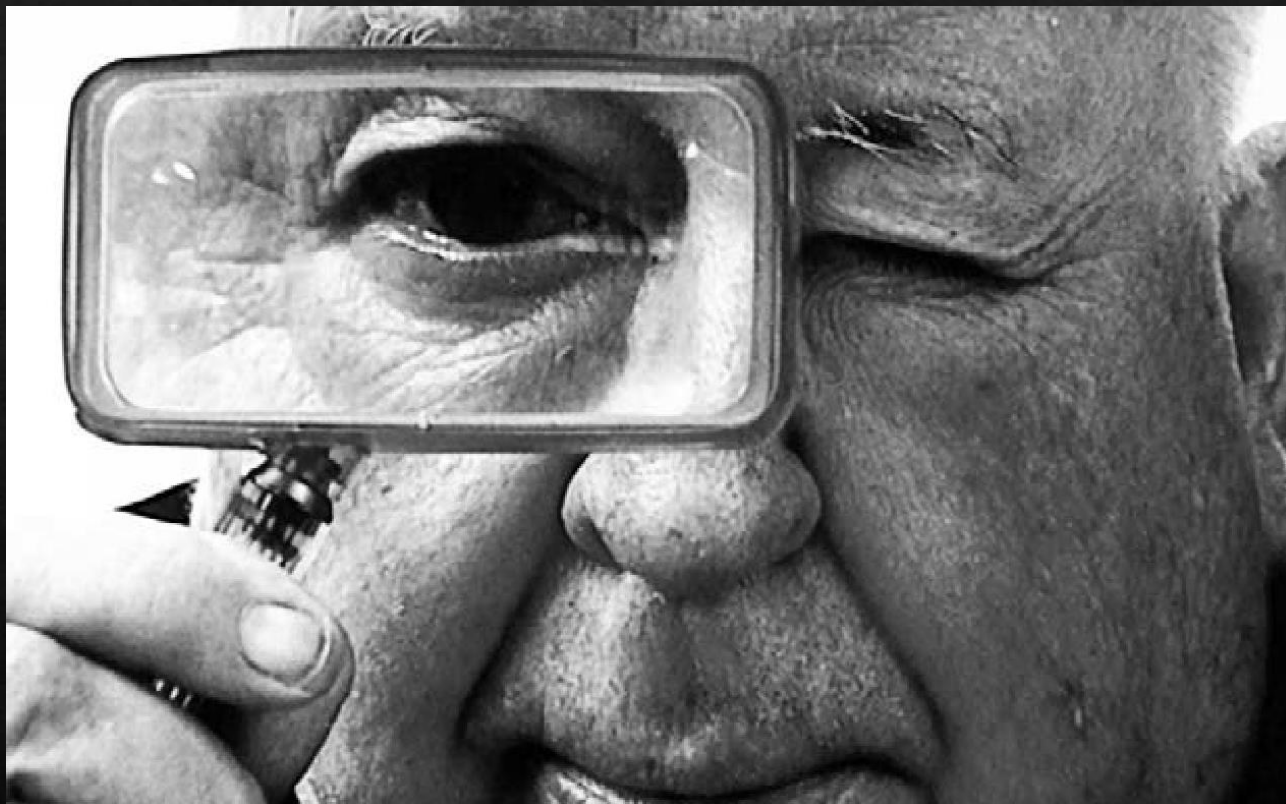




Video Art Design

Jelena Rubil

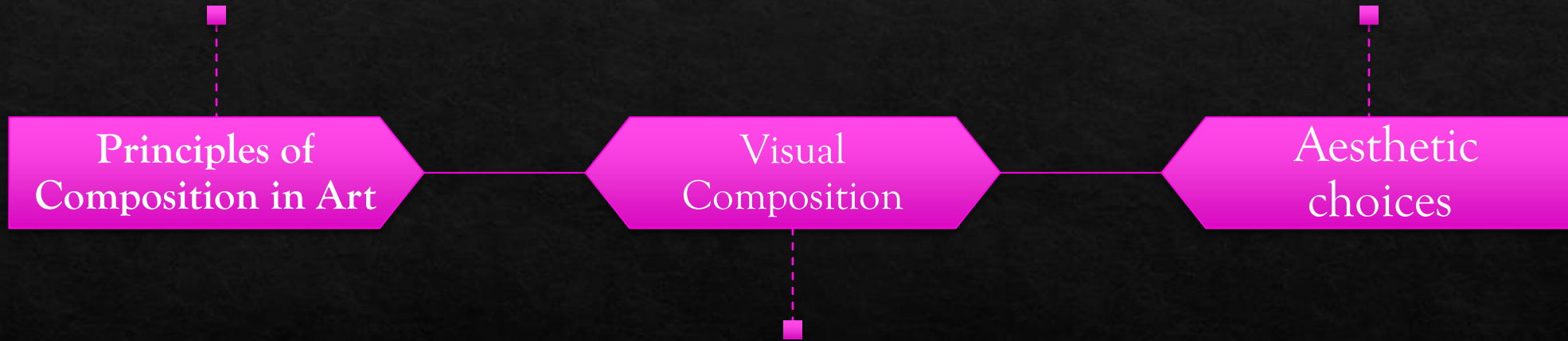
3 session



Visual Composition

Like repetition, balance, proportion, movement, shape, value, space, form, line, and texture, color is considered a structural component of visual works

Color is considered a structural component of visual works. Color theory, lighting techniques, and visual effects



Understanding of visual composition principles such as framing, color, and movement to create compelling video content.

2.2.1 Gain understanding of fundamental principles of visual composition, including framing, rule of thirds, balance, contrast, and rhythm, to create visually engaging and dynamic video content.

