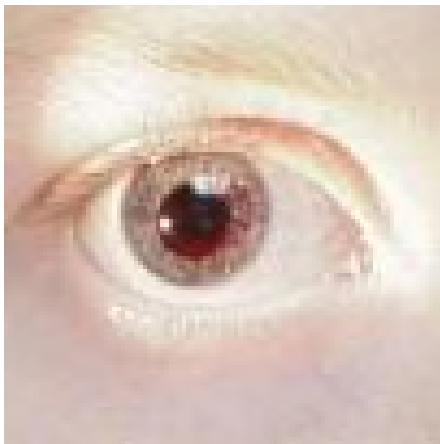
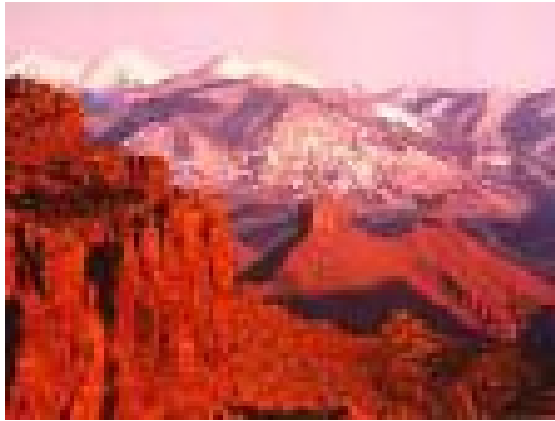


# Space

- The area used or unused in a composition.
- Positive space – the area the objects/subject takes up.
- Negative space – the area around, under, through and between.
- Gives the photo a 3-dimensional feeling. (Depth)
- Foreground (closest), Middle ground, and Background (farthest).
- Can be open, crowded, near, far, etc.



# Space



# Value

- Black and White and all the Grays in between
- Dark to Light
- Can add drama and impact to composition.
- Can give a sense of timelessness
- Train your eye to read color as Black and White!

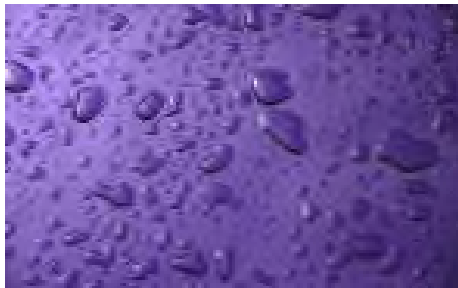
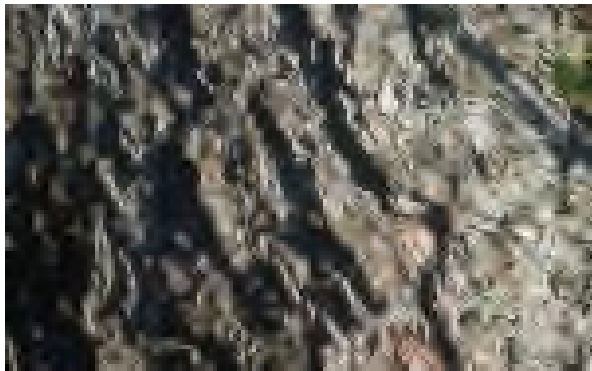
# Value



# Texture

- The surface quality.
- How an object feels, or how it looks like it feels.
- Rough, smooth, bumpy, gooey, sharp, etc.
- Adds interest! Sense of sight and sense of touch involved.

