

# Structure of 2D Design

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2D Design – Art 112

# 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
      - Texture
      - Value
      - Color
      - (Type)
    - Principles of Organization
      - Balance
      - Emphasis & Focal Point
      - Rhythm
      - Scale & Proportion
      - Unity

# Why Art?

- Aesthetics
- Communication
- Self-Expression
- Language
- Skills

# Components of Art

# Components of Art

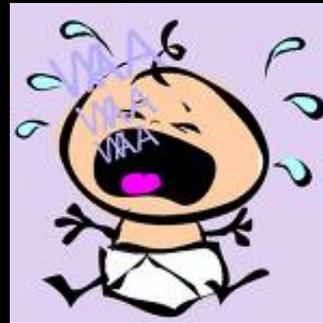
## Subject Matter

- The What
- Person
- Thing



## Content

- The Why
- Message:
  - Emotional
  - Intellectual



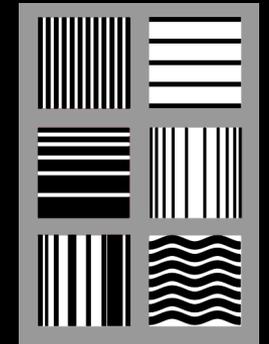
## Context

- Background
- Artist
- Culture



## Form

- The How
- Design
  - Elements
  - Principles





# Subject Matter

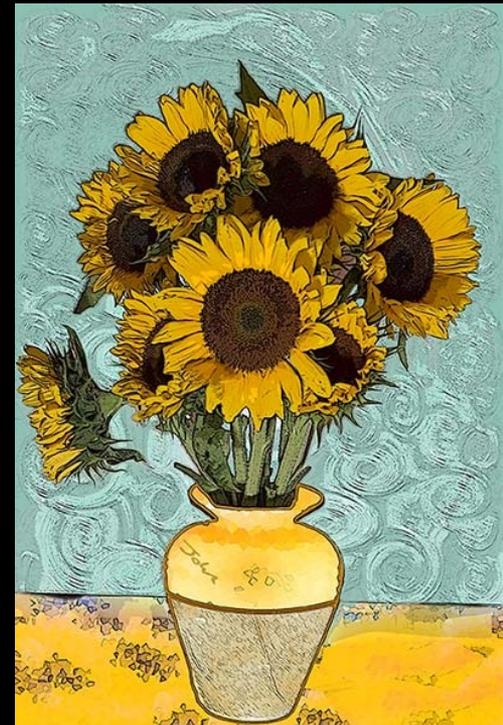
- The What
- Person
- Thing



A can



A ninja  
Naruto



A vase of flowers  
Van Gogh



# Subject Matter

## Representational

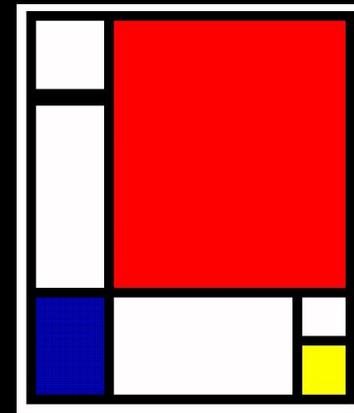
- Intent to represent an idea
- Naturalistic to abstract



Tinik

## Non-representational

- No reference to subject matter
- Based on Form and Content



Piet Mondrian



# Content

- The Why
- Message: emotional or intellectual



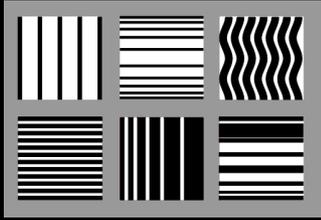
Frank Stella



## Context

- The Background
- Cultural, Economic, Social, Religious





# Form

- The How
- What we study in this course
- Design
  - Elements of Design
  - Principles of Organization



Georgia O'Keefe

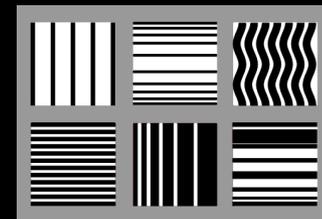


Kazimir Malev

# Review

## Components of Art:

- **Subject Matter:** person, thing
- **Content:** message
- **Context:** background
- **Form:** design  
what we study in this course