Visual Composition

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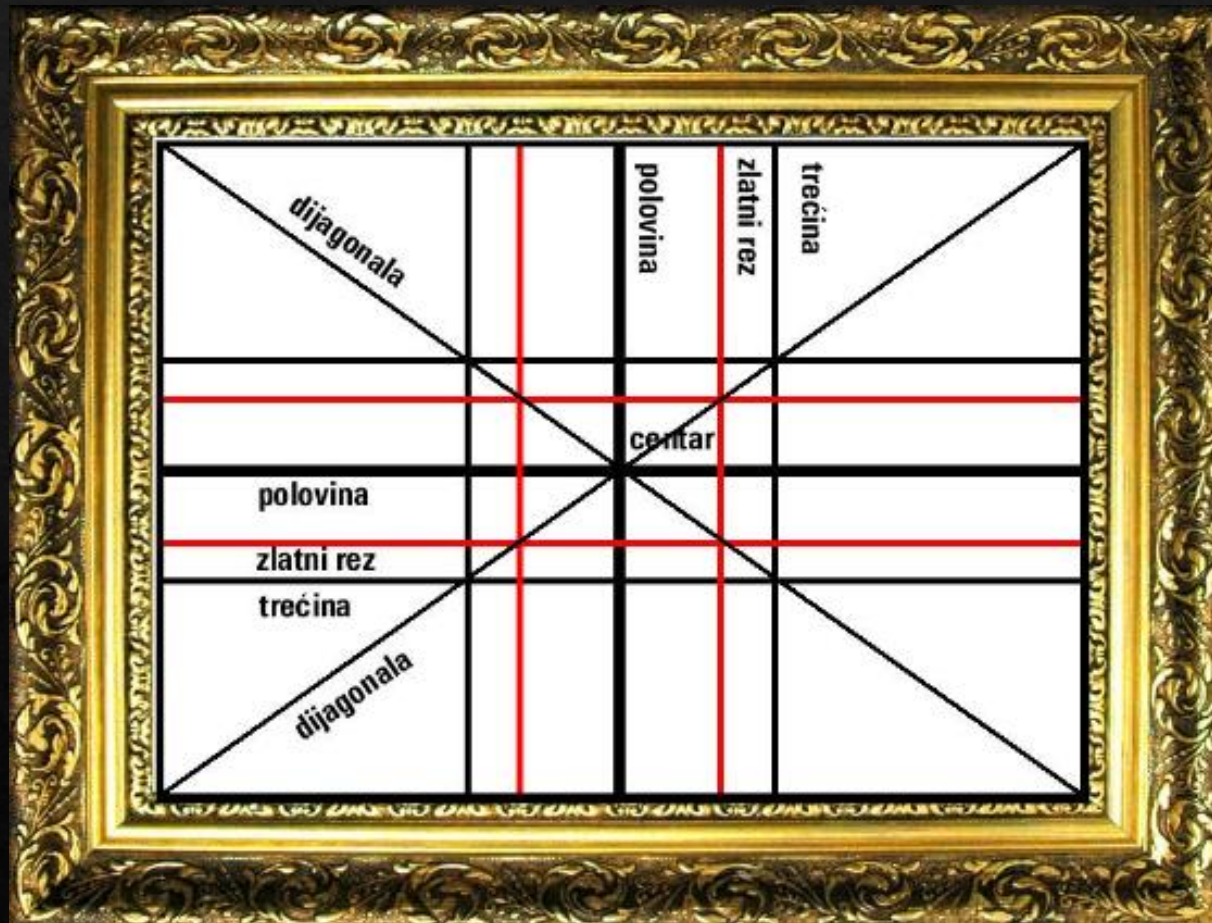
What is Composition in Art?

Composition in art is the way in which different elements of an artwork are combined.

In general, this refers to the key subjects of every kind of the artwork and how they are arranged in relation to each other.

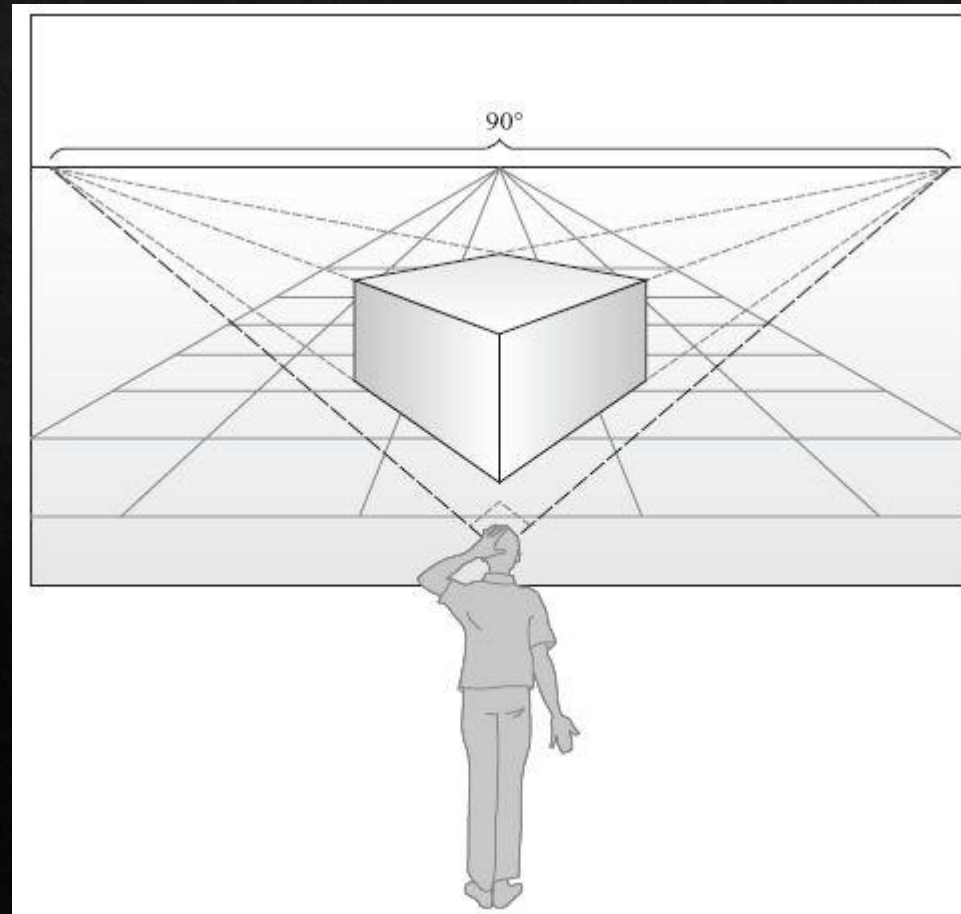
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What is Composition in Art?



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What is Composition in Art?



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What is Composition in Art?

What Are the Rules for Good Composition in Art?

There is no one formula for a good composition, but there are some basic principles that can be applied to most artworks.

To put it simply, the rules of good art work can be followed to achieve a pleasing composition.

However, these rules are not always so easy to define in clear terms – rather, they are something that comes down to the artist's unique style and intuition. For example, many people say that a good composition should be balanced, with equal attention drawn to each element of the artwork. On the other hand, some artists may choose to emphasise particular parts of the work that they consider to be most important. While some artists will try to create a simple, minimal composition, others will aim for a more eclectic style.

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What is Composition in Art?

What Are the Rules for Good Composition in Art?

It is how the elements of art —line, shape, color, value, texture, form, and space — are organized or composed according to the **principles of art** — balance, contrast, emphasis, movement, pattern, rhythm, unity/variety — and other elements of composition, to give the painting structure and convey the intent of the artist.

2.2.1 Gain understanding of fundamental principles of visual composition, including framing, rule of thirds, balance, contrast, and rhythm, to create visually engaging and dynamic video content.

