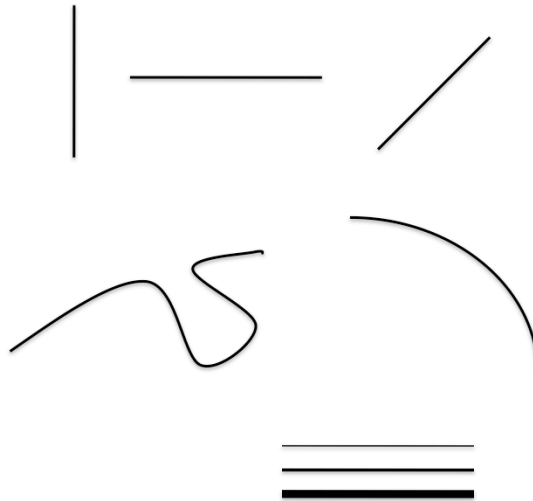


## Reading an Image: Elements & Principles of Composition

- Line
- Color
- Shape/Form
- Space
- Texture
- Balance
- Contrast
- Movement
- Emphasis
- Pattern
- Proportion
- Unity

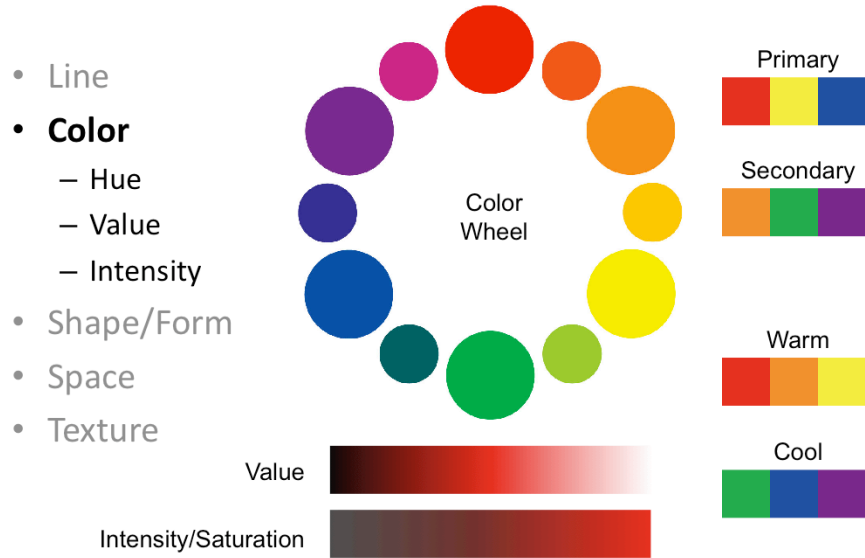
## Elements of Composition

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



- most basic building block of design
- Line can be used to create more complex shapes
- lead your eye from one area in the composition to another
  
- horizontal – passive, submissive
- vertical – dominant, active
- diagonal – movement, motion

# Elements of Composition



Color talked about in 3 ways...

Hue – what is it? Red, green, yellow?

Value – how light or dark

Intensity (saturation) – how bright or dull

differentiates and defines lines, shapes, forms, and space.

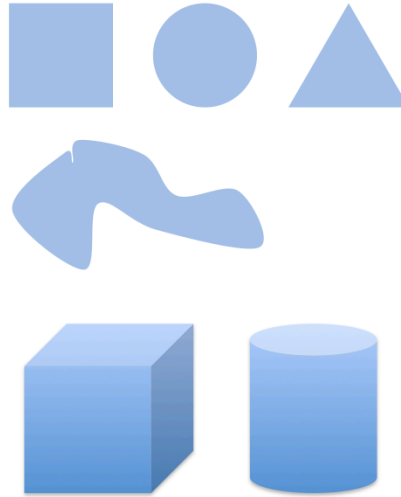
often cultural symbolism or references

what can red symbolize? What is the context?