# Elements of Design

# Structure of Art in 2D Design

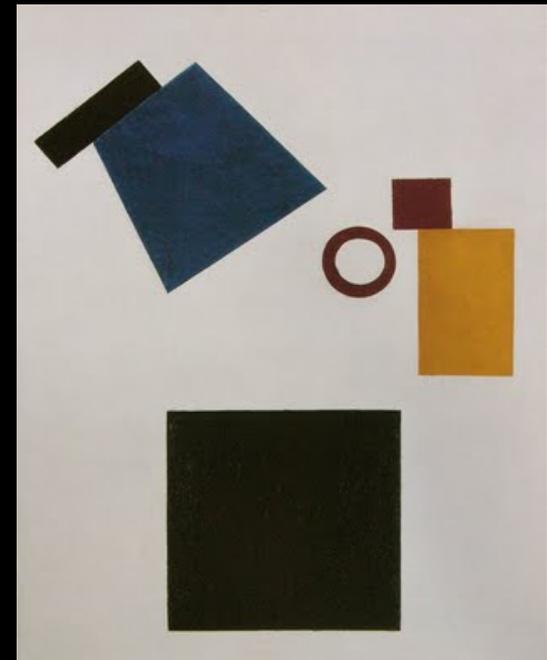
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# Form

- The How
- What we study in this course
- Design
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Georgia O'Keefe



Kazimir Malev

# Elements of Design

## Point

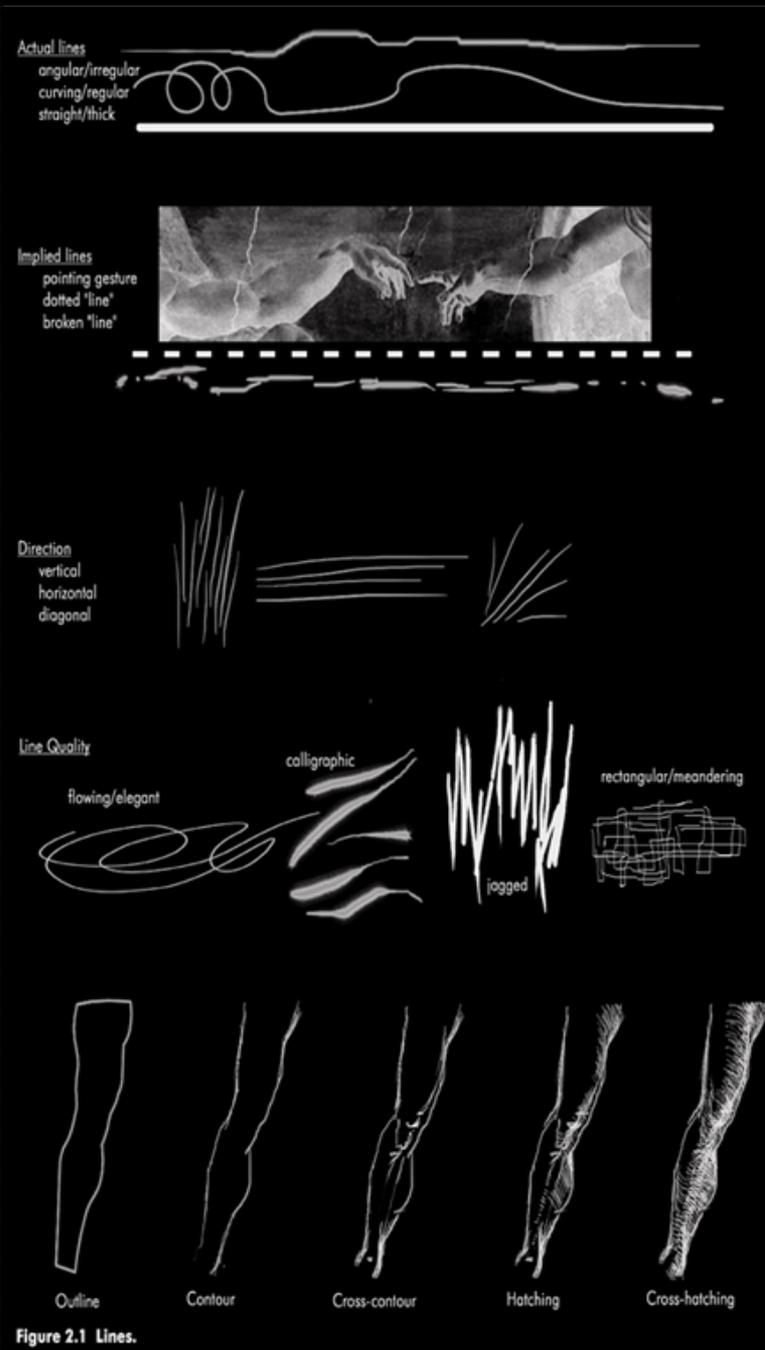
The most basic element.

## Line

A mark made by a moving point.