Principles of art

Elements Of Composition In Art



Unity



Balance



Movement



Rhythm



Focus



Contrast



Pattern



Proportion

2.2.1 Gain understanding of fundamental principles of visual composition, including framing, rule of thirds, balance, contrast, and rhythm, to create visually engaging and dynamic video content.

Principles of art

Balance

Balance refers to the visual weight of the elements of the composition. It is a sense that the painting feels stable and "feels right." Imbalance causes a feeling of discomfort in the viewer. Balance can be achieved in three different ways:

- 1.Symmetry:** A quality in which both sides of a composition have the same elements in the same position, as in a mirror image or the two sides of a face.
- 2.Asymmetry:** The opposite of symmetry, in which the composition is balanced due to the contrast of any of the elements of art. For example, a large circle on one side of a composition might be balanced by a small square on the other side
- 3.Radial Symmetry:** Elements are equally spaced around a central point, as in the spokes coming out of the hub of a bicycle tire.

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Principles of art

Contrast

Contrast is the difference between elements of art in a composition such that each element is made stronger relative to the other.

When placed next to each other, contrasting elements command the viewer's attention. Areas of contrast are among the first places that a viewer's eye is drawn.

Contrast can be achieved by juxtapositions of any of the elements of art.

The use of negative and positive space is an example of contrast.

Complementary colors placed side by side are an example of contrast. Notan, a Japanese design concept, is an example of contrast.

Contrast can be a matter of arranging opposite elements (light versus dark, rough versus smooth, large versus small) within an artist's piece, when the artist is working specifically to echo and repeat different levels of unity.

2.2.1 Gain understanding of fundamental principles of visual composition, including framing, rule of thirds, balance, contrast, and rhythm, to create visually engaging and dynamic video content.

Principles of art

Negative space refers to the empty spaces the artist has created around, between, and within the subjects.

Quite often, we think of positive as being light and negative as being dark. This doesn't necessarily apply to every piece of art.

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Principles of art

Contrast Paired with Unity

Contrast can be a matter of arranging opposite elements (light versus dark, rough versus smooth, large versus small) within an artist's piece, when the artist is working specifically to echo and repeat different levels of unity. In such artwork, contrasts can be paired colors which are chromatic opposites: in a work strictly adhering to unity those colors would be complementary.

When the artist uses contrasting paired shapes such as two circles of different sizes, or a triangle and a star of the same size, contrast can be seen as opposite but partnered with the element of unity.

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Principles of art

One example of the kind of contrast that works hand and hand with unity is that of the classic women's suits of Coco Chanel. Chanel paired a unified set of contrasting colors — primarily but not exclusively blacks and whites — and rectangles and squares as a contrast to the unified whole of a woman's soft colors and shapes.



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Principles of art

Antagonism of Color and Shape

Contrast can also be antagonist colors and shapes: Renaissance painters like Rembrandt and Caravaggio used the contrasting technique known as chiaroscuro. These artists set their subjects in a darkly lit room but picked them out with a single pool of contrasting light. In these types of uses, contrast does not express parallel ideas, but rather, sets aside the subject as unique or significant or even sanctified compared to its background.

In its Gestalt sense, contrast is arousal-driving, or emotion-producing or -stirring.

Contrasting areas in art can have high information content, and express complexity, ambiguity, tension, and variability. When opposing shapes are set next to one another, the viewer is often immediately drawn to the polarity of the images.

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Principles of art

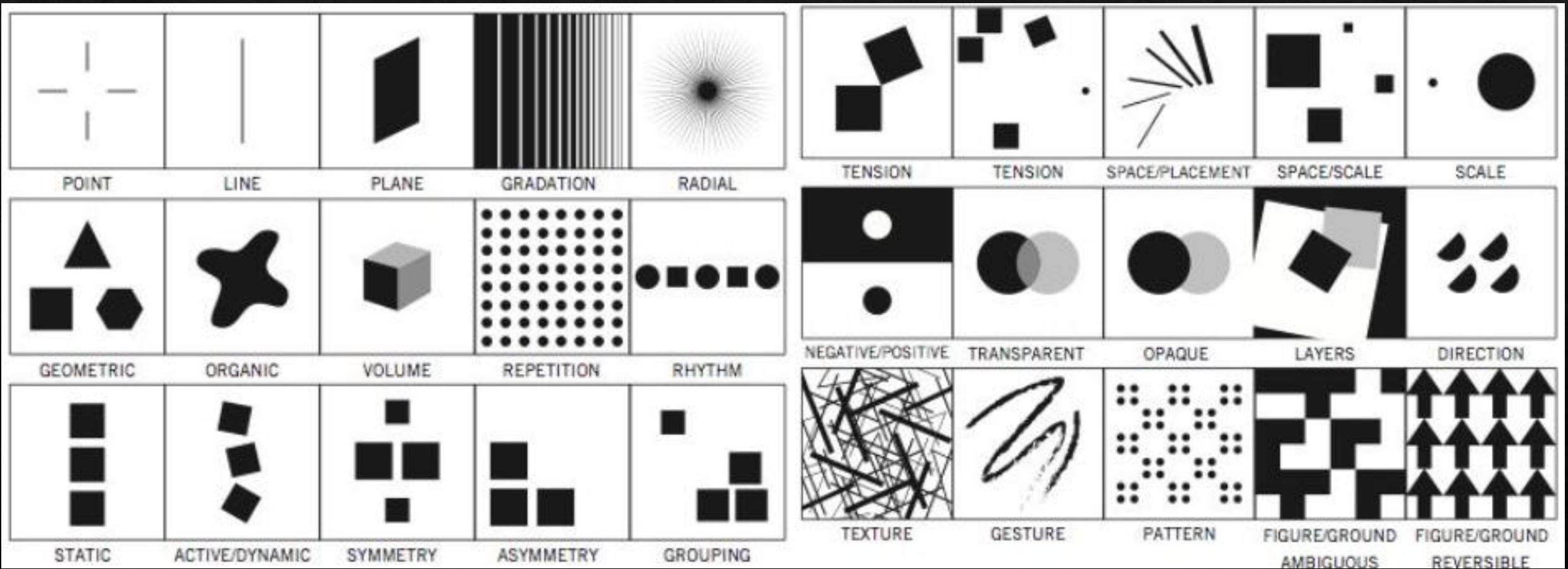
Measured or Controlled Contrasts

Contrasts can be measured, or controlled: extreme variety can make a piece into a chaotic unintelligible jumble, the opposite of unity. But sometimes that works. Consider Jackson Pollack's canvases, which are extremely chaotic and laid down in contrasting lines and blobs of color, but the end effect is rhythmic in composition and unified in all of its variety.