Not just analyzing the colors individually but what combinations exist

## Elements of Composition

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



Created when lines are combined and closed

Shape – 2D

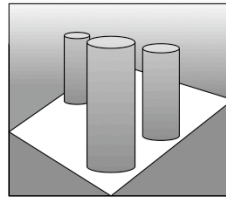
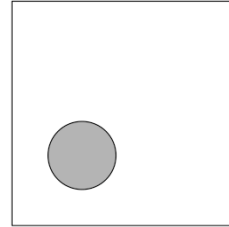
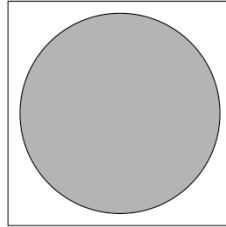
Form – 3D

Geometric – circle, square, pyramid

Organic – found in nature

## Elements of Composition

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



is the area between and around objects.

Positive and negative space

Space can also refer to the feeling of depth. Real space is three-dimensional; in visual art when we can create the feeling or illusion of depth we call it space.

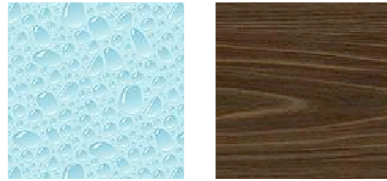
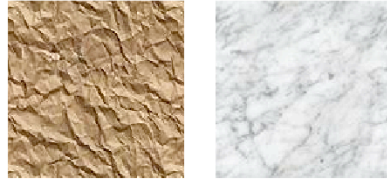
Increasing or decreasing the amount of space around an object affects the way we view that object.

is the central figure very large or very small in relation to the frame?

What does the difference mean?

## Elements of Composition

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



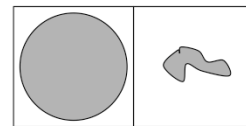
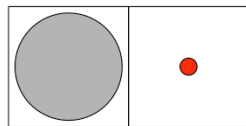
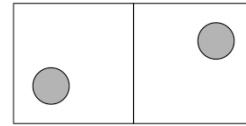
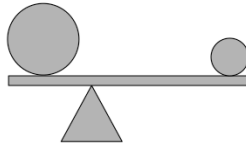
the surface quality that can be seen and felt.

Textures can be rough or smooth, soft or hard.

Textures are often implied

## Principles of Composition

- **Balance**
- Contrast
- Movement
- Emphasis
- Pattern
- Proportion
- Unity



distribution of the visual weight of objects, colors, texture, and space.

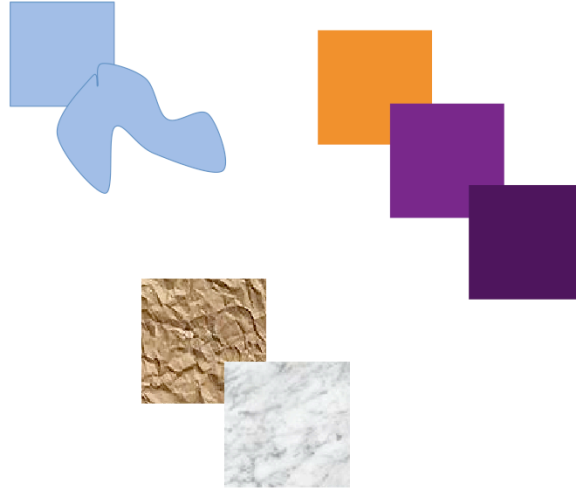
Symmetrical or asymmetrical composition

created in a work of art when textures, colors, forms, or shapes are combined harmoniously.

Lack of balance can create anxiety or discomfort.

## Principles of Composition

- Balance
- **Contrast**
- Movement
- Emphasis
- Pattern
- Proportion
- Unity



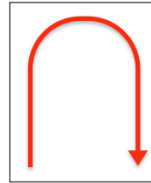
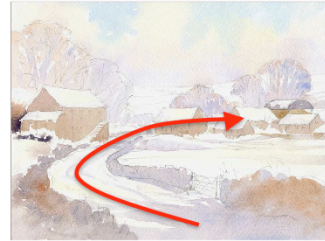
color, form, texture use to differentiate from one object to another

What is the level of contrast? What stands out the most?