Visual characteristics:

- Measure
- Weight
- Type
- Direction
- Orientation
- Degrees of Continuity
- Character



# Elements of Design

## Shape

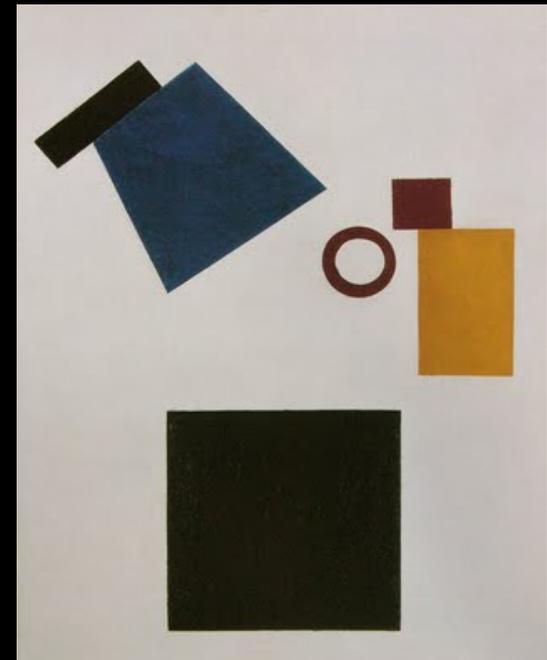
An area of color or texture defined by a clear boundary.

Visual characteristics:

- Geometric: rectangle, circle, square, etc.
- Organic: irregular shapes, shapes found in nature.



Georgia O'Keefe

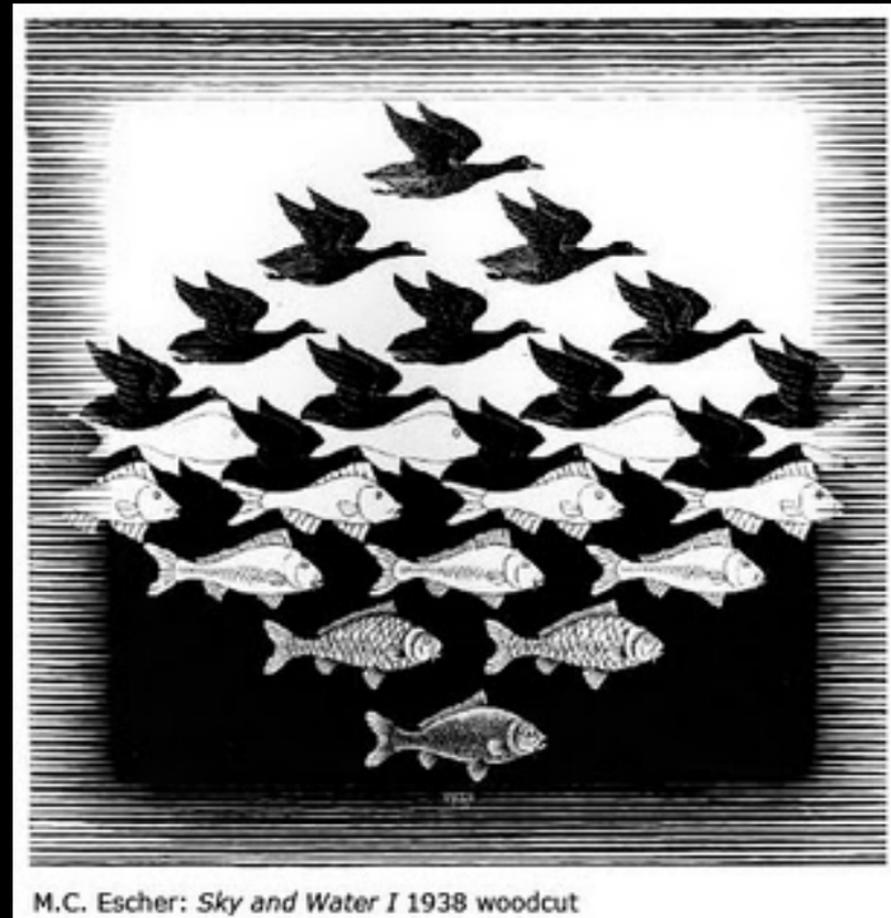


Kazimir Malev

# Elements of Design

## Space

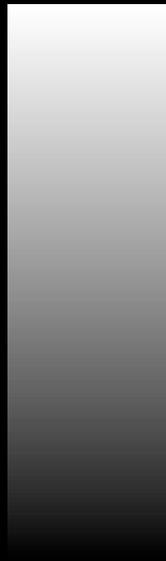
- 2D = height, width & illusion of depth.
- Area between and around lines, shapes, textures, colors and type.
- Negative space.