So, in effect, unity and contrast are two ends of a scale. The overall effect of a composition located near the variety/contrast end would be described as "interesting," "exciting," and "unique."

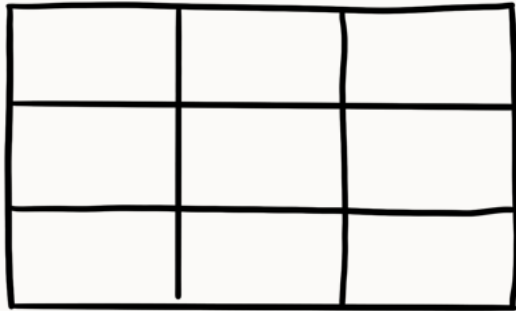
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Principles of art

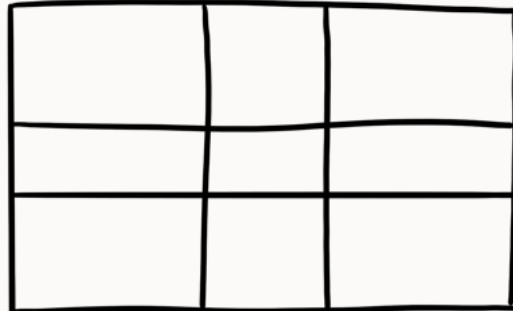


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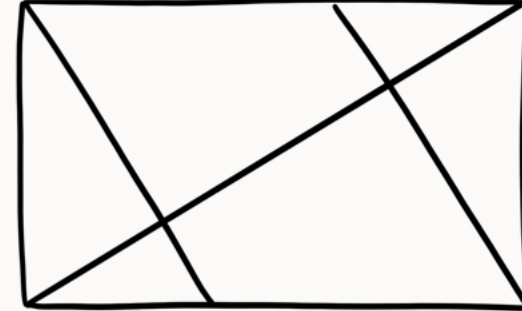
Principles of art



