

Arts

Quarter 1 – Module 1: Elements and Principles in Commercial Art



What I Need to Know

This module was designed and written with you in mind. It is here to help you master elements and principles in commercial art. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

This module will help you discuss and explain the elements and principles applied in commercial art using new technologies.

The module has one lesson entitled:

- Lesson 1 –Basic Elements and Principles of Art

After going through this module, you are expected to:

- identify and describe the basic elements and principles of art; and
- explain the elements and principles applied in commercial art.



What I Know

A. Read and understand the sentences well. Write **E** if the statement tells about **Elements** and **P** if it tells about **Principles**. Write your answers on your notebook/answer sheet.

_____ 1. Line is a mark made by a pointed tool such as a brush, pen or stick; a moving point.

_____ 2. Pattern is the repetition of specific visual elements such as a unit of shape or form. A method used to organize surfaces in a consistent regular manner.

_____ 3. Shape is a flat, enclosed area that has two dimensions, length and width. Artists use both geometric and organic shapes.

_____ 4. Unity is visually pleasing agreement among the elements in a design; it is the feeling that everything in the work of Art works together and looks like it fits.

_____ 5. Color is one of the most dominant elements. It is created by light. There are three properties of color. Hue (name,) Value (shades and tints,) and Intensity (brightness)

_____ 6. Balance is a distribution of visual weight on either side of the vertical axis.

_____ 7. Value is a degree of lightness or darkness. The difference between values is called value contrast.

_____ 8. Contrast is the arrangement of opposite elements (light vs. dark, rough vs. smooth, small vs large, etc..) in a composition so as to create visual interest.

_____ 9. Form is an object that are three-dimensional having length, width and height. They can be viewed from many sides. Forms take up space and volume.

_____ 10. Movement is how the eye moves through the composition; leading the attention of the viewer from one aspect of the work to another. Can create the illusion of action.

Lesson 1

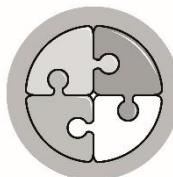
Basic Elements and Principles of Art

Artists use different kinds of materials like pencils, chalks, and pens to create their artwork. These are also available in various colors. Some are comfortable using traditional art medium.

Have you ever tried drawing using a pencil and sketchbook?

Does it make sense?

How did you do it?



What's In

Can you sight some elements of art? How about principles of art?



Notes to the Teacher

Study the module

Prepare the materials needed



What's New

Study the picture. What do you observe in the picture? What are the art elements and principles you have observe in it?



Picture 1:



What is It

Elements of art are stylistic features that are included within an art piece to help the artist communicate.

7 Elements of Art

These are the basic elements that are used by Artists in creating Art; these are what you use to create an aesthetically pleasing work. When we make Art, we need to understand and apply each of the seven Elements of Arts.

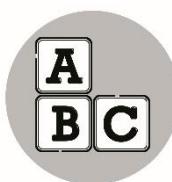
1. LINE – it is a mark made by a pointed tool such as a brush, pen or stick; a moving point.
2. SHAPE – is a flat, enclosed area that has two dimensions, length and width. Artists use both geometric and organic shapes.
3. COLOR – it is one of the most dominant elements. It is created by light. There are three properties of color. Hue (name,) Value (shades and tints,) and Intensity (brightness)
4. VALUE – is the degrees of lightness or darkness. The difference between values is called value contrast.
5. FORM – are the objects that are three-dimensional having length, width and height. They can be viewed from many sides. Forms take up space and volume.
6. TEXTURE – this describes the feel of an actual surface. The surface quality of an object; can be real or implied.
7. SPACE – it is used to create the illusion of depth. Space can be two-dimensional, three-dimensional, negative and/or positive.

7 Principles of Art

These are the standards or rules to be observed by Artists in creating works of Art.; they are how to create and organize Artwork. When elements are utilized with the principles in mind, outstanding Artwork is created. Here is the list of principles of art;

1. BALANCE – it is a distribution of visual weight on either side of the vertical axis. *Symmetrical balance* uses the same characteristics. *Asymmetrical* uses different but equally weighted features.
2. CONTRAST – is the arrangement of opposite elements (light vs. dark, rough vs. smooth, small vs large, etc..) in a composition so as to create visual interest.
3. EMPHASIS – this is used to make certain parts of an Artwork stand out. It creates the center of interest or focal point. It is the place in which an Artist draws your eye to first.

