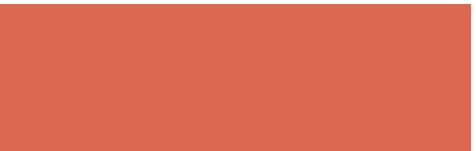
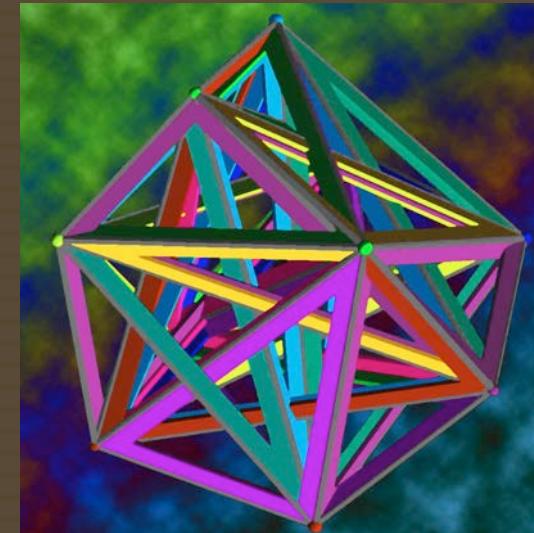


SHAPE



Shape

- visually perceived area that is created enclosing line, or color or value changes that have a defining edge.



Volume / Mass

- Shape is considered a two-dimensional element.
- Volume and mass are considered the three-dimensional element.



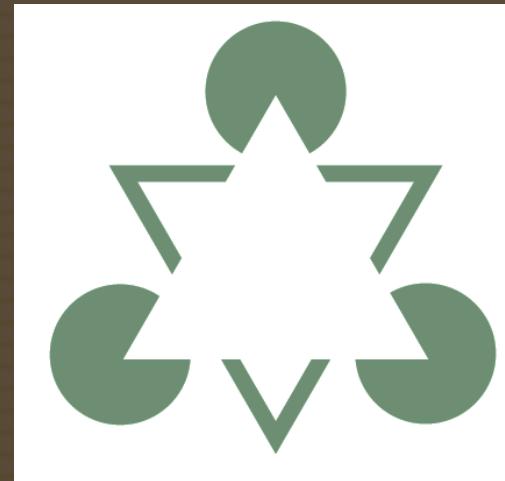
Shape

- Universal language
- Communicate image of a corporation
- Evoke emotions or actions and movement



No edge

- Shape can be visible without outline
- Formed by other shapes
- Shape is recognized with minimal info



Closure

Eye fills the gaps

- strings separate shapes
- See larger structural pattern
- Complete incomplete pattern



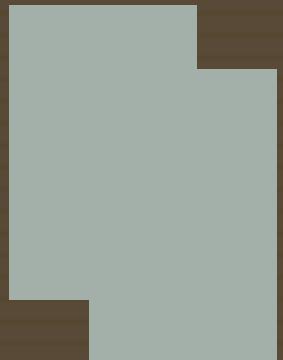
Shapes

- Simple shapes are the basic geometric shapes such as circles, squares, rectangles, etc.
- Complex shapes are created through modifying and combining a number of simple shapes.
- All form, however complex is essentially based on and can be reduced to a few geometric shape or the combination of such shapes.



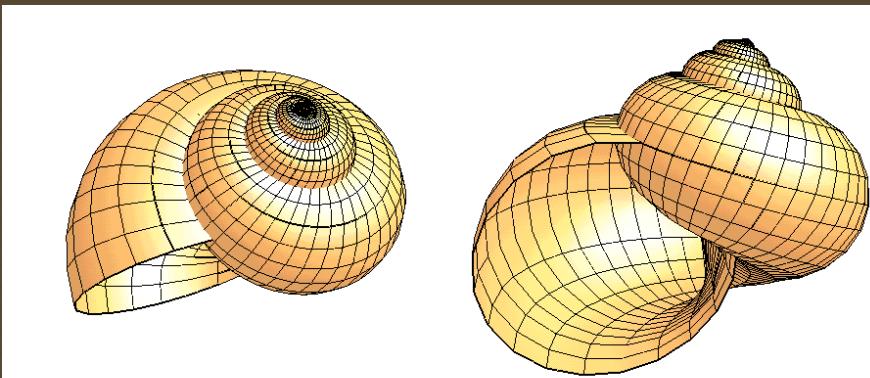
Simple x complex shapes

- Test shape's simplicity by drawing it from memory
- Simplicity = quality, not quantity
- Does not depends on number of parts but organization



Geometric shapes

- Straight edge
- Mechanically made curve
- Sharp angle
- Universal visual language



Organic shapes

- No precise edges, nor regular curves
- Appear grown rather than made
- **Biomorphic shapes** - having shape that lives
- **Nonobjective shapes** – Are shapes with no object reference and no subject matter suggestion.
- The intent of some artists is to observe their art solely as visual design without a story, subject or even identifiable shapes.