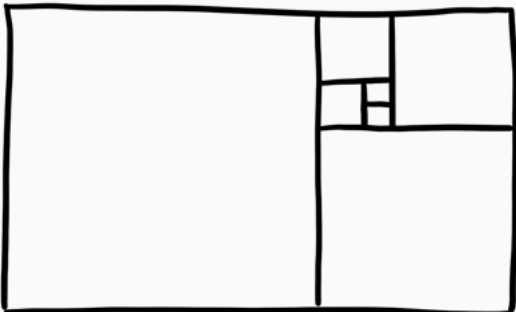
Rule of Thirds



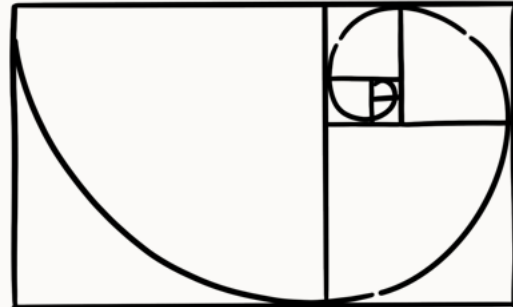
Golden Section



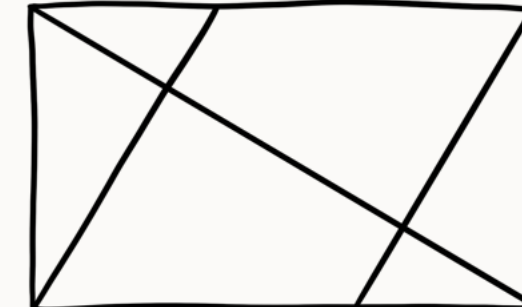
Golden Triangles



Spiral Section



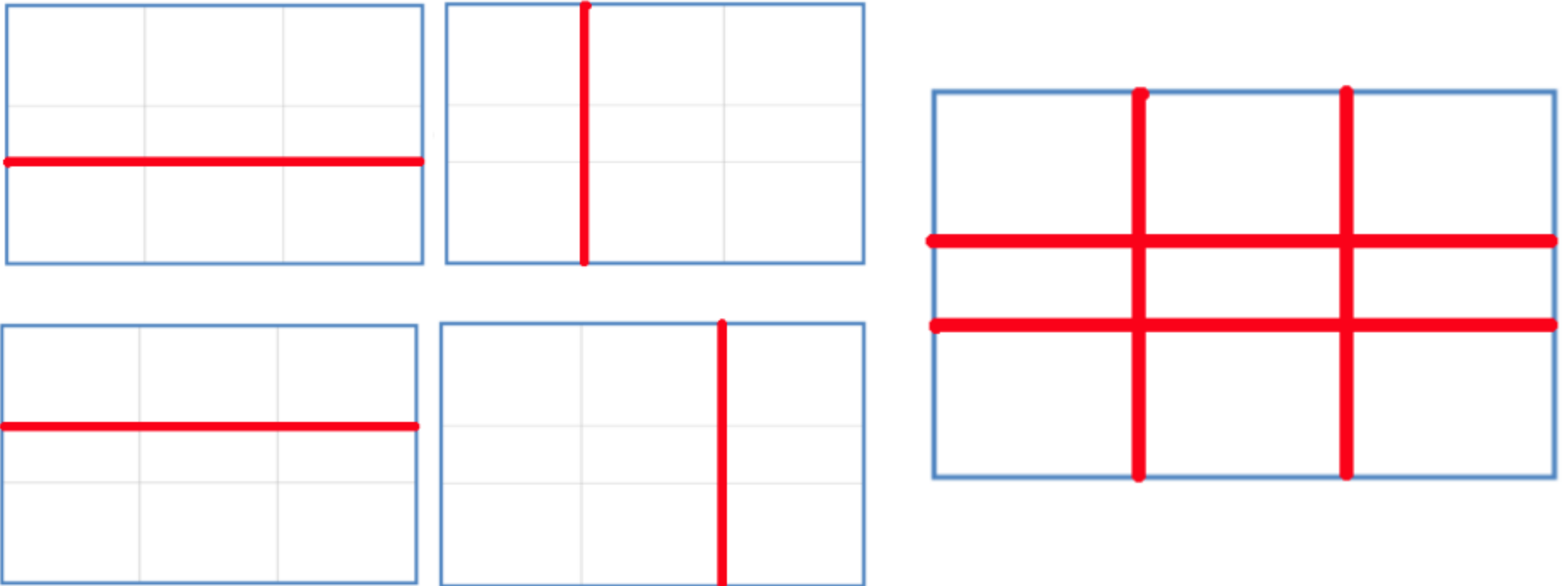
Golden Spiral



Harmonious Triangles

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Principles of art



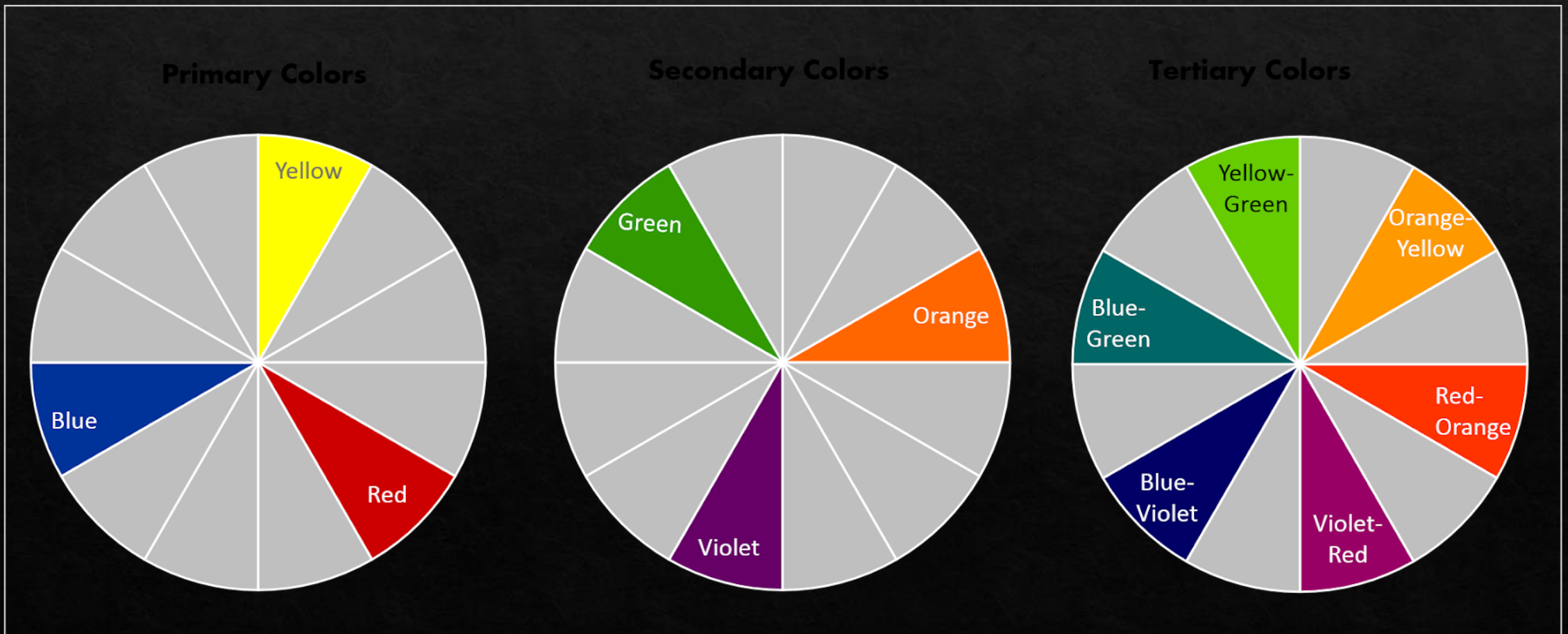
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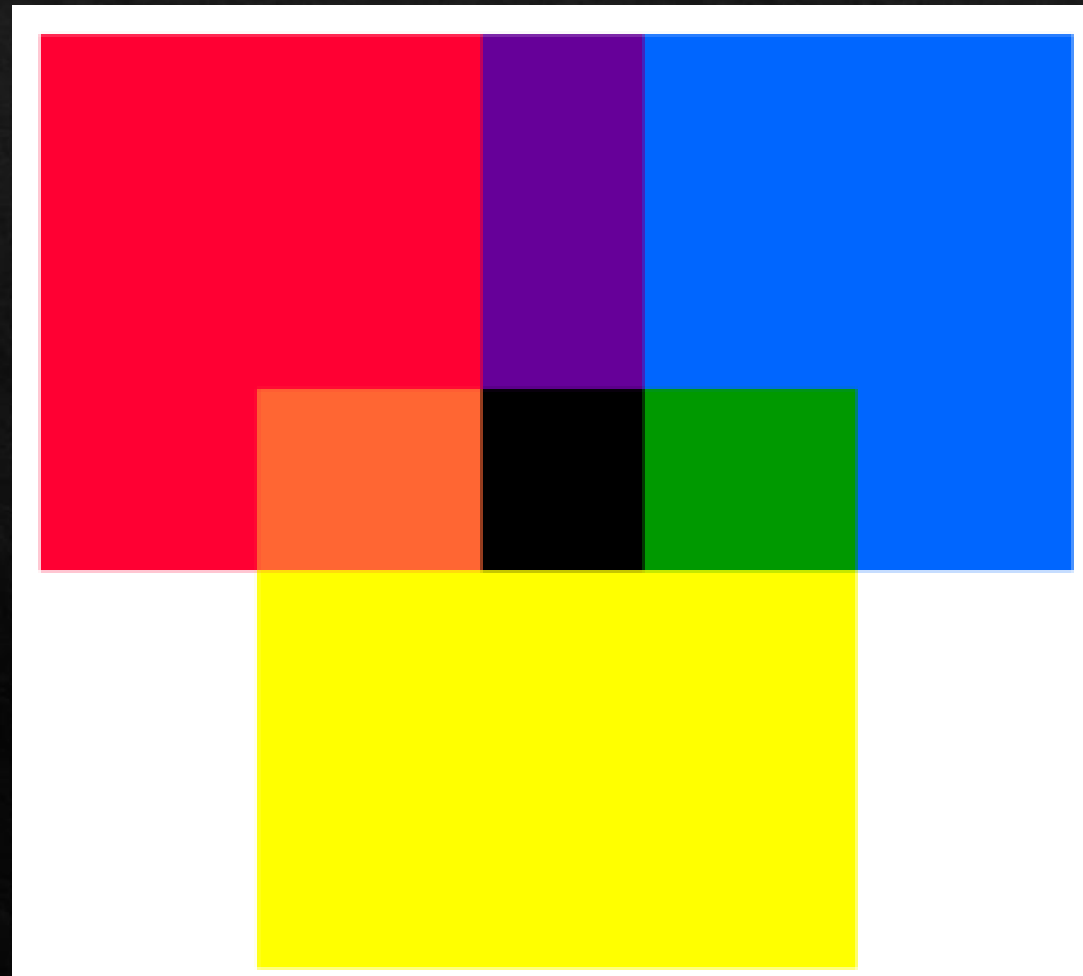
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Principles of art



