



# ORANGE IS THE NEW BAND

ART & DESIGN PRINCIPLES EVEN YOU  
CAN USE IN THE MARCHING ARTS

IVAN FEES  
ART X DESIGN



SYNCED <sup>UP</sup> DESIGNS

# Quick About Me



- ▶ From Denver, CO
- ▶ Design/Creative for global retirement company
- ▶ Marched WGI Concert World Class, cymbals in College, PIW cymbals
- ▶ Taught PIW cymbals & Concert Open Class in WGI
- ▶ Have designed for various indoor groups, Graphic Designer for *Synced Up Designs*
- ▶ Participated in every non-virtual World Championships since 2003
- ▶ More detailed bio on *That Dan Band Show* podcast, episode 20



# Why does art/design matter?

## ► Visual Sheets – Orchestration Points

### – composition

*who had the greater understanding/achievement as it relates to...*

**Orchestration (Horizontal & Vertical):** The arrangement and coordination of visual devices, both through time and in any one moment of time.

**Elements of Design:** The purposeful use of line, shape, form, space, color, and texture within the program.

**Principles of Design:** The purposeful use of balance, contrast, emphasis, unity, proportion, and variety within the program.

**Motion & Movement:** The purposeful use of movement, timing, choreography, and motion within the program.

**Creativity:** The originality, uniqueness, and imagination infused into the composition.

**Interpretation of the Audio:** The purposeful marriage of the visual and audio composition.

**Clarity of Intent:** The presentation of the compositional elements in a clear, accessible, and intelligible manner.

**Simultaneous Responsibilities:** The layering of responsibilities placed upon the performers.

# ORANGE IS THE NEW AGENDA:

- ▶ 15 ELEMENTS & PRINCIPLES OF ART & DESIGN
- ▶ COLOR THEORY
- ▶ A FEW SOURCES FOR INSPIRATION



# 15 Elements & Principles of Art & Design

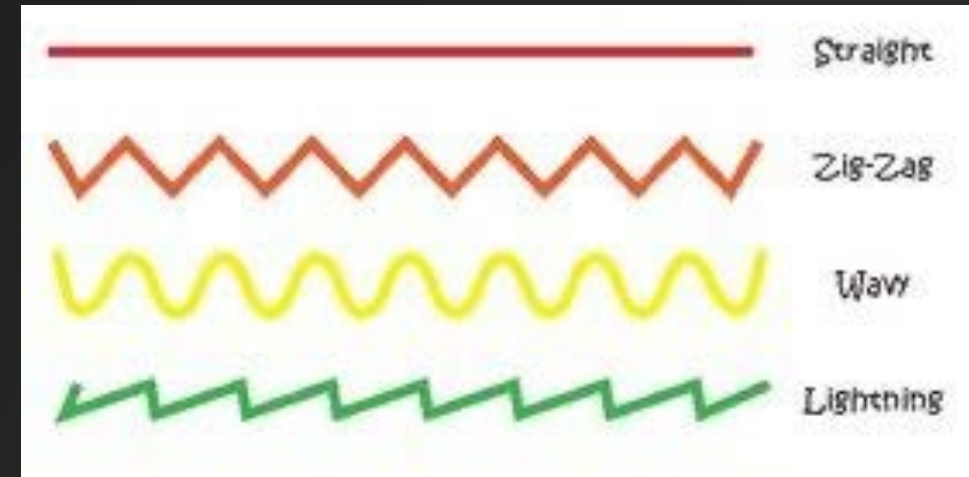
To help with audio/visual coordination



# 15 Elements & Principles of Art & Design

## 1. Line

- ▶ The path of a point moving through space
  - ▶ Not just static
  - ▶ Can vary in length, width, direction
  - ▶ Can be used to communicate emotions/feelings