4. MOVEMENT – this is how the eye moves through the composition; leading the attention of the viewer from one aspect of the work to another. Can create the illusion of action.
5. PATTERN – is the repetition of specific visual elements such as a unit of shape or form. A method used to organize surfaces in a consistent regular manner.
6. RHYTHM – is the regular repetition of, or alternation in elements to create cohesiveness and interest.
7. UNITY – it is visually pleasing agreement among the elements in a design; it is the feeling that everything in the work of Art works together and looks like it fits.



What's More

Activity 1



Picture 2:

Identify the lines, shapes, colors, texture and contrast or emphasis that were applied by the artist on the label. Write your answer on the appropriate columns provided to complete the table below. Copy the table to your quiz notebook and fill out your answer on it.

Lines	Shapes	Colors	Texture	Contrast/Emphasis

Activity 2

As an artist, explain why do you need to follow the elements and principles of a commercial art? Write your answer in your quiz notebook.



What I Have Learned

Essay Writing

Write a short paragraph to answer this question. Write your answer in your quiz notebook.

What are the elements and principles of arts that can be applied in any commercial artwork?



What I Can Do

Direction: Observe and analyze the picture and answer the question below. Write your answers in your quiz notebook.

Which of the various elements and principles of art were applied in this commercial art or picture? Why did you say that these are the elements and principles applied in the picture? Support your answer.



Picture 3;



Assessment

Identifying the elements and principles of art.

Direction: Match the description in column A with the art elements and principles in column B. Write your correct answer in your quiz notebook.

A

- _____ 1. it is a distribution of visual weight on either side of the vertical axis.
- _____ 2. it is a mark made by a pointed tool such as a brush, pen or stick; a moving point.
- _____ 3. a regular repetition of, or alternation in elements to create cohesiveness and interest.
- _____ 4. the degrees of lightness or darkness.
- _____ 5. this is how the eye moves through the composition.
- _____ 6. it is one of the most dominant elements
- _____ 7. the repetition of specific visual elements such as a unit of shape or form.
- _____ 8. this describes the feel of an actual surface.
- _____ 9. it is used to make certain parts of an Artwork stand out.
- _____ 10. a flat, enclosed area that has two dimensions, length and width

B

- a. rhythm
- b. value
- c. line
- d. color
- e. movement
- f. balance
- g. texture
- h. emphasis
- i. pattern
- j. shape



Additional Activities

Write a brief essay with at least 5 sentences on the importance of applying the various elements and principles of arts in a commercial art. Write your essay in your quiz notebook in MAPEH (Art)



Answer Key

What's More Assessment

Lines	Shapes	Colors	Texture	Contrast/Emphasis
Curve line	oval, cylinder	red, yellow, brown	hard, smooth	name of the product and formulation

What I Know	What I have Learned	Activity 2
1. Element	The elements that can be applied in any commercial art are line, shape, color, value, form, texture and space and the principles are balance, contrast, emphasis, movement, rhythm and unity.	10. Principle
2. Principle	We need to follow the elements and principles of a commercial art to help us to become a better artist.	9. Element
3. Element	elements and principles of a commercial art	8. Principle
4. Principle	can be applied in any commercial art are line, shape, color, value, form, texture and space and the principles are balance, contrast, emphasis, movement, rhythm and unity.	7. Element
5. Element	shape, color, value, form, texture and space and the principles are balance, contrast, emphasis, movement, rhythm and unity.	6. Principle
6. Principle	texture and space and the principles are balance, contrast, emphasis, movement, rhythm and unity.	9. Element
7. Element	principles are balance, contrast, emphasis, movement, rhythm and unity.	8. Principle
8. Principle	contrast, emphasis, movement, rhythm and unity.	7. Element
9. Element	movement, rhythm and unity.	6. Principle
10. Principle	unity.	5. Element

Assessment	
1. F	The elements and principles of art were applied in the commercial art or picture are, line, colors, shape, contrast and emphasis. I say this,
2. C	in the commercial art or
3. a	picture are, line, colors,
4. b	shape, contrast and
5. e	emphasis. I say this,
6. d	because the artist followed the rules in applying the elements and principles of art in commercial art.
7. i	
8. g	
9. h	
10. j	