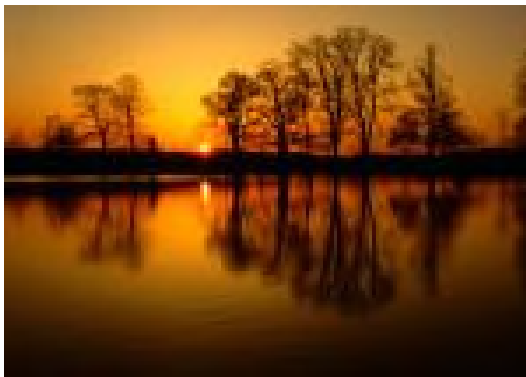
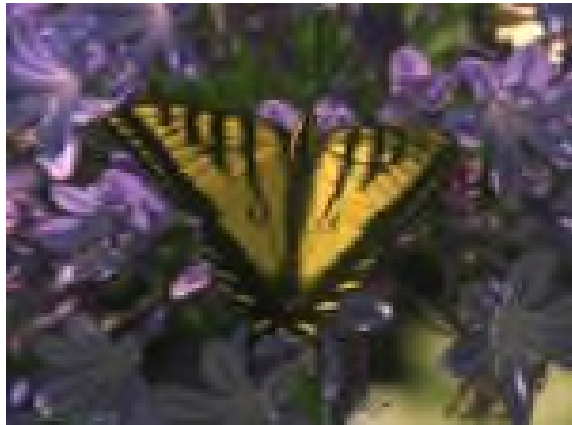
# Texture



# Color

- Artistic term is HUE
- Need light to see color.
- Primary, Secondary, Intermediates.
- Use color schemes to enhance appeal or make impact.

# Color



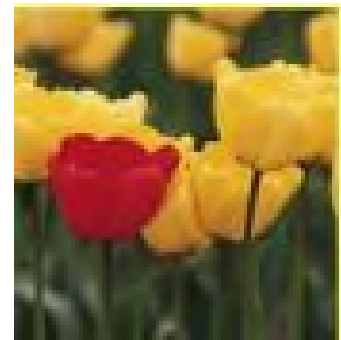
# Principles

- The different arrangements – or *content* - of the ELEMENTS used to create artistic, interesting, more visually powerful photographs.



# What are the Principles of Art?

- Emphasis
- Balance
- Unity
- Contrast
- Movement/ Rhythm
- Pattern/Repetition



**Emphasis** in a composition refers to developing points of interest to pull the viewer's eye to important parts of the body of the work, the “focal point.”

EMPHASIS

# EMPHASIS Examples



**Balance** is a sense of stability in the body of work. Balance can be created by repeating same shapes and by creating a feeling of equal weight.

BALANCE

# BALANCE Examples



**Unity** is seen in a painting or drawing when all the parts equal a whole.

UNITY

# UNITY Examples



**Contrast** refers to the opposites and differences in the work. You can achieve variety by using different shapes, textures, colors and values in your work.

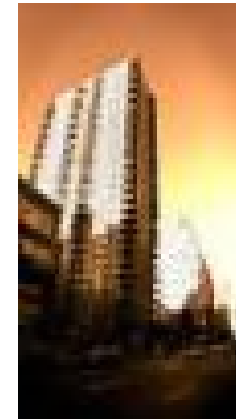
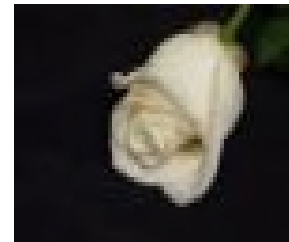


CONTRAST

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# CONTRAST Examples



**Movement** adds excitement to your work by showing action and directing the viewers eye throughout the picture plane.

MOVEMENT

# MOVEMENT Examples



**Rhythm** is a type of movement in drawing and painting. It is seen in repeating of shapes and colors. Alternating lights and darks also give a sense of rhythm.



RHYTHM

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# RHYTHM Examples



**Pattern** (repetition) is an element that occurs over and over again in the picture. The element is repeated in a consistent pattern with variation.



PATTERN

# PATTERN (Repetition) Examples



# Elements and Principles in Photo Content

- The Elements and Principles are used in *making* photographs – not just taking photographs.
- Learn and understand the elements and principles of art so they can be seen all around you and captured in your photos.