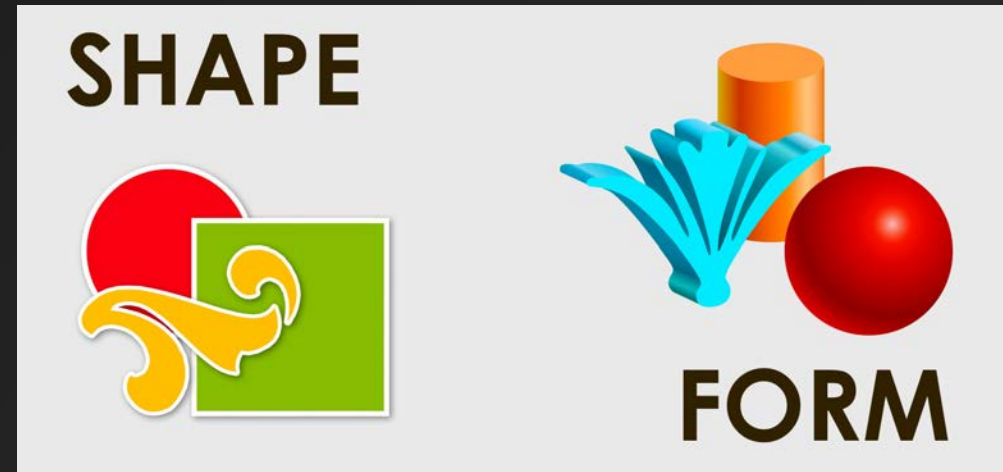


# 15 Elements & Principles of Art & Design



## 2. Shape/Form

- ▶ In visual arts **SHAPE** is generally two-dimensional/flat
- ▶ **FORM** is Generally refers to a three-dimensional object
- ▶ EX:
  - ▶ Circle vs. sphere
  - ▶ Square vs. cube





# 15 Elements & Principles of Art & Design

## 3. Texture

- ▶ The world around us has texture, using it well will help your world feel **more authentic**
- ▶ Consider texture of motion
- ▶ Make sure you pick the *RIGHT* texture.....

"We're going to go with a 'blue' floor this year"

