

NVPS Workshop
“Composition and Creativity”

February 14, 2012

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Visual Design Principles in Composition
and in the Creative Process
Building Blocks

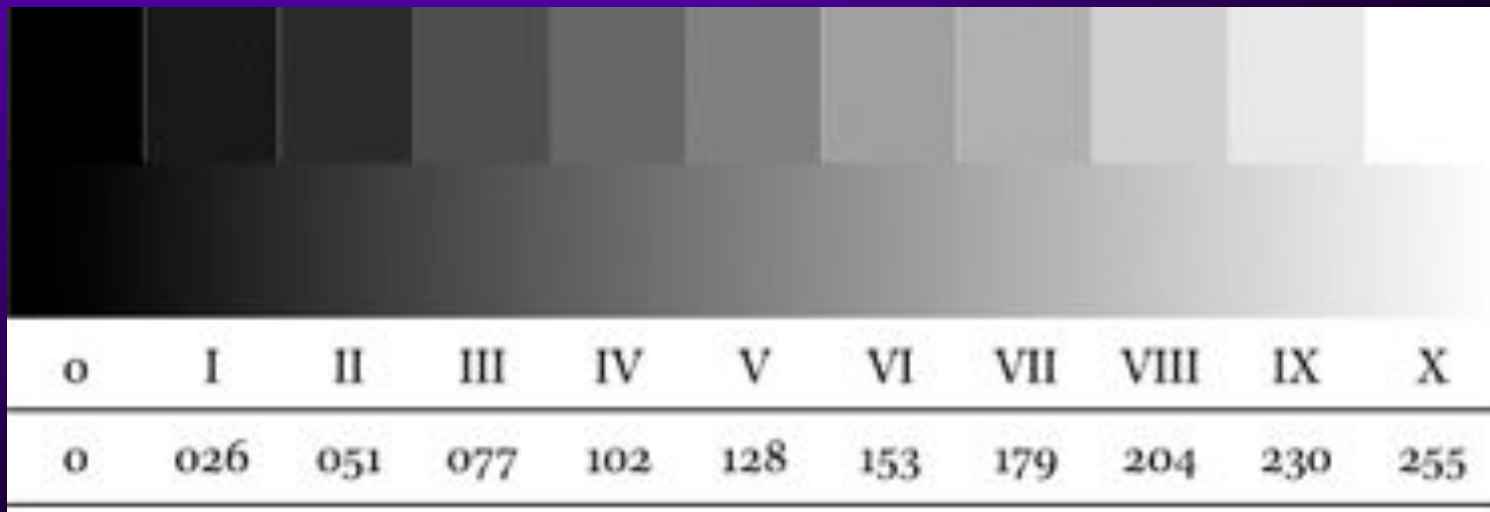
Primary Elements of Design - Tone and Color

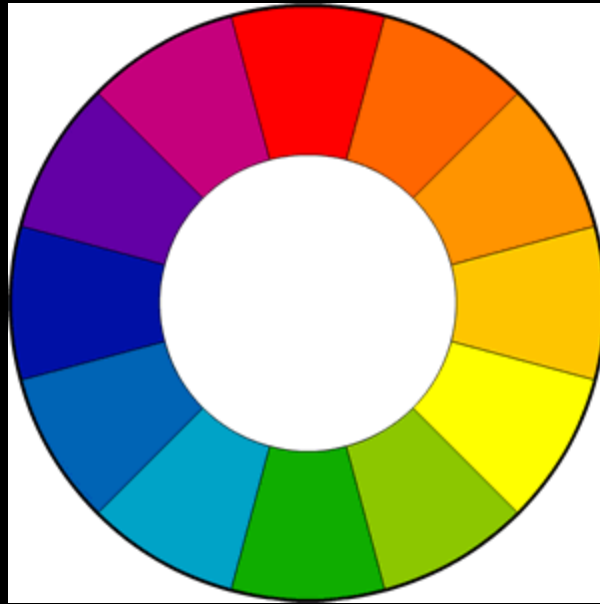
Tone - Degree of Intensity of Light
Reveals shape/texture

Color - Affects Mood/Emotion

Warm colors “advance” (Yellow,
Red, Orange)
Cool colors recede (Green, Blue)

Zone System Grayscale Chart





Primary Colors: Red, Yellow and Blue

Secondary Colors: Orange, Green and
Violet

Secondary Compositional Elements

Line (Light)

Shape

Texture (Light)

Perspective (Lens, angle)

Line

Horizontal - calming

Vertical - power

Oblique - motion/dynamic...

