

# **Color & Design Vocabulary: Elements, Principles, Struggling Artist\* Treasure Hunts and Color Names.**

*Annie Painters Art Institute Color & Design Curriculum 2011-12*

*\*(For use in analyzing and creating art works. Struggling Artist Masterpiece is the title of Annie's book which involves a free-wheeling paint exploration, later used to find and understand all the following terms:)*

**Make labels for these terms and have treasure hunts using your 'masterpiece of marks'. Save the masterpiece as a visual library to inspire you when you create new artworks.**

**Elements of Design Idea: Artists choose these visual qualities to express mood and meaning:**

VALUE LINE

TEXTURE SHAPE SPACE

POSITIVE SHAPE WITH ITS NEGATIVE SPACE

FORM

**Principles of Design**

**Idea: Artists organize their work using these effects:**

SYMMETRY BALANCE/UNITY

ASYMMETRY HARMONY

DOMINANCE CONTRAST

REPETITION/RHYTHM

**Mood search labels to make for use in Struggling Artist Masterpiece Treasure Hunts.**

**Idea: Marks and colors can express moods.**

SILLY FUNNY TENSE

BUSY PEACEFUL JOYFUL

MYSTERIOUS SAD HAPPY

MAD QUIET LOUD

CREATE YOUR OWN:

(Use your thesaurus to find more descriptive words)

**'What could it be?' labels for Struggling Artist Masterpiece Treasure Hunts.**

**Idea: Marks and colors can stand for things and ideas.**

FUR SAND WATER

MUD ROCKS LEAVES

ANIMAL TRACKS HILLS

RAIN UNDER THE SEA WIND

**Better yet...create your own in response to what marks and colors suggest to you.**

**Color names: 12-color wheel (Clockwise from top)**

YELLOW, YELLOW ORANGE, ORANGE, RED ORANGE

MAGENTA, RED VIOLET, VIOLET, BLUE VIOLET

CYAN, BLUE GREEN, GREEN, YELLOW GREEN

Bonus colors: Red and blue are not pasted in the wheel. We place them outside with an arrow to their location on the wheel when mixed. View Annie's Video #5, Making Wheels to understand why.