–Director

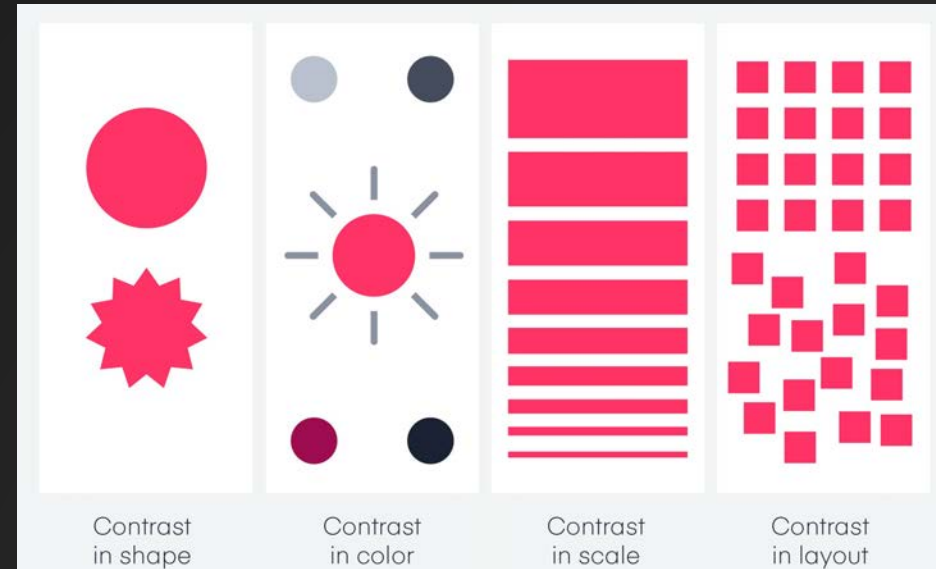




# 15 Elements & Principles of Art & Design

## 4. Contrast

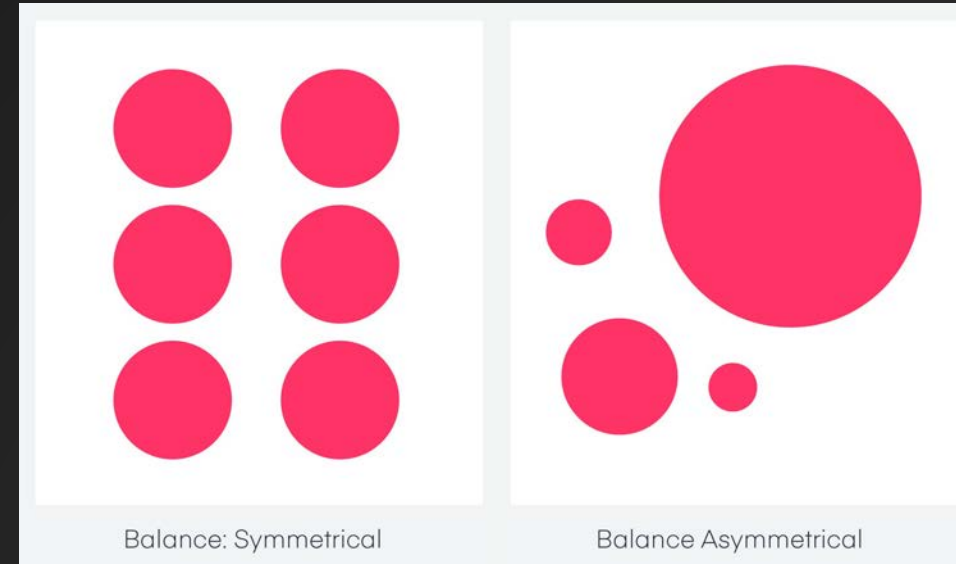
- ▶ The difference between various objects that makes them stand out from each other
- ▶ Readability, legibility, and accessibility



# 15 Elements & Principles of Art & Design

## 5. Balance

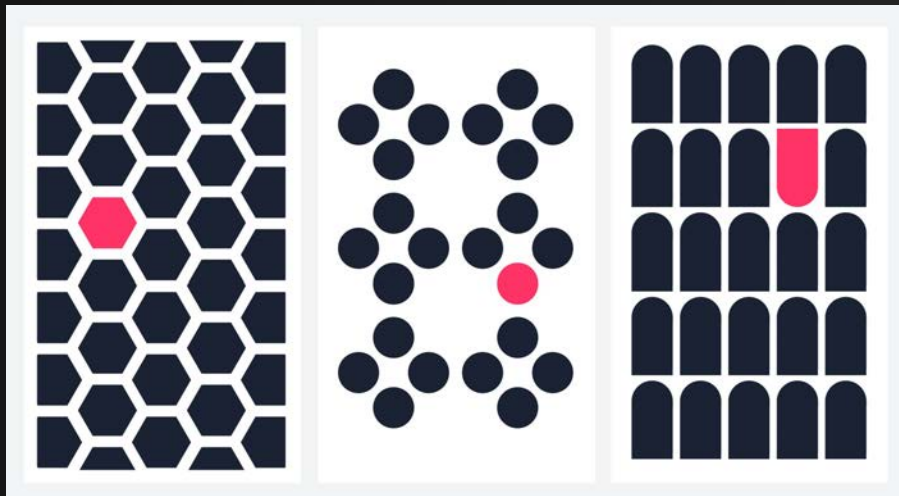
- ▶ Visual weight
- ▶ If one side is too heavy, the viewer's eye goes directly to the heavy part
- ▶ Can be offset by distribution
- ▶ Can be implied by size, shape, or even contrast



# 15 Elements & Principles of Art & Design

## 6. Emphasis/Dominance

- ▶ The *impact* of an object
- ▶ Creating a focal point – where you want the viewer to look *first*, while not overpowering the rest of the design

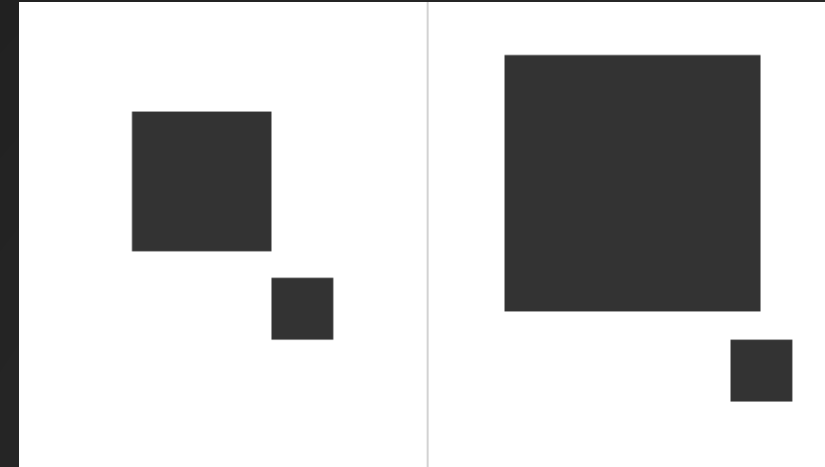




# 15 Elements & Principles of Art & Design

## 7. Proportion

- ▶ The size relationship of parts to a whole and to one another
- ▶ Larger elements can tend to seem more important
- ▶ SCALE:  
Relating size to a constant, such as the venue.



