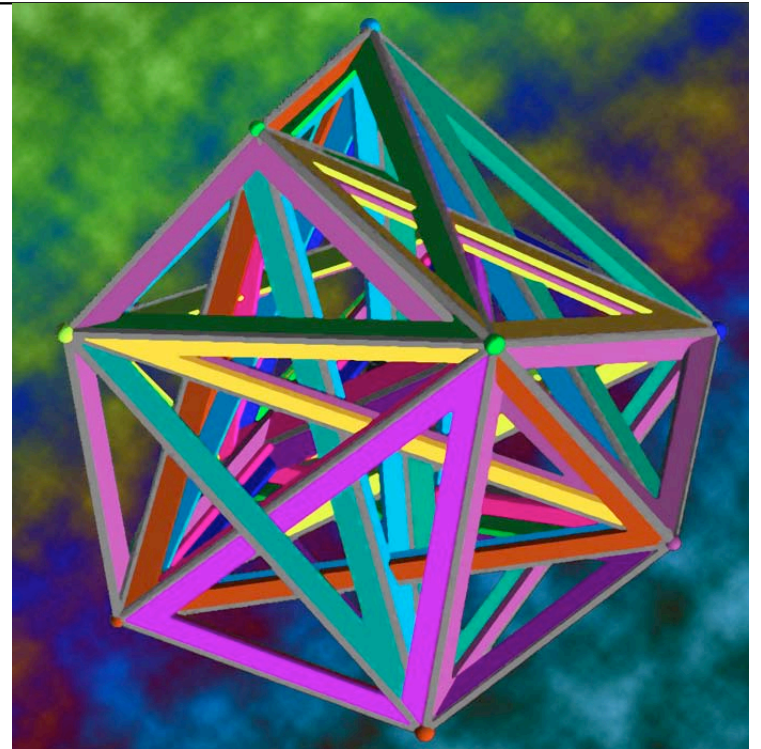# Shape

- 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.

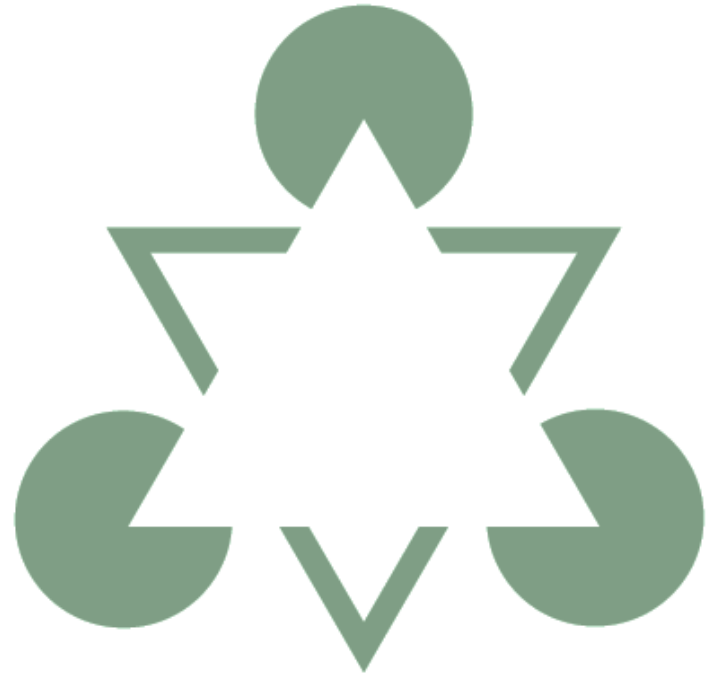- Volume and mass are considered the three-dimensional element.