Rectilinear Shapes

- **Rectilinear design** emphasizes on right angles and rectangular planes
- All forms have straight edges giving a sharp, angular feeling.
- They can give the suggestion of being artificial, or manufactured.



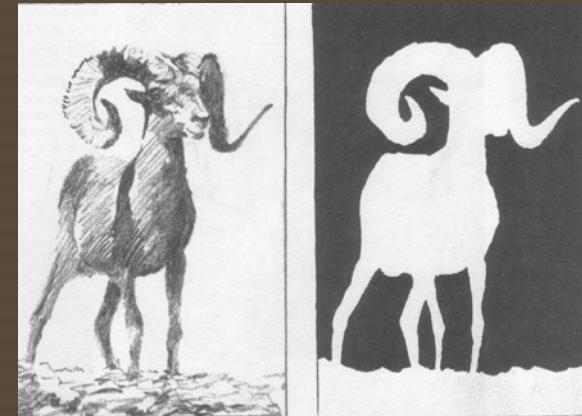
Curvilinear Shapes

- Curvilinear design emphasizes curves and is the absence of straight lines and angles.
- They can give the suggestion of being alive.
- The Art Nouveau movement put total pictorial emphasis on curvilinear or natural shapes.



Positive/Negative Shapes

- Figure and Ground are other terms to describe the same idea
- Positive shape - a shape that is occupied by mass.
- Negative shape - unoccupied areas or empty space surrounding the objects or figures in a composition.
- Shapes are carefully planned and positive and negative shapes are considered in evaluating the desire effect.
- The negative shapes are equally important as the positive ones.



Positive/Negative Shape Integration

- It is not enough to create interesting shapes and placement.
- There has to be a relationship between the background and the foreground.
- Shapes that are without proper foreground and background relation have the appearance of being pasted on or seem to be floating in space.
- They lack back and forth visual movement between the positive shapes and the background which they are on.



M.C. Escher: *Sky and Water I* 1938 woodcut

GESTALT: Positive and Negative Shape

- AMBIGUITY - positive and negative shapes are integrated in a way in which there is no visual distinction.
- It is the shifting between positive and negative shapes.



Tension

- Shapes can be bent, stretched, expanded, compressed
 > visual tension
- Changing shape's orientation: diagonal rather than vertical or horizontal

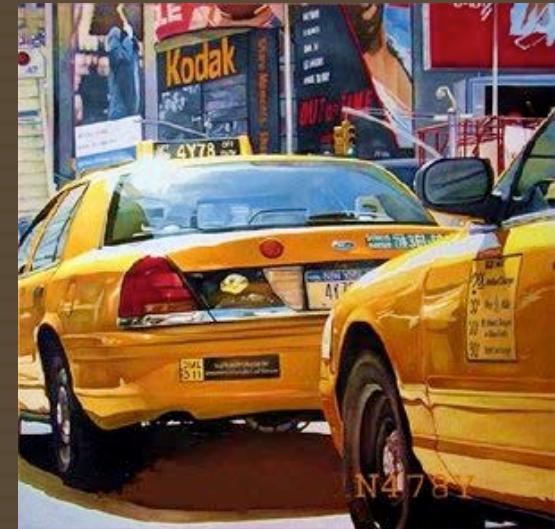


Visual weight

- Square shapes heavier than rounder
- Regular > irregular
- Symmetrical > asymmetrical
- Darker > lighter
- Position of component
Center or upper portion > off center and lower

Naturalism and Distortion

- Naturalism :
 - Attempt to reproduce the visual image, the forms and proportions seen in nature with the illusion of volume and three-dimensional space
 - This is also referred to as realism
- Distortion:
 - Attempt to purposely change, or exaggerate the forms of nature.



Idealism

- Idealism - reproduces the world not as it is but as someone feels it should be. Someone's perception of what perfection is.
- Idealism in Art
 - an attempt to portray a conceptual image of perfection that nature cannot produce.
- Idealism in Advertising
 - The notion of perfection contained in a consumer's product. Advertising is full of false promises of beauty, fun, acceptance, or power if you use their product. Dove - Campaign for real beauty.



Abstraction

- Simplification of natural shapes to their essential character.
- Details are ignored and shapes simplified.
- Works of art that are abstract are those in which simplification is final visual objective.