‘Who had the greater understanding as it relates to PROPORTION’





# 15 Elements & Principles of Art & Design



## 8. Hierarchy

- ▶ Ranking your visual elements in order of importance
- ▶ Most important = most prominent
- ▶ Of everything I can see, how do I know what to look at?
- ▶ DYNAMIC shapes/forms can help



And you will read this at the end

**You will read  
this first**

And then you will read this  
Then this one

# 15 Elements & Principles of Art & Design

## 9. Repetition

- ▶ Reinforcing an idea or perception
- ▶ Can be done by reusing the same colors, images, choices



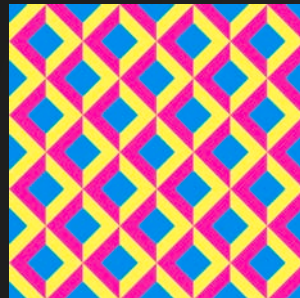


# 15 Elements & Principles of Art & Design



## 10. Pattern

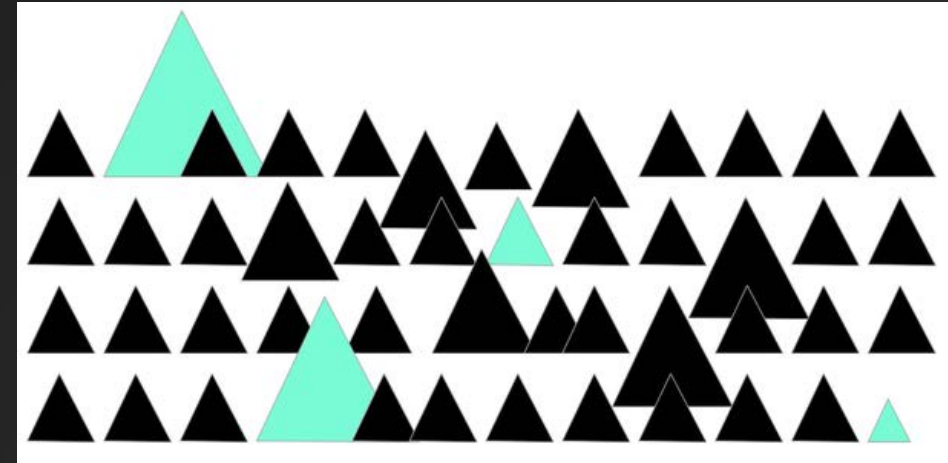
- ▶ Repetition of multiple design elements working in concert with each other
- ▶ Seamless patterns will repeat endlessly
  - ▶ Wallpaper, carpet, etc



# 15 Elements & Principles of Art & Design

## 11. Rhythm

- ▶ The intervals between elements can create a sense of motion
  - ▶ Regular intervals
  - ▶ Random intervals
  - ▶ Alternating intervals
  - ▶ Flowing intervals
  - ▶ Progressive intervals



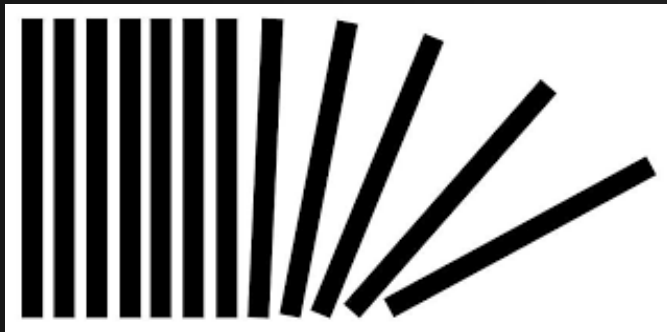
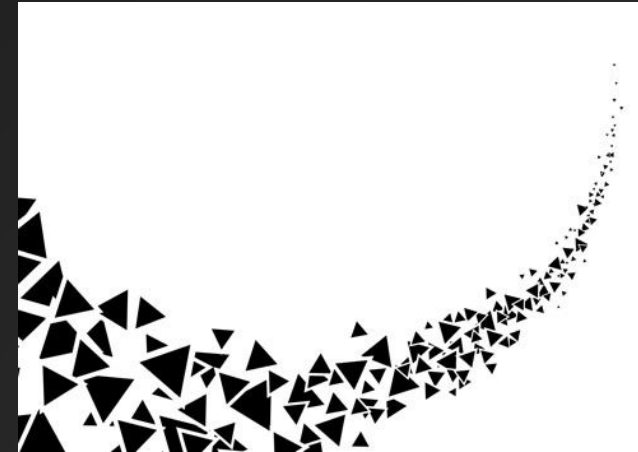


