

Elements of Design

VALUE

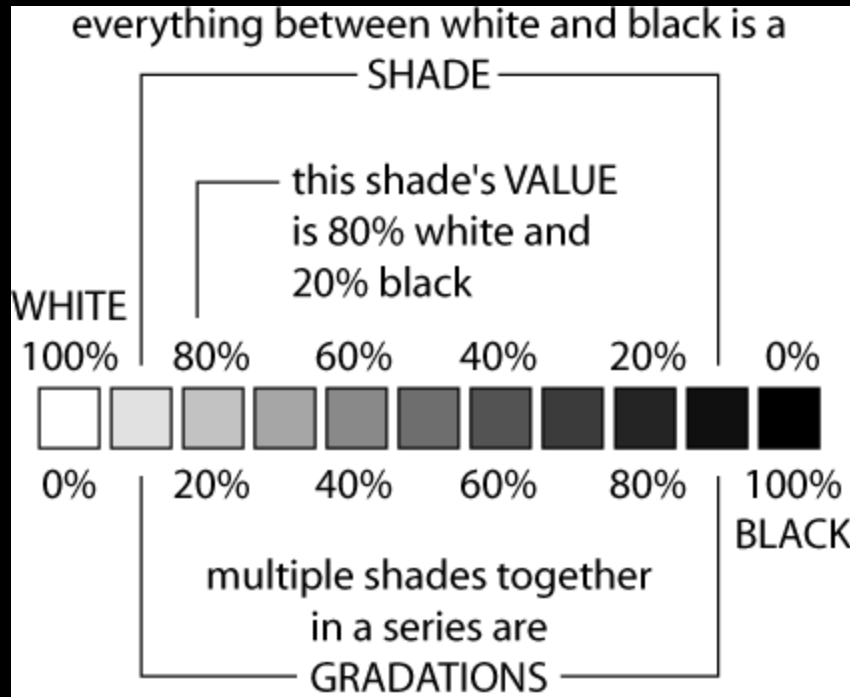
Claudia Jacques de Moraes Cardoso

Structure of Art in 2D Design

- Components of Art - Analyzed by the Degrees of Representation
 - Subject Matter
 - Content
 - Context
 - Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm/Movement
 - Scale & Proportion
 - Unity

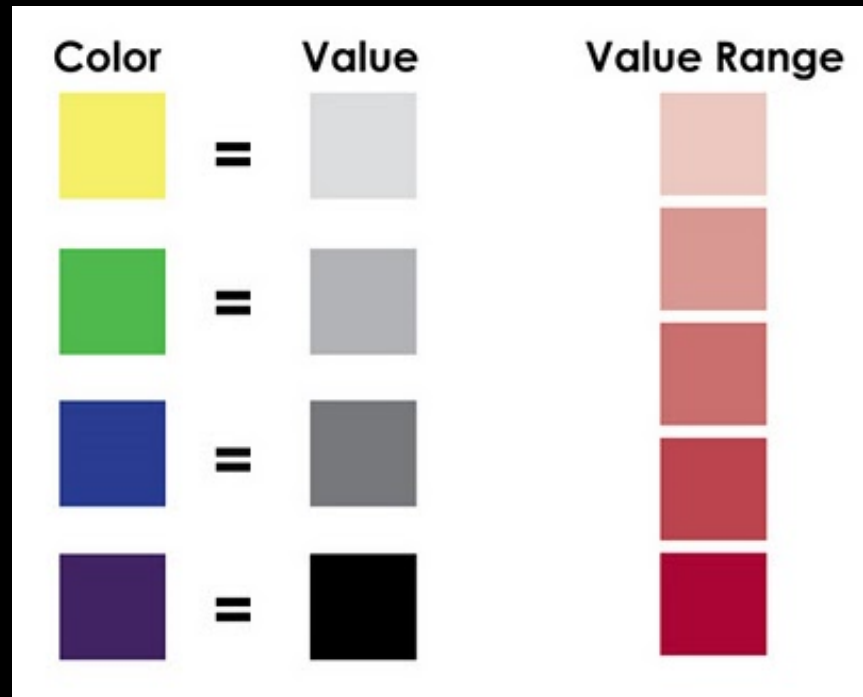
Value

- Value is the relative **degree** of light and dark:



Value

- **Light** is essential to our perception of value and color.