Shape

Square/rectangle

Circle/Oval

Triangle

Texture

In the visual arts, texture is the perceived surface quality. It is an element of two-dimensional and three-dimensional design and is distinguished by its perceived visual and physical properties. Use of texture, along with other elements of design, can convey a variety of messages and emotions.

Perspective

The technique used to represent a three-dimensional world (what we see) on a two-dimensional surface (a print) in a way that looks realistic and accurate, as we see it. It is used to create an illusion of space and depth on a flat surface. Appearing to enlarge or extend the actual space, or to give the effect of distance.

Other Compositional Elements

Balance (Visual)

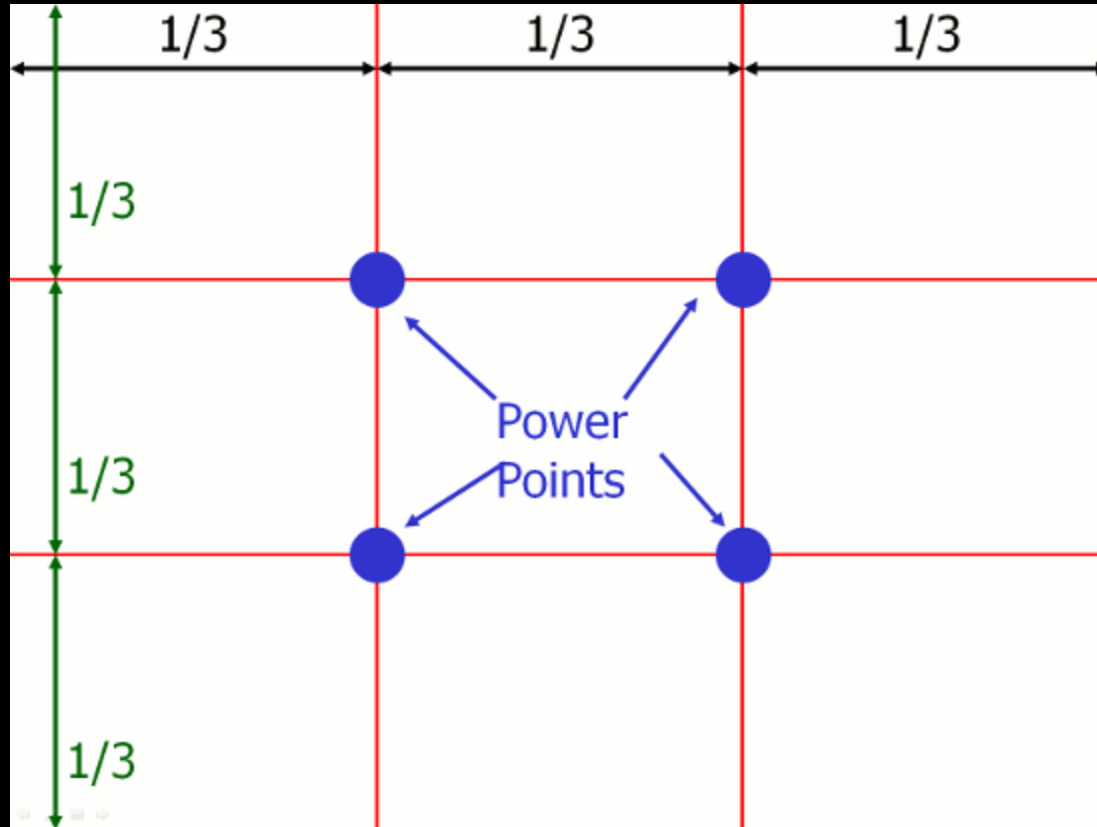
Dominance - Proportion

Rhythm - Simplicity

Quality of Light

Cool Mid-day light is harsh
Warm late day light is soft/soothing