# 15 Elements & Principles of Art & Design



## 12. Movement

- ▶ The way the eye travels across a design
- ▶ Important elements should lead to the next
- ▶ Can be done with emphasis, positioning, etc.



# 15 Elements & Principles of Art & Design



## 13. Variety

- ▶ Incorporating an assortment of design elements
  - ▶ Colors, textures, shapes, really *anything*!
- ▶ Creates interest, prevents from becoming boring or monotonous
- ▶ Can go overboard, can make it hard to keep up with

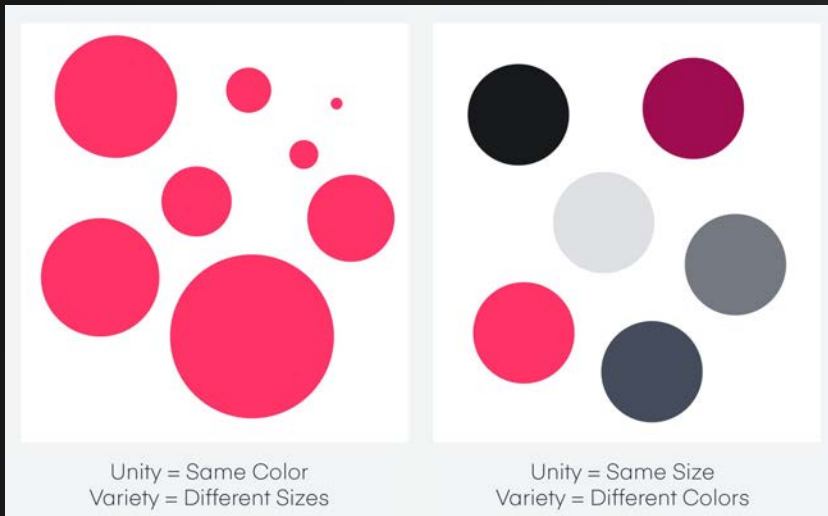


# 15 Elements & Principles of Art & Design



## 14. Unity

- ▶ Oneness - no single part is more important than the others
- ▶ When all elements are in agreement, a design is considered unified
- ▶ Too much unity and things can get lost



UNITY – Working or not working?



# 15 Elements & Principles of Art & Design



## 15. Negative Space

- ▶ The areas of a design where there are no elements
- ▶ Important for decluttering, and creating emphasis





# 15 Elements & Principles of Art & Design



## Use Negative Space to your advantage

- ▶ Don't allow your viewer any reason to be distracted by negative space or be taken out of your world – use it to your advantage



