



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
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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

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

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.