

# PROJECT 1: ART & DESIGN TERMINOLOGY

Before we start making art we need to understand art terminology so you can use it to write about yours and other people's work.



DUE:

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Why are the Elements of Art & Design Important?

The elements of art are important for several reasons. First, and most importantly, a person can't create art without utilizing at least a few of them. No elements, no art—end of story. Secondly, knowing what the elements of art are enables us to:

- describe what an artist has done
- analyze what is going on in a particular piece
- communicate our thoughts and findings using a common language

**TASK:** As a class you will be making a series of A3 posters that can be put on the wall that you can use for reference throughout the year.

You can do this individually or as a team of 2. It is to be created on Adobe Illustrator. Be creative!

1. Draw a word out of the hat. (You can swap but you can only do it ONCE)
2. Do some research and come up with a good definition you think your classmates will understand.
3. Make a visual example of what it is, eg. a sketch, diagram, drawing, etc.
4. Find one or more art works that is an example of this word.

**Use the Pinterest boards given to you in the Google Classroom and books in the classroom.**

5. Provide this information: Artist / name of artwork / date made / media
6. Explain how the art work demonstrates the word.

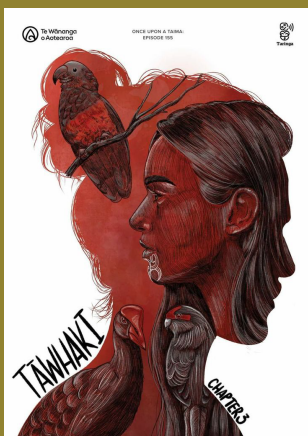
## EXAMPLE

SAVE YOUR FINAL A3 DESIGN AS A PDF AND SUBMIT IT ONTO OUR GOOGLE CLASSROOM WHEN YOU ARE DONE.

WORK WILL BE MARKED ON:  
Attention to detail  
How cool it is to look at  
Detail of information

## NEGATIVE SPACE

Negative Space is a term used in art to describe the space surrounding a subject. It is typically empty and lacks details as to simplify an image. Negative space surrounds positive space in a work of art. Another example is when artists use the space inside an object to place another image.



**Te Koha Design**  
2020

This is an example of negative space because the woman is a silhouette, with artwork within her.



**Saul Bass**  
**Anatomy of a Murder (1959)**

The title sounds harsh. The graphics are simple. The single, flat silhouette becomes negative space for the text. The negative space surrounding is large, empty, flat - eerie - mysterious.