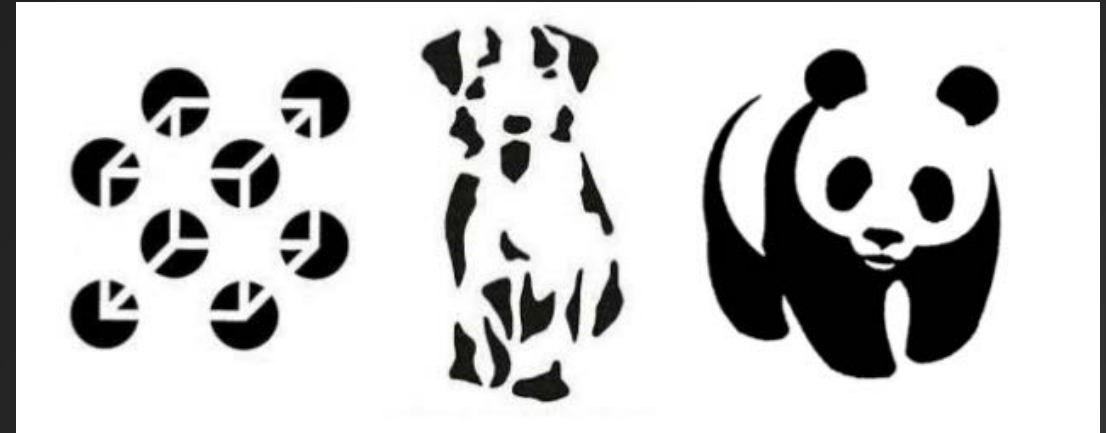
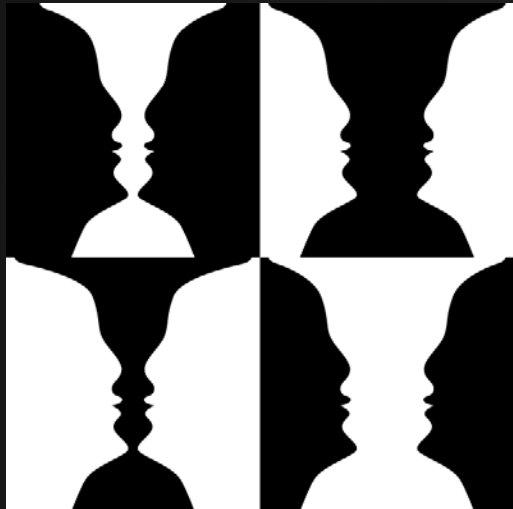
# BONUS



## Gestalt Theory

‘The whole is greater than its parts’

- ▶ Our perceptions connect and group things
- ▶ See several elements as a visual whole





# Color Theory

## AND HOW YOU CAN USE IT

# Color Theory



Primary Colors



Secondary Colors



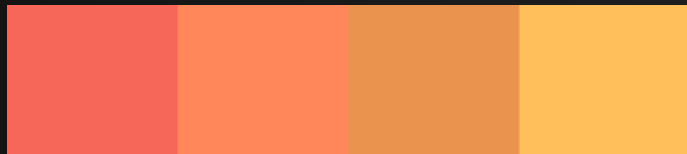
Tertiary Colors

We all know colors... but what **WORKS** together?



# Color Schemes

**ANALOGOUS** schemes, or “side by side” partners

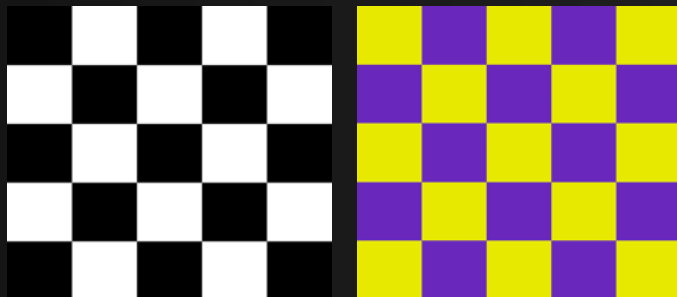


# Color Schemes

COMPLEMENTARY schemes include “equal opposites”



Just like black and white ‘vibrate’ off one another to your eyes, so do complementary colors





# Color Schemes

**TRIADIC** schemes include colors that are equally placed around the color wheel





# Color Context

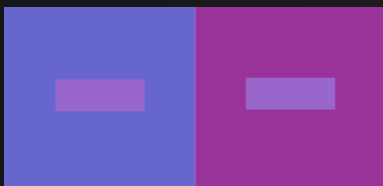
How does it work relative to it's surroundings?

We can create EMPHASIS with  
COLOR CONTRAST

- ▶ where is RED more and less effective?



- ▶ How many purples are there?
- ▶ How many might it seem like?



