

Principles of Organization

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2D Design – Art 112

Structure of Art in 2D Design

Degree of Representation

- Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm
 - Scale & Proportion
 - Unity

Principles of Organization

Different Art Theorists use different nomenclature to describe the Principles of Organization

Ocvirk, Stinson, Wigg,

Bone & Cayton

- BALANCE
- MOVEMENT
- VARIETY
- HARMONY
- DOMINANCE
- PROPORTION
- ECONOMY

Mary Stewart

- BALANCE
- RHYTHM
- UNITY & VARIETY
- EMPHASIS
- SCALE & PROPORTION

Lauer & Pentak

- BALANCE
- RHYTHM
- UNITY
- SCALE & PROPORTION
- EMPHASIS & FOCAL POINT

Principles of Organization

Despite the nomenclature differences, in the end they describe the same kind of rules. In this course we will be following Design Basics, Lauer & Pentak

OCVIRK, STINSON, WIGG,

BONE & CAYTON

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LAUER & PENTAK

- BALANCE
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- SCALE & PROPORTION

Principles of Organization

- **UNITY**
- **EMPHASIS & FOCAL POINT**
- **SCALE & PROPORTION**
- **BALANCE**
- **RHYTHM**

Principles of Organization

Unity

Design Basics Approach to Unity

- Harmony
- Visual Unity
- Gestalt
- Proximity
- Repetition
- Continuation
- Grid
- Varied Repetition
- Emphasis on Unity
- Emphasis on Variety
- Chaos & Control
- Figuration & Nonobjective

Unity



http://vi.sualize.us/gestalt_ley_de_portrait_cerramiento_elementos_dinamicos_picture_smHN.html

Principles of Organization

Unity = Harmony

Visually relates various parts of the composition by giving them all some common elements: color, texture, value, etc.

Excess Harmony can create the feeling of boredom and monotony that is why we need Variety.

In the right amount, Harmony is a necessary ingredient of Unity.

Principles of Organization

Unity creates an integrated image in which all the elements are working together to support the design as a whole.

A **unified design** is greater than the sum of its parts; the design is seen as a whole first, before the individual elements are noticed.

Unity can be compared to harmony, integrity or wholeness.

Unity

CRAP

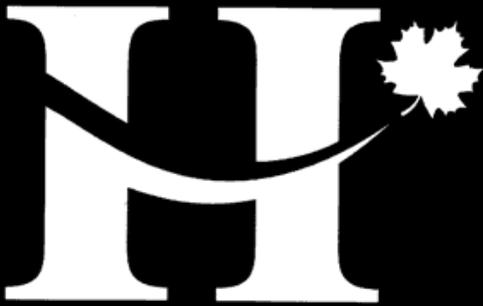
- Contrast
- Repetition
- Alignment
- Proximity

CRAP in Unity

- Continuation
- Repetition
- Alignment
- Proximity

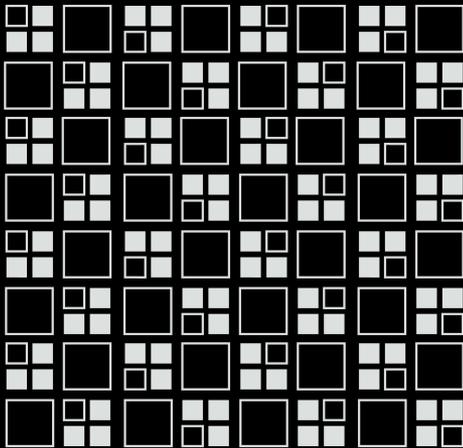
CRAP-U

Continuation means that something (a line, an edge, a curve, a direction) continues from one element to another.



The viewer's eye will follow the continuing line or edge smoothly from one element to other and the mind will group the elements because of this connection. Implied lines are one example of continuation.

CRAP-U



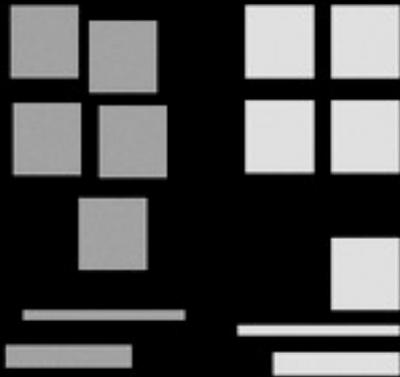
Repetition is based on grouping by similarity; elements that are similar visually are perceived to be related.

Any element can be repeated - line, shape, color, value or texture - as well other things such as direction, angle or size.

Repetition helps unify a design by creating similar elements and is one of the most effective ways to unify a design.