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

olivetti

Lettera 22

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
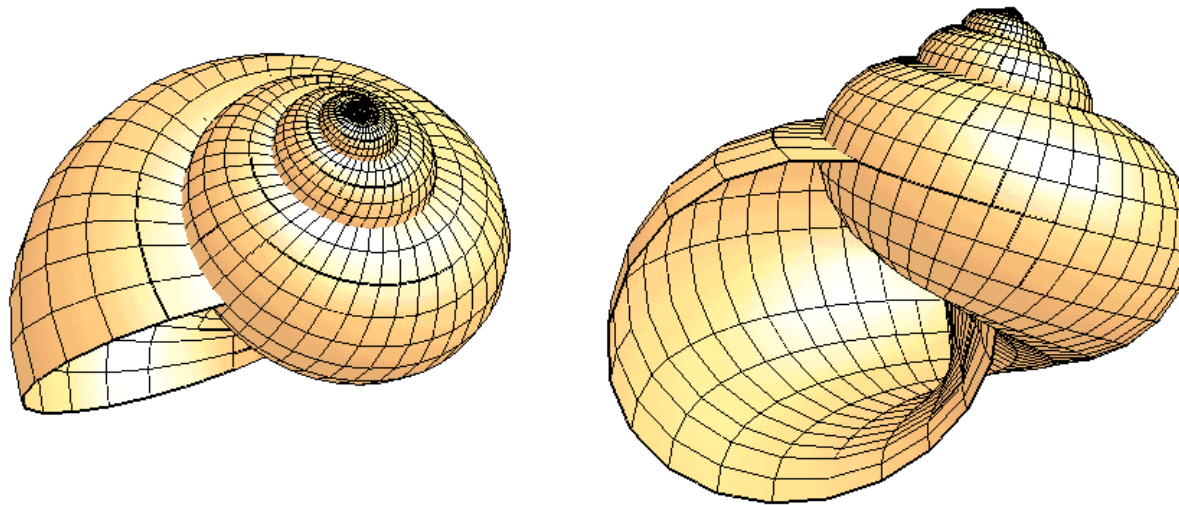
- Does not depends on number of parts but organization

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.
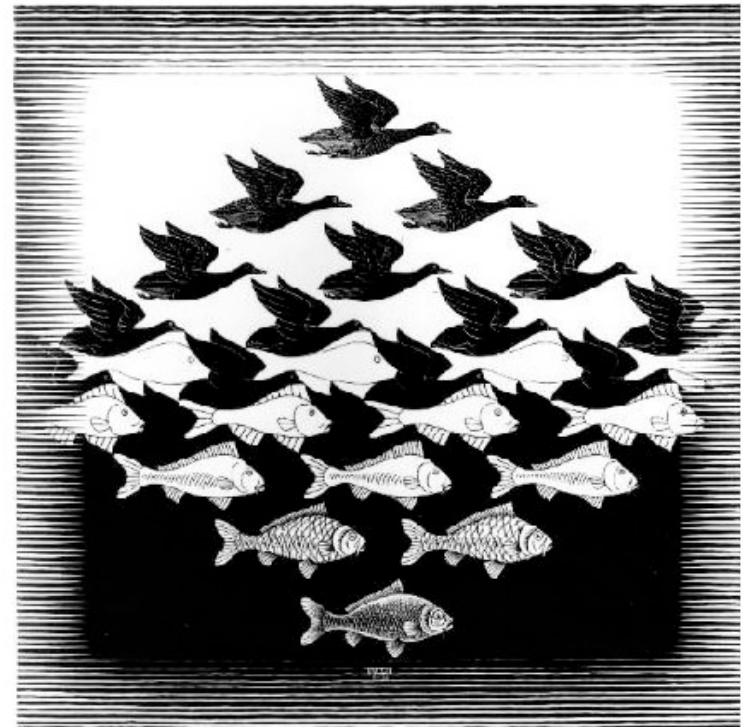
Positive/Negative Shapes

- 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.
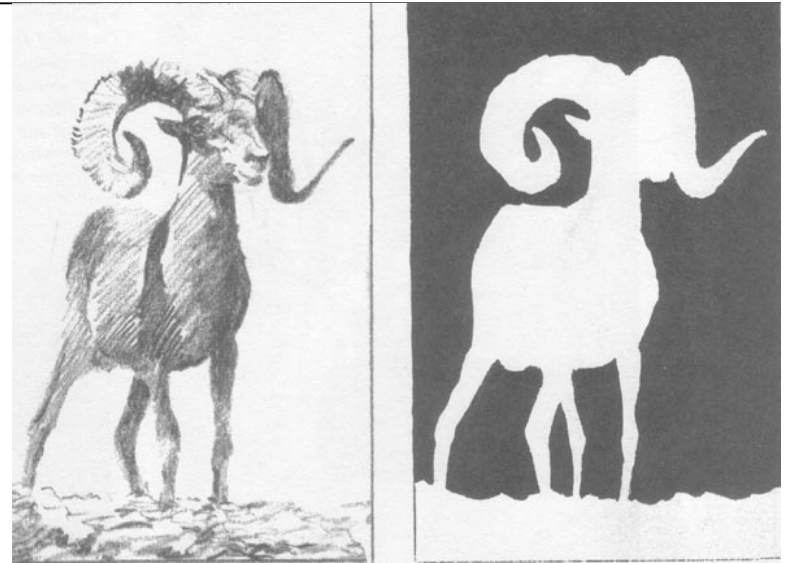
Positive/Negative Shape Integration

- 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

- Squarer shapes heavier than rounder

- Regular > irregular

- Symmetrical > asymmetrical

- Darker > lighter

- Position of component
  Center or upper appears > 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 consumers 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.