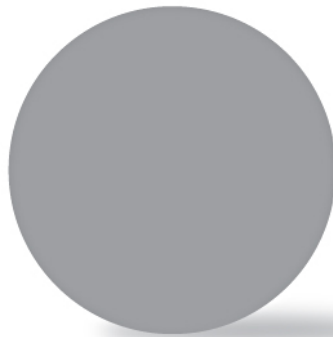
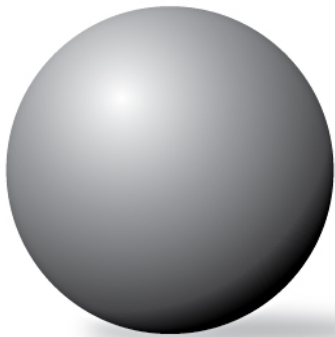
http://www.sanjeevsingh.net/2007_10_01_archive.html

Value

- **Actual Light** = the light we see around us at every turn.
 - **Source**: sun, incandescent and fluorescent bulbs, fire, street lamps, television, computer screens, etc.
 - **3D media** and **architecture**.
- **Illusion of Light** = what we see as light in most 2D art.
 - **Source**:
 - Representational** image: sun, fire, etc.
 - Non-representational** image: outside the picture but its effects can be clearly seen.

Value

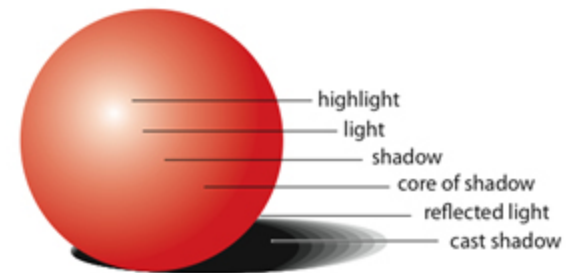
- Value can be used to make a 2D shape appear volumetric.



A. Achromatic value scale



B. Chromatic value scale



C. Values creating the illusion of volume

Value Range | Contrast

- Contrast is the difference in the amount of values.
- The narrower the range of values, the lower the value contrast.



Value Range | Contrast

- When the range is limited to light values it is referred to as high key.



Ed Tarpener *Faint Sunset (Buena Vista Park)*

Value Range | Contrast

- A limited range of dark values is called low key.



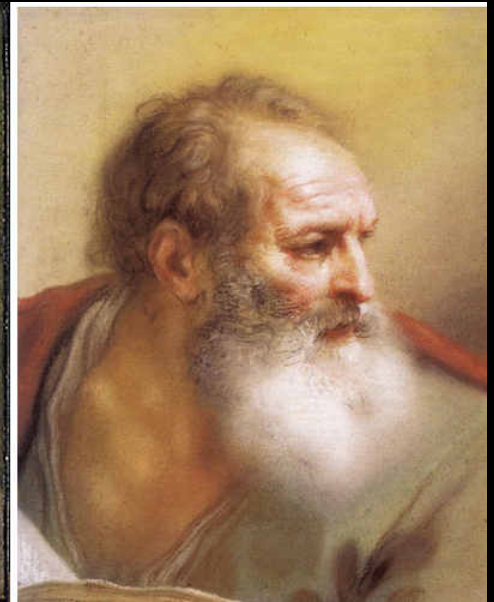
Value Range | Contrast

- Areas with high value contrast come forward.
- Areas with low value contrast recede into the distance.

Value add emphasis as areas of high contrast will stand out in areas of low contrast.



Renoir



Benedetto Luti

Value Distribution

- Value distribution refers to the proportion and arrangement of lights and darks in a composition, and its emotional impact.
- Low value contrast creates a subtle, restrained effect that feels calm and quiet.



Timothy Jahn's *Water's Edge*

Value

- High value contrast evokes drama and conflict.



Value

- The light values of high key images convey the sense of happiness and lightness, mid-range values evoke sadness and depression, and the dark values of low key images create feelings of fear and mystery.
- In terms of visual weight, darker values feel heavier than lighter values.



Review

Value:

- It's an element of design.
- The relative degree of dark and light.
- Gradation creates a full range of value.
- Value = Volume.
- Contrast is the difference in the amount of values.
- High key = light values
- Low key = dark values
- Proportion and arrangement of values can add emotional impact.