# Elements of Design

## Value

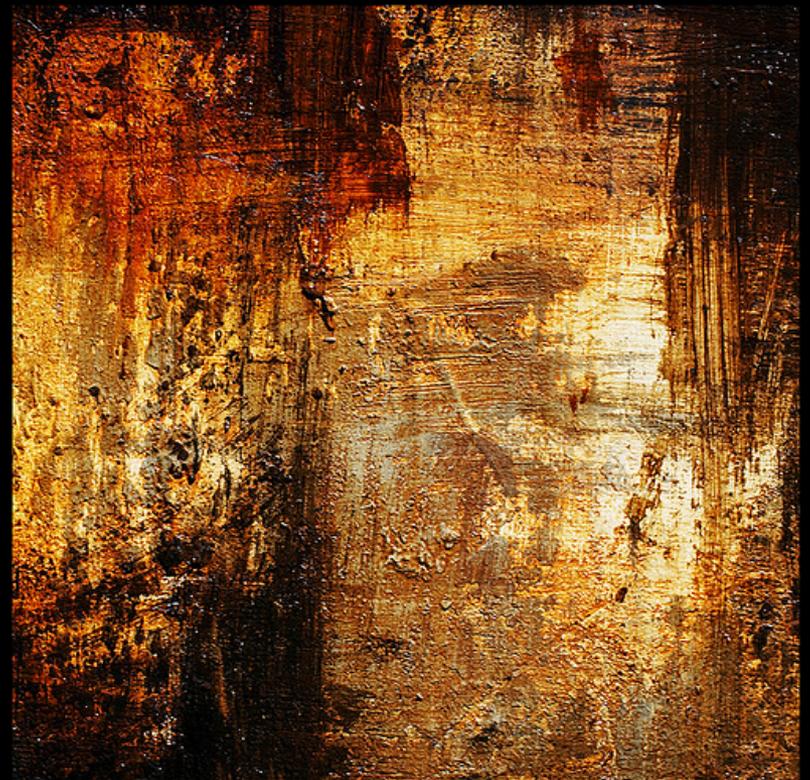
The relative degree of light and dark.



# Elements of Design

## Texture

- The way a surface feels or look.
- In 2D is the suggestion of the aspect of a 3D surface.



# Elements of Design

## Color

The visual response to wavelength of light, identified as Red, Blue etc.

Visual characteristics:

- . Hue – common name of a color.
- . Intensity – the strength, saturation, or purity.
- . Value – the relative degree of dark and light.



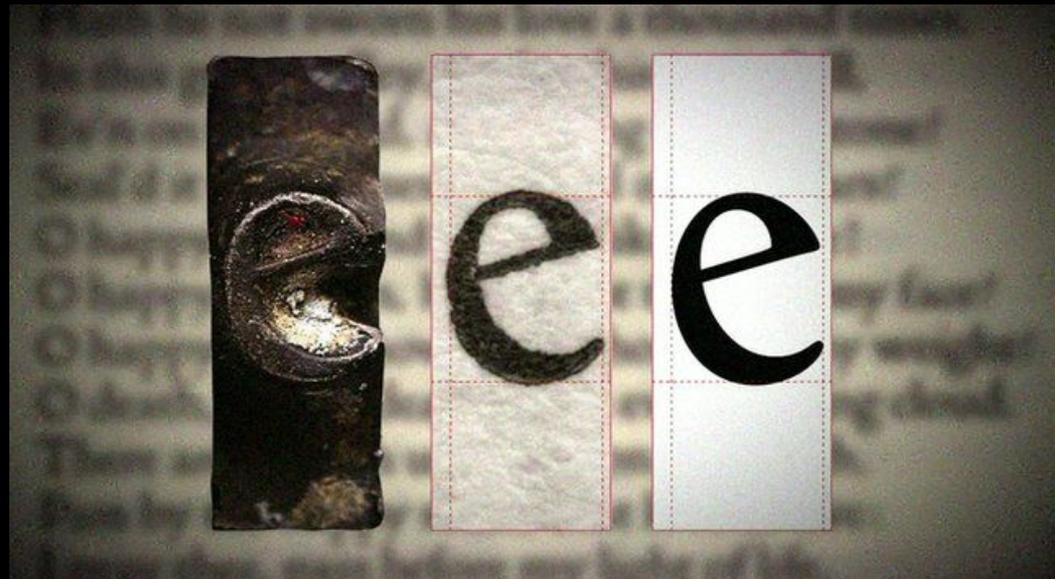
# Elements of Design

## Type

Unique shapes that carry meaning.

Visual characteristics:

- . Serif – short strokes that finish main strokes.
- . Sans-serif – typefaces without serifs.



# Review

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