

## **PT 2.-DIGITAL VISUAL ELEMENTS ACTIVITY**

**FOR THIS EXERCISE, YOU WILL BE USING YOUR OWN IMAGES INSTEAD OF THOSE TAKEN BY OTHERS.**

**I WOULD LIKE YOU TO TAKE AN IMAGE FOR EACH ONE OF THE 7 VISUAL ELEMENTS (PLUS SPACE), WHERE IT IS THE DOMINANT VISUAL ELEMENT.**

**ONE OF THE LEARNING OUTCOMES OF THIS PROJECT IS MAKING YOUR DIGITAL WORKFLOW MORE EFFICIENT.**

**YOU WILL BE TAKING PICTURES WITH YOUR SMARTPHONE. IDEALLY YOU WILL BE USING AN APP THAT AUTOMATICALLY BACKS UP YOUR PHOTOS TO THE CLOUD.**

**YOU WILL INSERT THESE PHOTOS INTO A DOCUMENT THAT WILL BE SAVED AS A PDF FOR SUBMISSION TO ME. WHEN YOU SUBMIT IT, MAKE SURE YOU NAME IT CORRECTLY.**

**BELOW EACH PHOTO, YOU WILL DESCRIBE THE PROMINENT VISUAL ELEMENT.**

**BELOW IS A RECAP OF THE VISUAL ELEMENTS**

**VALUE- PERTAINING TO THE LIGHTNESS OR DARKNESS OF AN AREA OF WORK IN RELATION TO ITS COLOUR**

**TONE- PERTAINING TO THE LIGHTNESS OR DARKNESS OF A WORK, OR AREAS IN THAT WORK, THAT HAVE GRADATIONS OF THE GRAYSCALE FROM LIGHT TO DARK**

**SPACE- THE REAL OR ILLUSORY INCLUSION OF, OR EXAGGERATION OF TECHNIQUES USED TO GIVE A WORK A SENSE OF 3 DIMENSIONS. ALSO KNOWN AS PERSPECTIVE**

**COLOUR- THE VISUAL ELEMENT OF COLOR HAS THE STRONGEST EFFECT ON OUR EMOTIONS. IT IS THE ELEMENT WE USE TO CREATE THE MOOD OR ATMOSPHERE OF AN ARTWORK**

**LINE- LINE IN AN ARTWORK CAN BE USED IN MANY DIFFERENT WAYS. IT CAN BE USED TO SUGGEST SHAPE, PATTERN, FORM, STRUCTURE, GROWTH, DEPTH, DISTANCE, RHYTHM, MOVEMENT AND A RANGE OF EMOTIONS.**

**PATTERN- MULTIPLES OF THE SAME OBJECT WITH VERY SIMILAR SPACING**

**SHAPE- IN 2D ART PORTRAYING AN OBJECT, OR PART OF AN OBJECT IN SUCH A FASHION AS TO HIGHLIGHT THE SHAPE THAT THAT OBJECT OCCUPIES AGAINST ITS BACKGROUND OR IN RELATION TO OTHER OBJECTS IN THE COMPOSITION**

**TEXTURE- THE REAL OR IMPLIED TREATMENT OF THE SURFACE OF AN OBJECT, OR OBJECTS WITHIN A WORK, OR THE WORK ITSELF, TO GIVE IT A SENSE OF TEXTURE (SMOOTH, ROUGH, ETC.)**