## Principles of Composition

- Balance
- Contrast
- **Movement**
- Emphasis
- Pattern
- Proportion
- Unity



the way a viewer's eye is directed to move through a composition, often to areas of emphasis.

Line, shape, color

“Z movement” common in advertising – traditional

“U movement” – new to advertising, younger generation – matches the way the look at websites because of navigation structure

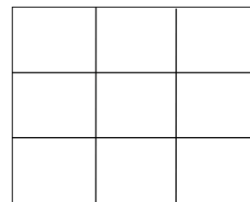
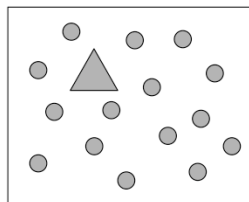
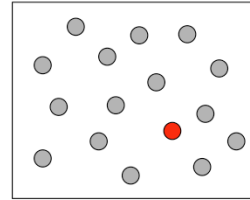
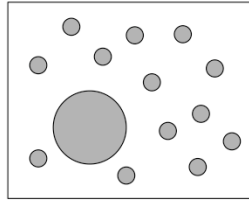
How is your eye led through the image?

what are you supposed to see first? Last?

Where does your eye stop?

## Principles of Composition

- Balance
- Contrast
- Movement
- **Emphasis**
- Pattern
- Proportion
- Unity



contrasts colors, textures, or shapes to direct your viewing towards a particular part of the image.

Focal point

Rule of thirds

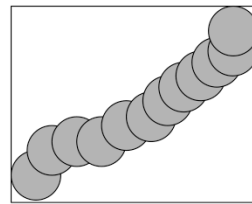
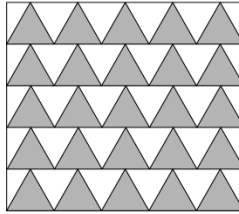
Used for centuries by artists

Visually more interesting when focal point is not in the dead center

Rules of thirds is sometimes broken to make the subject appear dull, boring, mundane.

## Principles of Composition

- Balance
- Contrast
- Movement
- Emphasis
- **Pattern**
- Proportion
- Unity



repetition of a shape, form, or texture across a work of art.

There can be repetition of shape and form that is not always obvious at first glance.

## Principles of Composition

- Balance
- Contrast
- Movement
- Emphasis
- Pattern
- **Proportion**
- Unity



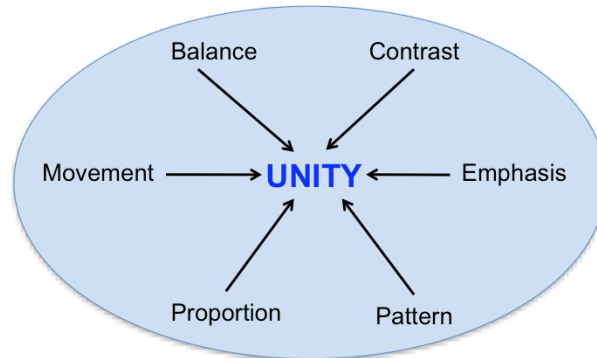
size of elements or objects in relation to one another

When drawing the human figure, proportion can refer to the size of the head compared to the rest of the body.

Disproportion can give an uneasy, unnatural feeling

## Principles of Composition

- Balance
- Contrast
- Movement
- Emphasis
- Pattern
- Proportion
- **Unity**



principles of composition are present in harmony

When unity exists there is a feeling of completeness

No unity can cause feelings of tension, anxiety, uneasiness.

## Reflection

- What is the tone or mood of the image?
- What symbolism or cultural references are being use?
- What is the message?
- Who is the intended audience.