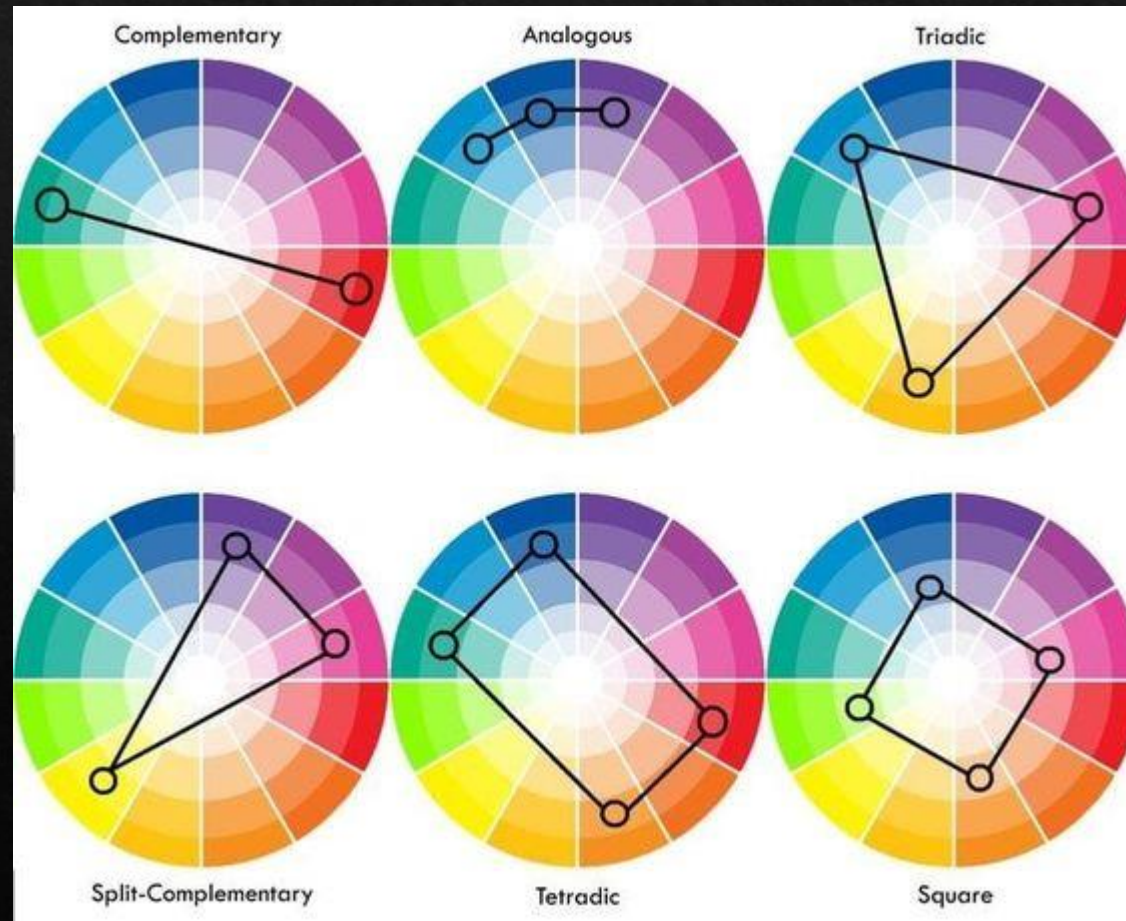
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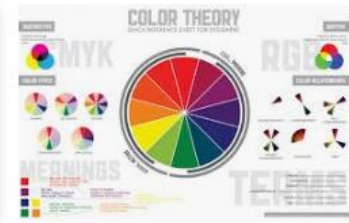
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Principles of art

Color Theory



Basic Color Theory colmatters.com



Color Theory | Visual.ly visual.ly



Colour Theory: An Introduction usabilitygeek.com



Design Glossary: Color. Terms and blog.tubikstudio.com



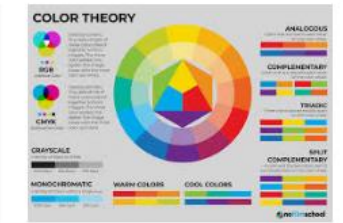
Color Theory cs.nyu.edu



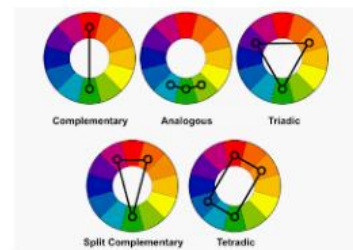
Color Theory Placard. Col... 123rf.com



Understanding Color Theory - Design Wizard designwizard.com



How a Film Color Palette Can Make You... pinterest.com



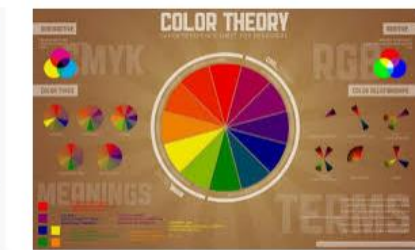
Learn the Basics of Color Theory to... lifehacker.com



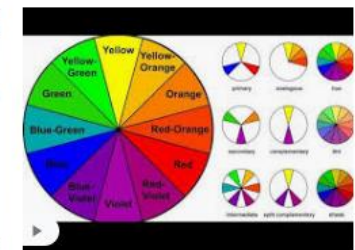
The 10 Commandments of Color Theory... visual.ly



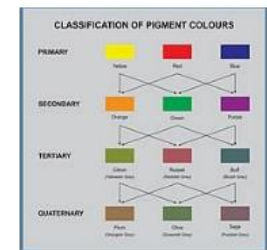
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Colour Theory in Hindi - YouTube youtube.com



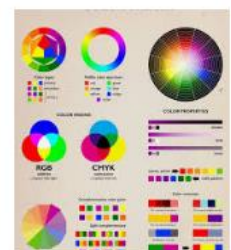
Color theory - Wikipedia en.wikipedia.org



BIG BEAD LITTLE BEAD | Guide bigbeadlittlebead.com



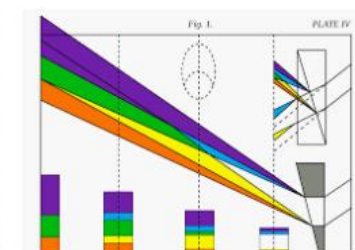
Color Theory Basics - Quick Reference Guide graf1x.com



Color theory, Color wheel... google.com



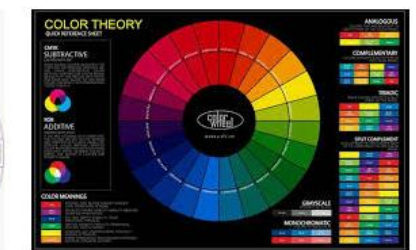
DecoArt Blog - Color Theory Basics...



