

Name:

Match the following words with the definitions

1. Content

2. Balance

3. Unity

4. Repetition

5. Subject

6. Continuation

7. Gestalt

8. Icon

9. Grid

10. Pictograms

11. Design

a) A network of horizontal and vertical intersecting lines that divide spaces and create a framework of areas.

b) Is a symbol or a sign that has strong emotional power.

c) An idea conveyed through the artwork that implies the subject matter, story, or information the artist communicates to the viewer.

d) A simple pictorial sign or group of signs intended to communicate without words.

e) A line or edge that continues from one form to another, allowing the eye to move smoothly through a composition.

f) When the artist repeats design elements to create harmony

g) This can be achieved through proximity, repetition, continuation, color or by using any of the Gestalt principles. The whole must be predominant over the parts.

h) Planned arrangement of visual elements

i) An arrangement of parts achieving a state of equilibrium between opposing forces or influences

j) The content of an artwork

k) Principles or laws are rules that describe how the human eye perceives visual elements.

Fill in the blank with the most appropriate word

is when the horizontal or vertical axis is an exact mirror image.

is the area intentionally left blank in a composition.

is to create a sense of unity by combining elements that don't appear, on the surface, to have much in common.

is a branch of philosophy concerned with the beautiful in art and how the viewer experiences it.

16 points

Define the following words

a) Asymmetrical Balance

b) Negative Space

Define the following words

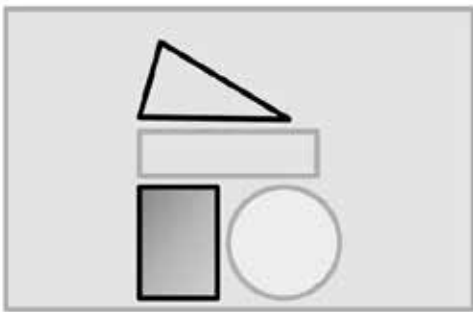
c) Horizontal Balance

d) Radial Balance

e) Vertical Balance

20 points

Identify the concept related in the following images

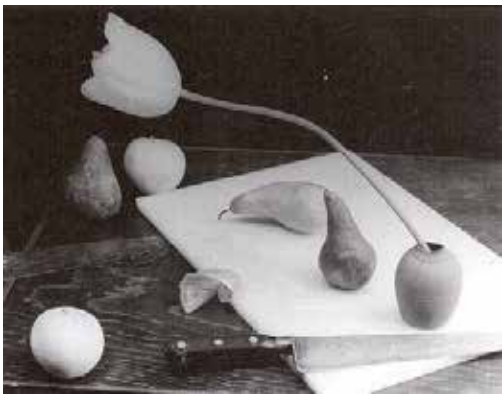


Unity through



This is an example of how

can be useful



This is an example of



Unity with

Visual Concepts QUIZ 1 |
Media Arts & Technology
Lauren Addario TB 135, 505-454-3239
Office Hours M 11:00-12:00 virtual; T 12:30-2:00 in TB135; Th
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List the ways asymmetrical balance achieved by this sculpture and describe how they're working to create an asymmetrically balanced piece.

10 points

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State the difference between the following terms

Negative space and white space

Crystallographic and Radial Balance

Horizontal and Vertical Balance

12 points

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Bonus Questions 5 points each

List the 5 ways to achieve asymmetrical Balance

List 4 ways to achieve Unity in a composition

This space reserved for your gradin notes and feedback