CRAP-U

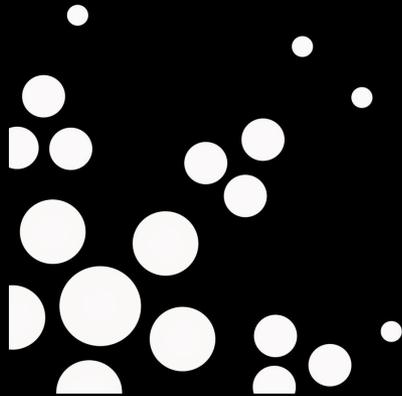
Alignment consists of arranging elements so that their edges are lined up.



The common alignment allows the eye to group those elements together.

A grid is often used to create unity through alignment, not just in a single design but also between related designs (the pages of a magazine or book, for example).

CRAP-U



Proximity, is based on grouping by closeness; the closer elements are to each other, the more likely we will see them as a group.

Proximity is one of the easiest ways to achieve unity.

When Unity is Achieved . . .

Nothing is competing for attention in the composition.

The message is easily understandable.

The artwork looks complete and organized.

Principles of Organization

Unity is based on the **Gestalt theory of visual perception**, which states that the eye of the viewer seeks a gestalt or unified whole.

This means that the viewer is actually looking for a connection between the elements, for some sort of organization, for **unity** in the design.

Unity & Gestalt



- **Psychology** term which means "shape" or "form".
- Theory of **visual perception** developed by German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler in the 1920s.
- Describe how people tend to organize visual elements into **groups** or *unified wholes* under certain principles or laws:

Unity & Gestalt

A **gestalt** is created because the mind simplifies and organizes information. It does this by grouping elements together to create new wholes.

Understanding how the mind groups elements helps us understand how **unity** can be achieved.

Gestalt Laws



Closure – Visual Grouping explains why incomplete figures are perceived as complete or whole.

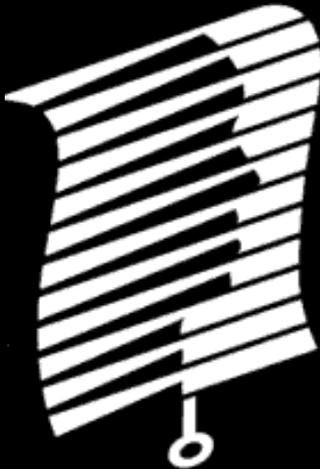
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Common Fate describes how objects moving together are perceived as belonging together.

Gestalt Laws



Continuity states that objects aligned along a line or curve are perceived as belonging together, and we will perceive the simplest, smooth path, rather than a complex path.



Figure/Ground refers to the relationship between positive elements and negative space. The idea is that the eye will separate whole figures from their background in order to understand what's being seen. It's one of the first things people will do when looking at any composition.

Gestalt Laws



Pragnanz describes how we organize our perceptions into the simplest possible experience. Also sometimes called the Law of Good Figure, or the Law of Simplicity.



Proximity states that objects near one another in space or time are perceived as being a group, and belonging together.

Gestalt Laws

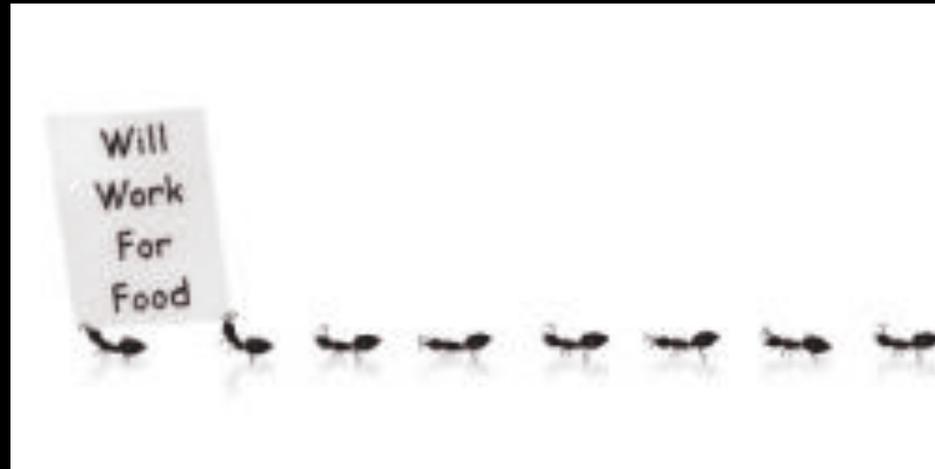


Similarity states that objects with similar characteristics, such as form, color, size, and brightness, are perceived as belonging together.



Symmetry explains our tendency to perceive symmetric objects as figures on a background.

More on Gestalt



<http://www.youtube.com/watch?v=LzuJqZ797U&list=PLS0vVQ7B3Oz5OANszM1CDXnMJzxBkn0Vx>

Overview: Unity

- Harmony
- Visual Unity
- “CRAP-U”
- Continuation
- Repetition
- Alignment
- Proximity
- Gestalt

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
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
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