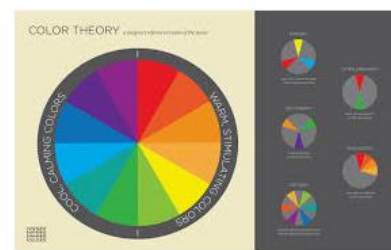
Theory of Colours - Wikipedia



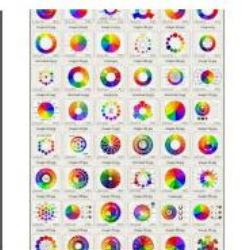
The Martian Colour Wheel warrenmars.com



Explore the Colour Wheel Theory... animationkolkata.com



Basic Principles of Color Theory... creativelive.com



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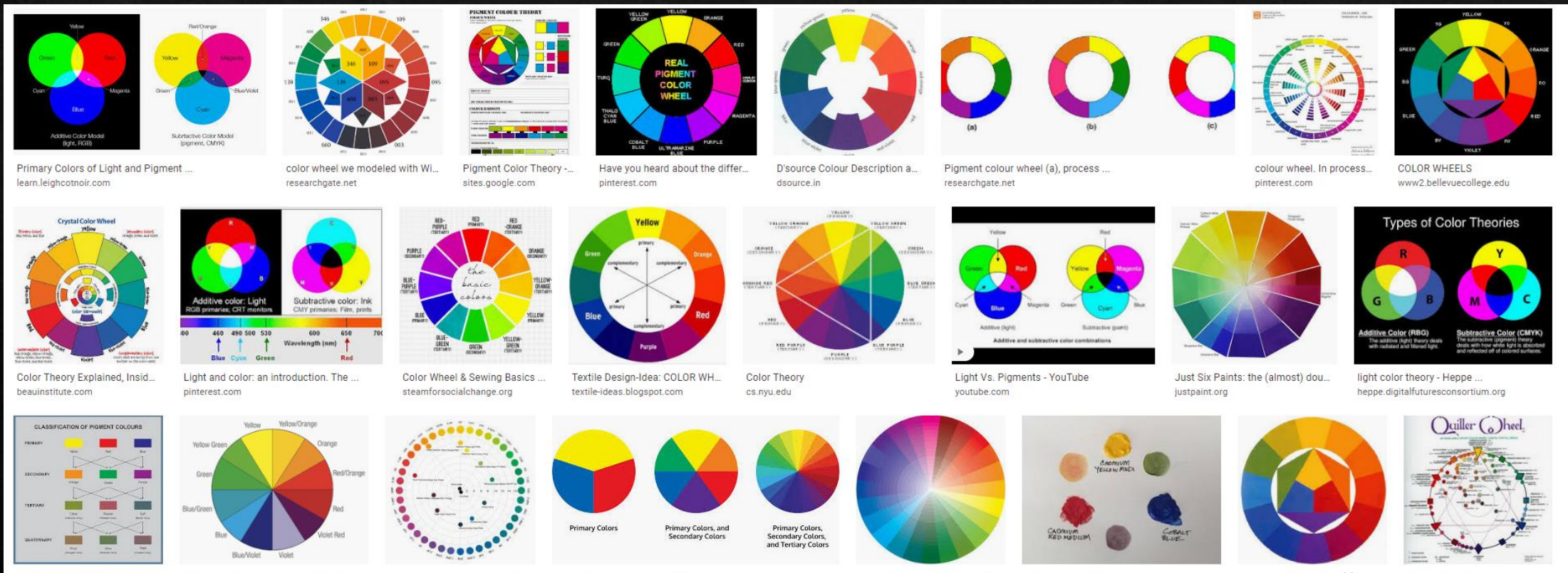


Basics of Colour Theory - Julie Scaria... medium.com

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Principles of art

Color wheel



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Color Theory

[Color Theory Basics](#)

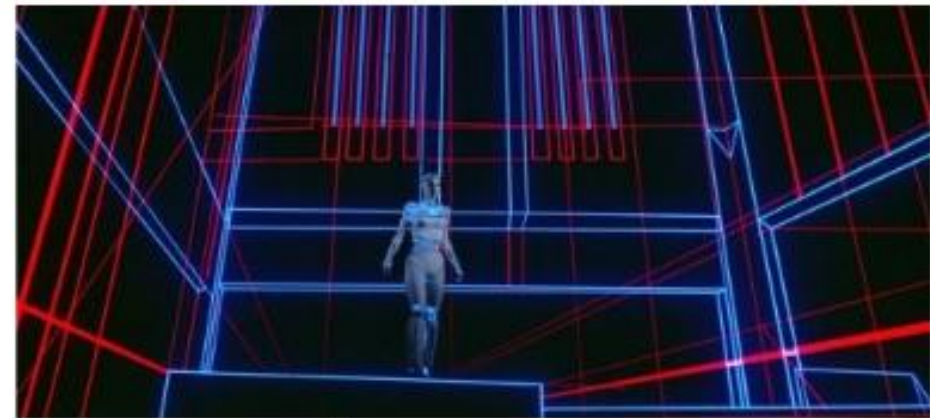
[COLOR THEORY BASICS: Use the Color Wheel & Color Harmonies to Choose Colors that Work Well Together](#)

[Color wheel chart mixing theory painting tutorial](#)

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TRON - 1982



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Jeune Homme Nu Assis au Bord de la Mer (1836)

Jean-Hippolyte Flandrin



There Will Be Blood (2007)

Paul Thomas Anderson

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La rendición de Breda (1634-35)
Diego Velázquez



Alatriste (2006)
Agustín Díaz Yanes

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The Chronicles of Narnia

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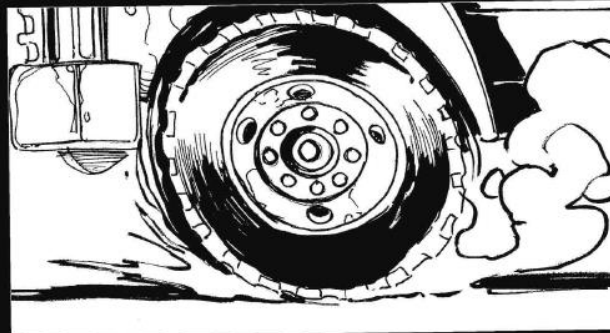
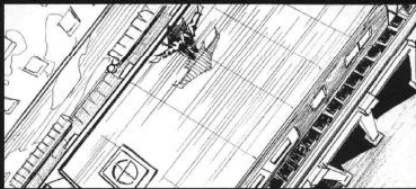
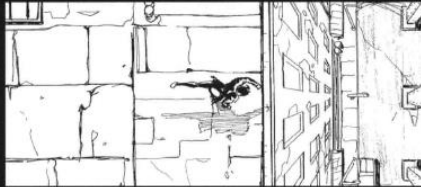
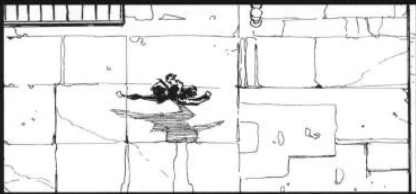


