

COLOR THEORY: Week 8

“Color possesses me. I don’t have to pursue it. It will pursue me always, I know it.”

— Paul Klee

Notes, clarifications, and additional information

- If you have any thoughts over the next few months about the class, especially any changes you would recommend, please share them with me via email at mfmiklitsch@gmail.com.
- From Adobe.com: “Kerning is the spacing between individual letters or characters. Unlike tracking, which adjusts the amount of space between the letters of an entire word in equal increments, kerning is focused on how type looks — creating readable text that’s visually pleasing.”

Elements of art (from last week)

- Line
- Shape (geometric and organic)
- Form (perspective)
- Color
- Texture
- Space (positive and negative)
- Value/light and shadow

Principles of art (how artists use the elements of art)

- Rhythm
- Balance
- Emphasis (Contrast)
- Proportion
- Gradation
- Harmony
- Variety
- Movement

- (Chance)

Rhythm

Visual movement created by the intentional placement of repeated elements.

Balance

A sense of equilibrium or stability in the work, created, for example, through symmetry or asymmetry.

Emphasis (Contrast)

How elements are combined to stress the differences between them.

Proportion

How elements relate to the entire work and to each other.

Gradation

How elements are combined with gradual changes between them, for example, light to dark hues, small to large shapes, smooth to rough textures, etc.

Harmony

How elements are combined to accent similarities between them through repetition and subtle gradual changes.

Variety

Using elements of different hues, shapes, sizes, etc.

Movement

How the design creates the look and sense of action and guides the viewer's eye through the work.

Chance

From 1916 through the 1930s, Dada, an anti-war art movement played a key role in Europe. Many of the Dada artists embraced absurdity in the face of the brutal destruction to humans and civilization in the "war to end all wars." Dada members Jean Arp and Sophie Taeuber-Arp explored the use of random operations to generate art. One method was to glue pieces in a collage wherever they fell.

Recent years have brought a new meaning and impact of chance through generative art, that is, art generated through artificial intelligence software. An example of such software is DALL-E 2 developed by OpenAI. Users can enter terms into the language-based system, which will generate art fitting those terms.