Rule of Thirds

































































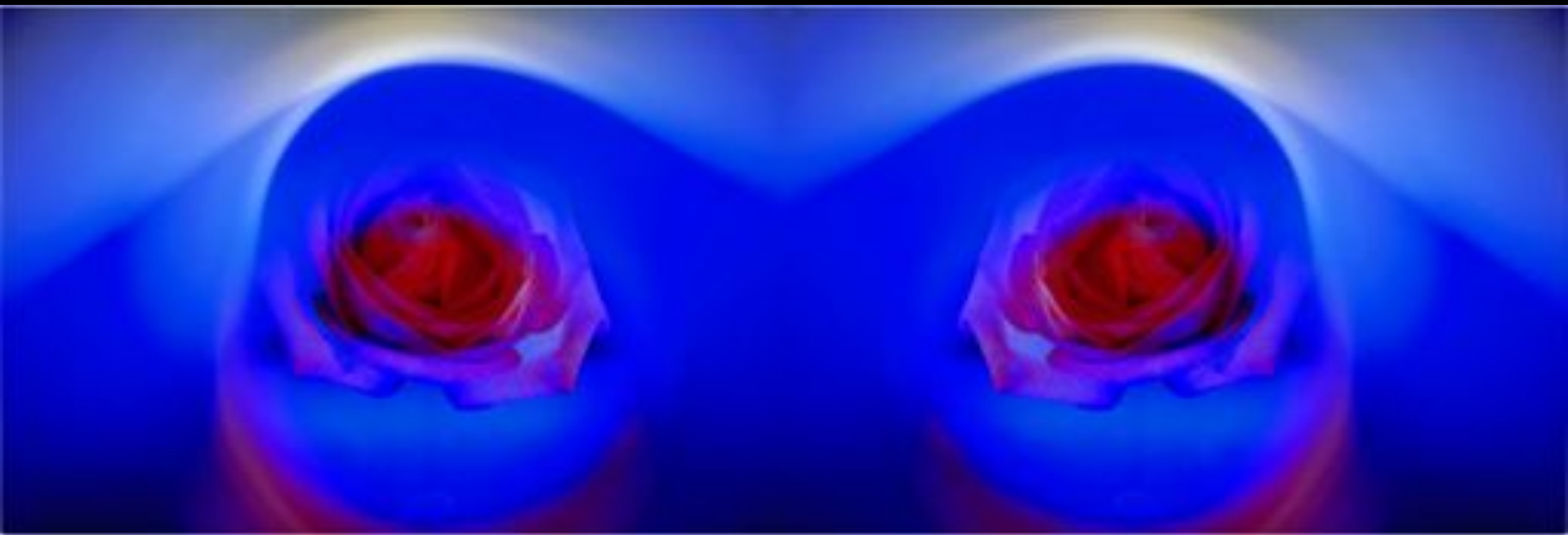


























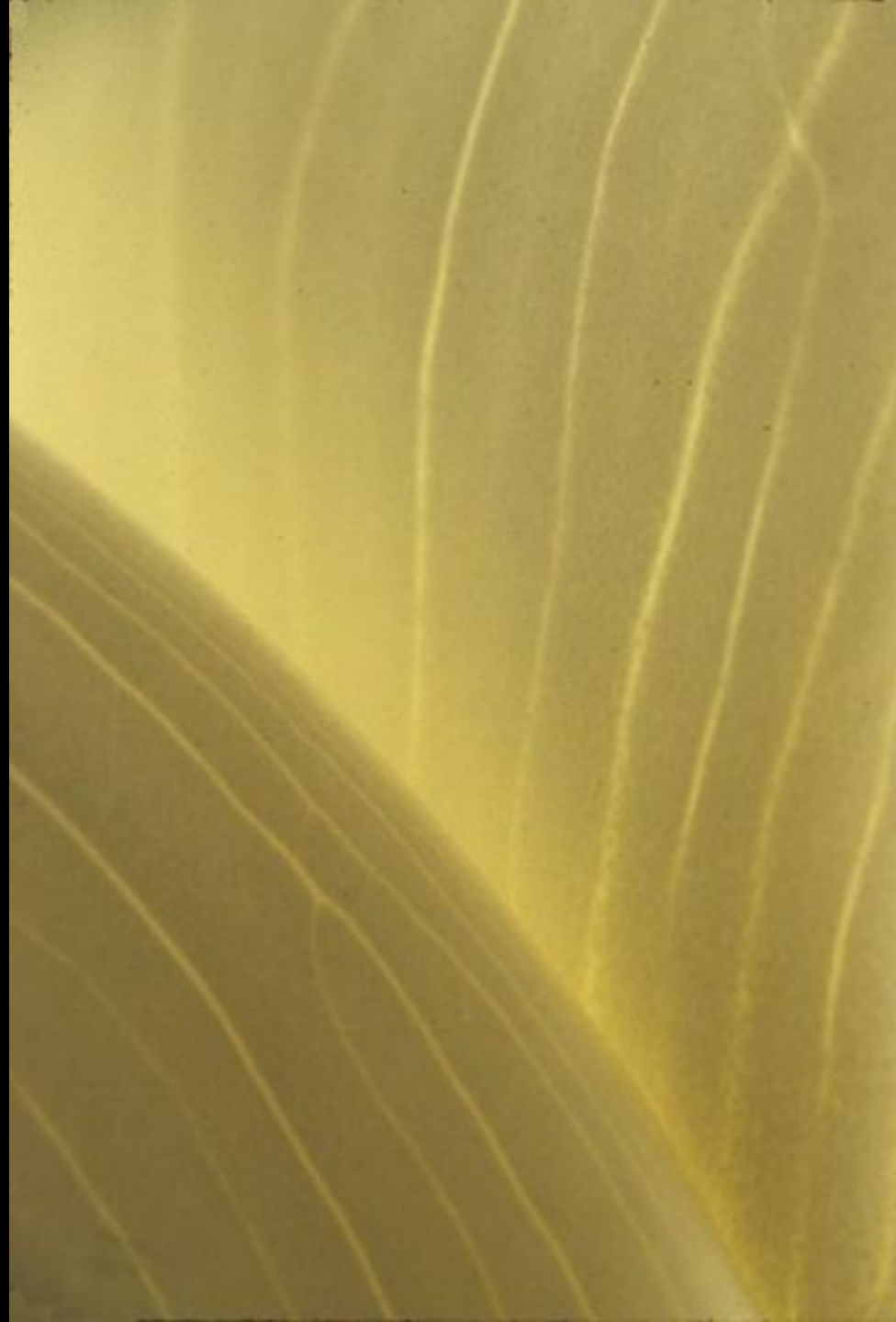






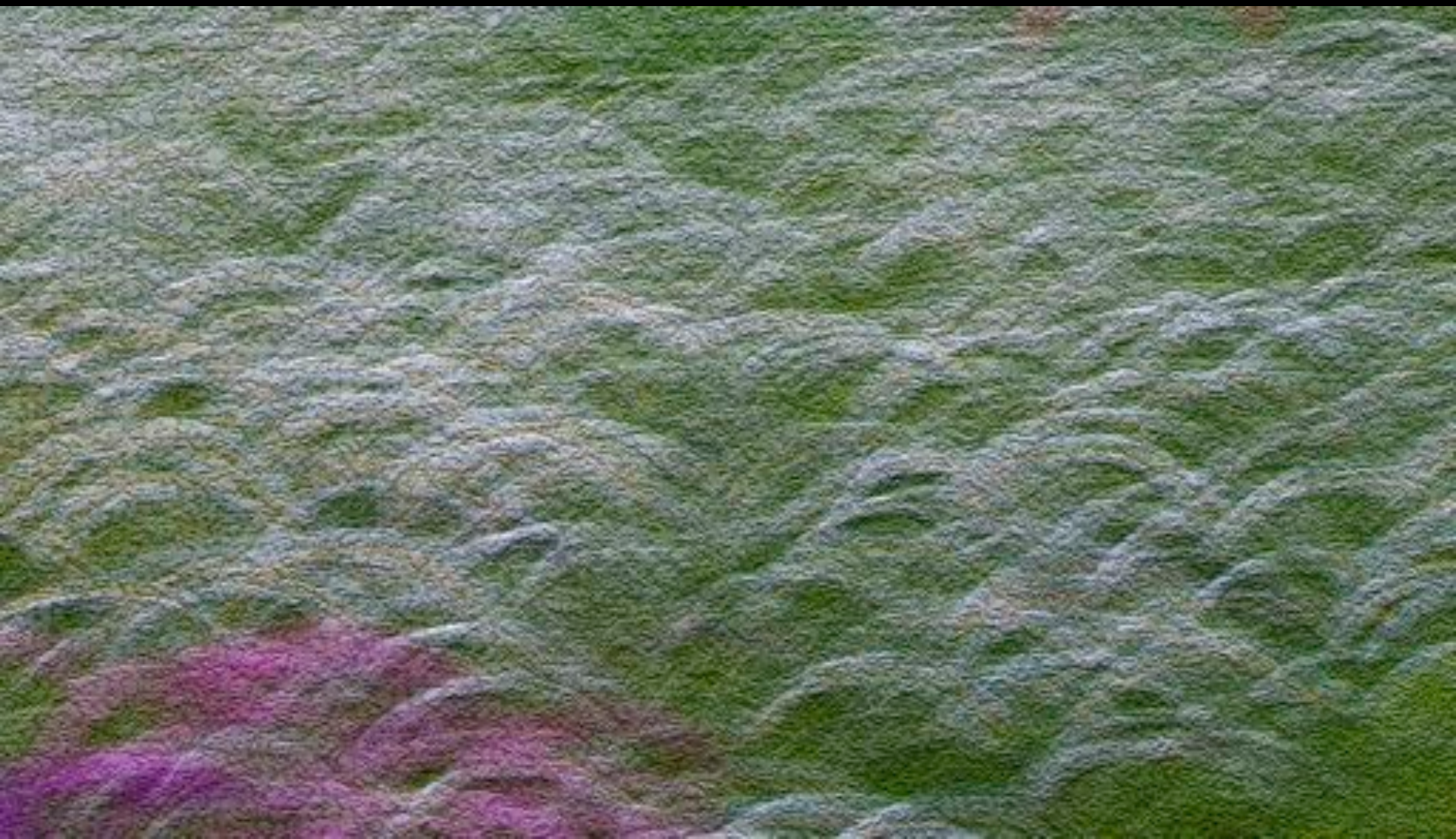












































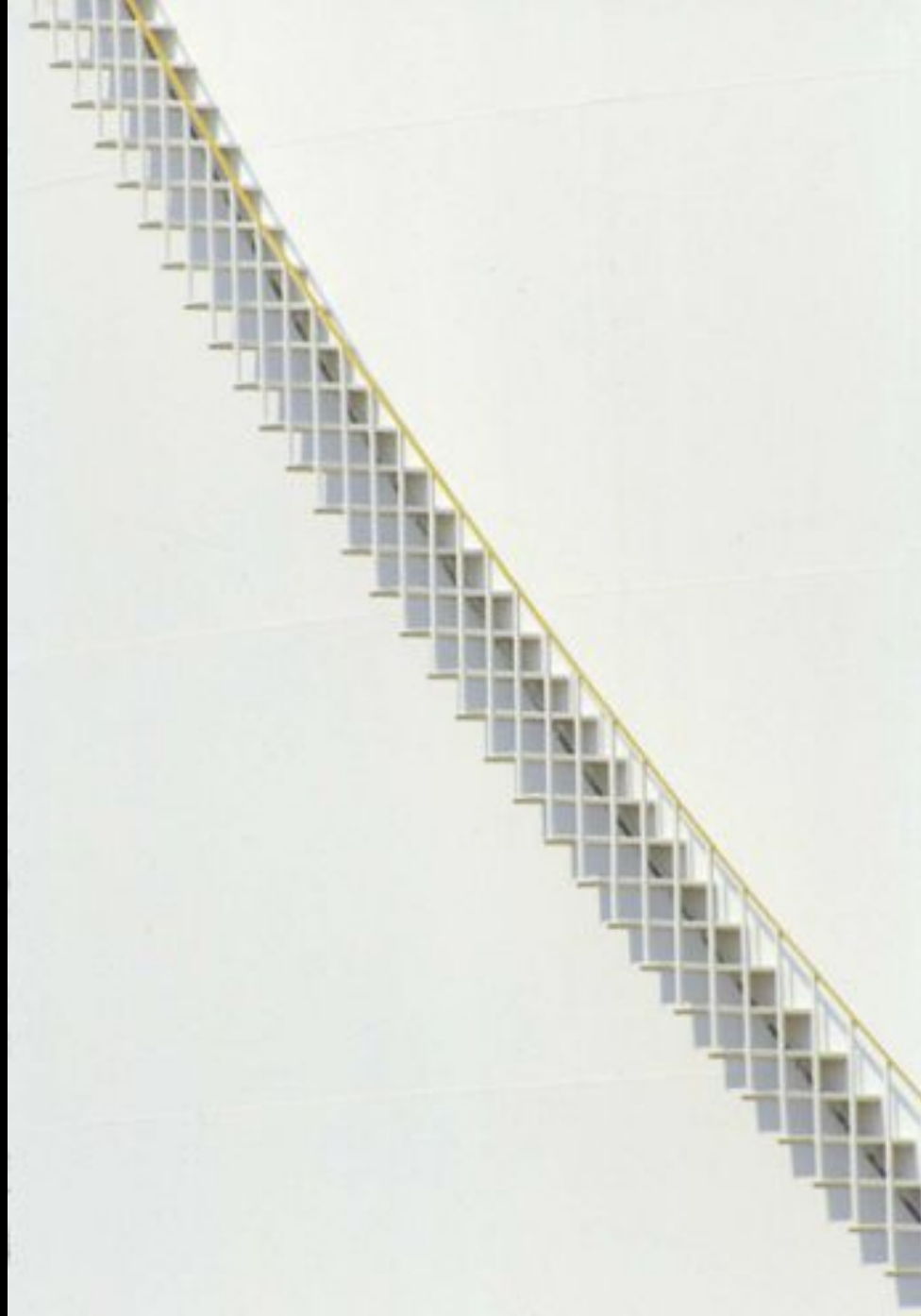


















Thank You!