[Storyboards](#)

[Star Wars: Storyboards to Film](#)

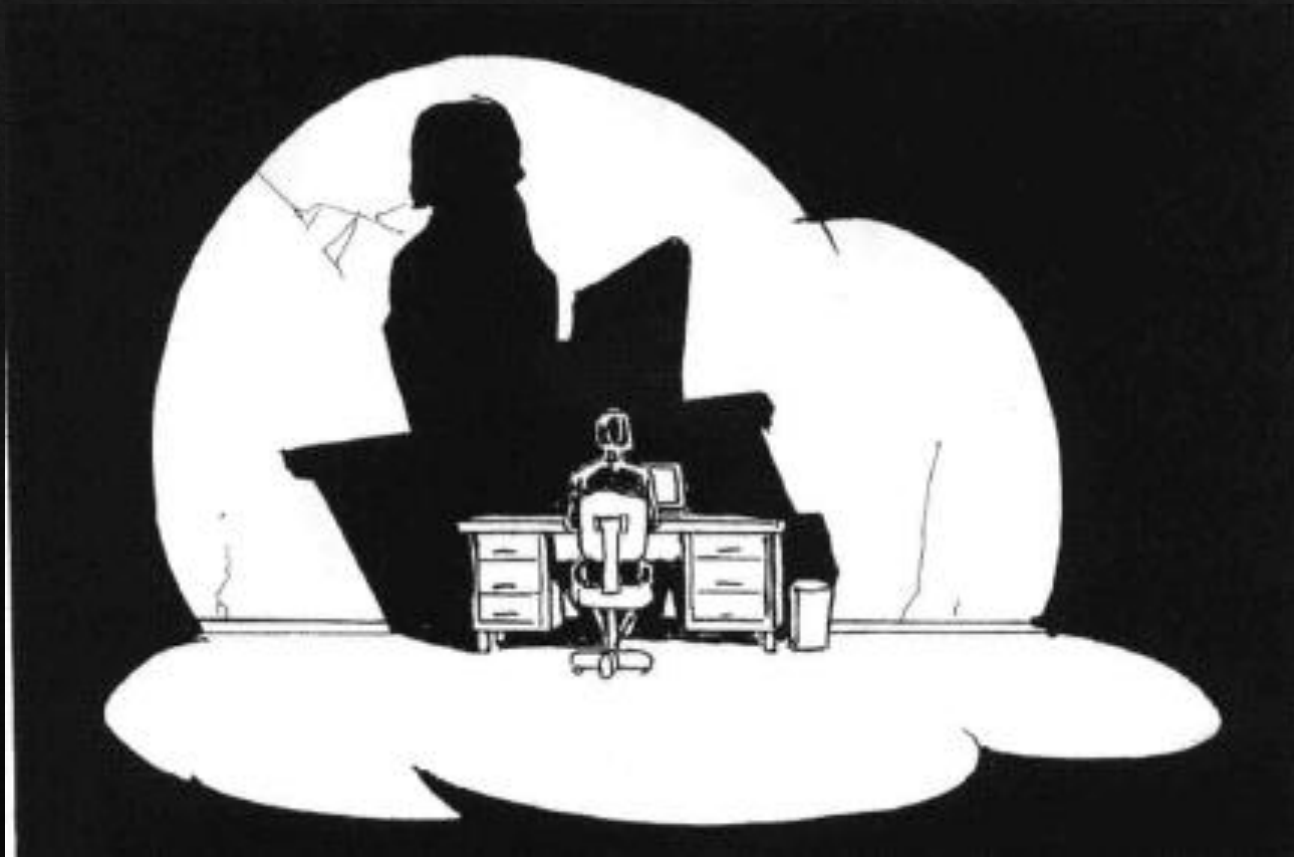
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Principles of art



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Principles of art



Vittorio De Sica
Ladri di Biciclette 1948
Ladri di biciclette, 1948

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Principles of art



Peter Greenaway, *The Draughtsman's Contract*, 1982.

[Trailer](#)

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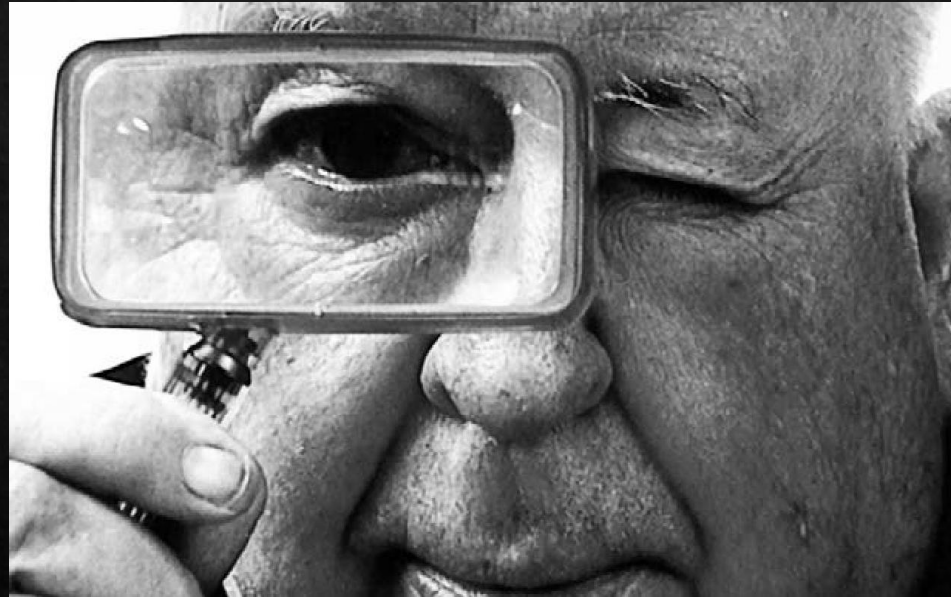
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Principles of art



“You have a rectangle to fill” (prim.prev. Imate pravougaonik koji treba da ispunite)- Alfred Hitchcock

“The screen rectangle must be charged with emotion” (prim.prev. Pravougaonik ekrana mora biti ispunjen emocijama) - Alfred Hitchcock

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Principles of art

<https://www.ryojiikeda.com/>



[Ikeda: a hypnotic audio-visual explosion](#)



Video Art Design

Jelena Rubil

<http://www.tate.org.uk/visit/tate-britain> ,

<http://www.moma.org/> , <http://www.louvre.fr/en> ,

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https://www.youtube.com/watch?v=3sRwzbTz0_8

<https://www.youtube.com/watch?v=umfiwl-7I0M>