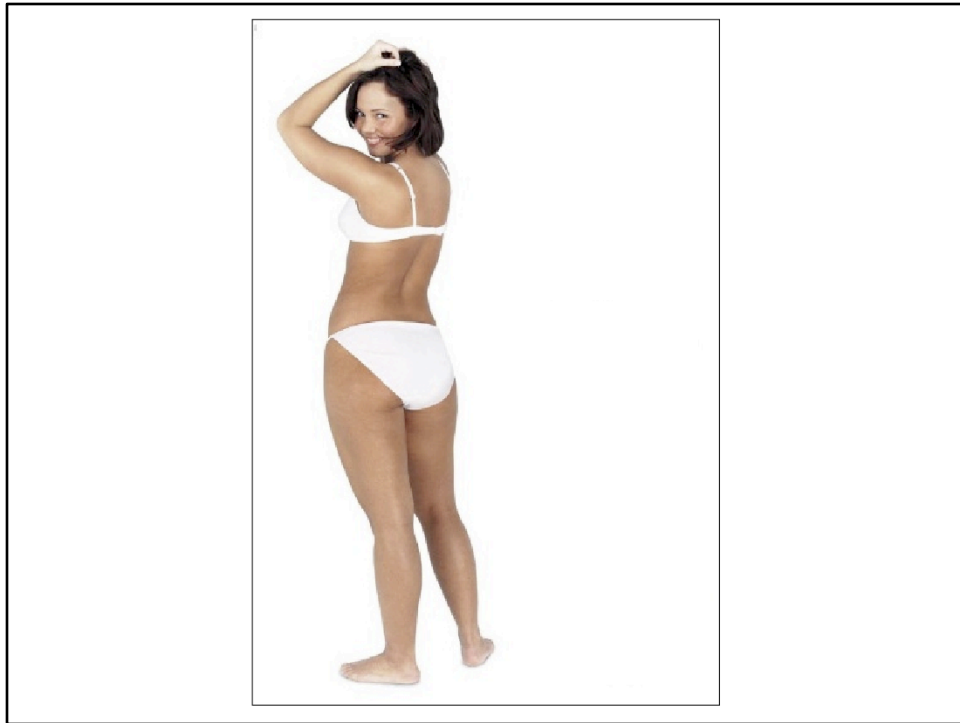
Interpret meaning from formal elements.

What is the message? What ideas are being presented or represented?

How is the intended audience? How could the message change with a difference audience?



2 ads featuring full-body portraits of women, but very different messages, audiences, and techniques



What is the tone or mood of the image?

What symbolism or cultural references are being used?

Interpret meaning from formal elements.

Line – woman's body makes a strong vertical line = strength, confidence

Color – bright white = clean, fresh, pure, simple

Shape – organic shape of the body = natural

Space – lots of open white (negative) space = clean, simple, uncluttered

- woman fills frame vertically = reinforces ideas of strength, confidence

Texture – smooth, soft

Balance, Proportion and Unity are in harmony

Contrast – skin stands out against clothing and background

Movement - Eye moves up the body and stops at the face

Emphasis – her face - She is looking directly at the viewer.

Even though she is not wearing much clothing the white underwear still make her look whole-some.

Her body has curves, not the "model" figure.

What is the message/idea?

Clean, fresh, natural

Who is the intended audience?

Average, everyday women





What is the tone or mood of the image?

What symbolism or cultural references are being used?

Interpret meaning from formal elements.

Line – woman's body makes a horizontal line = submission

- many diagonals in body suggestion motion, action

Color – pink, yellow, blue, high intensity (saturation) = hyper-real, unnatural

Shape – combination of organic (body) and geometric (disco ball, chain, martini glass)

Space – woman's body fills the frame, not a lot of open space

Texture – smooth, shiny, plastic = hyper-real, unnatural

Balance – the image is balanced but the body position of the woman is not

Contrast – woman stands out against background, clothing stands out against skin

Movement – eyes move along lines of body from face to feet

Emphasis – shape of neckline, color of clothing, chain, and lines in leg all lead to middle of her body

Pattern – disco ball reflected on her skin, shape mimicked in chain

Proportion – disco ball out of proportion with woman

Unity – while the image is not completely un-unified, because of balance and proportion there is a feeling of tension (sexual)

Woman's head thrown back, eyes closed, mouth open as if she is in the throws of ecstasy. Not looking at the viewer.

Stylized to look artificial, Barbie-like, object of male desire.

What is the message/idea?

SEX, this woman likes this product and if you use it you can get women like her!

Who is the intended audience?

Men (21-40)



New Dove Firming.  
As tested on real curves.



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DRINK OF THE WEEK

???

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