# EXAMPLE – Color Context

Color context  
can create  
**CAMOUFLAGE**



WHAT COULD  
YOU DO

TO TONE  
THIS DOWN



# Color Balance



## Interior Design Tips from Bryan Patrick Flynn




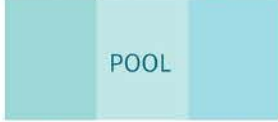


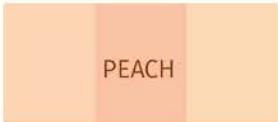


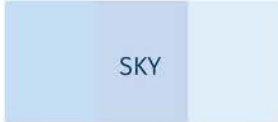





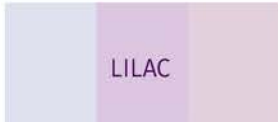


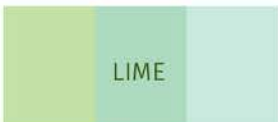


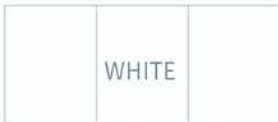


- ▶ Pairing cool & warm colors
- ▶ Breaking up dominate colors with supporting colors
  - ▶ EX) Neon Pink + Teal balanced with blush and ultra white



# Color Psychology



## What 'happens' when people see the colors in your show?

TINT (color + white) softer, more feminine	HUE (pure color)	SHADE (color + black) traditional, more masculine	TINT (color + white) softer, more feminine	HUE (pure color)	SHADE (color + black) traditional, more masculine
 <p>PINK</p> <p>feminine • gentle • innocent sweet • delicate • nostalgic</p>	 <p>RED</p> <p>passion • romance • strength courage • warmth • desire excitement • intensity • life energy • action • drama</p>	 <p>BRICK</p> <p>warmth • strength • rich elegance • robust • mature</p>	 <p>POOL</p> <p>feminine • serene • cool tropical • water • spacious</p>	 <p>TURQUOISE</p> <p>reliable • secure • protection dependable • calm • integrity trust • sophisticated • balance creativity • wisdom • compassion</p>	 <p>PEACOCK</p> <p>sophisticated • confident • rich tasteful • serene • sincere</p>
 <p>PEACH</p> <p>sensitive • compassion • sweet nurturing • inviting • modest</p>	 <p>ORANGE</p> <p>cheerful • optimistic • friendly warmth • confident • enthusiastic energy • courage • rejuvenation vitality • stimulation • youthful</p>	 <p>PUMPKIN</p> <p>spicy • abundance • exotic warmth • welcoming • pungent</p>	 <p>SKY</p> <p>calm • dreamy • peaceful refreshing • tropical • serene</p>	 <p>BLUE</p> <p>integrity • healing • sophisticated balance • dependable • creative wisdom • communication • trust tranquil • loyal • intelligent</p>	 <p>NAVY</p> <p>credible • authoritative • strong classic • nautical • introspective</p>
 <p>LEMON</p> <p>soft • sunny • pleasing cozy • youthful • cheerful</p>	 <p>YELLOW</p> <p>friendly • creative • joy humor • intelligent • energy optimistic • self-esteem • caution playful • sunshine • curiosity</p>	 <p>MUSTARD</p> <p>mellow • autumn • supportive nurturing • grounded • comfort</p>	 <p>LILAC</p> <p>wistful • romantic • peaceful nostalgic • fancy • feminine</p>	 <p>PURPLE</p> <p>spiritual • luxury • authentic quality • extravagant • wisdom dignity • sophisticated • mystery magical • creative • prosperous</p>	 <p>EGGPLANT</p> <p>rich • royal • visionary prestige • introspective • luxe</p>
 <p>LIME</p> <p>calm • soothing • quiet clean • refreshing • cool</p>	 <p>GREEN</p> <p>wealth • health • endurance tranquil • nature • harmony balance • organic • growth restoration • fertility • fresh</p>	 <p>HUNTER</p> <p>rich • traditional • security opulent • stoic • woody</p>	 <p>WHITE</p> <p>purity • clean • open innocent • sterile • clear simple • sophisticated • efficient light • safety • perfection</p>	 <p>GREY</p> <p>neutral • practical • stable balance • modest • calm cooperative • timeless • modern sleek • high-tech • versatile</p>	 <p>BLACK</p> <p>authority • strength • classic conservative • secure • elegant sophisticated • serious • secrecy efficiency • mystery • somber</p>

# SCENARIO



Using color psychology to avoid sending the wrong message

EX) We're designing a show about **WAR**...

- ▶ We **DON'T WANT**...
  - ▶ to make a *political statement*, be *obscene*, or *offend* anyone...
- ▶ Anything we could avoid?
  - ▶ **Red**, white & **blue**?      The idea of **blood**?
- ▶ How can we be **NEUTRAL** so people don't interpret this show incorrectly?







# Sources for Inspiration!

# Sources for Inspiration

## COLOR PALETTES FROM POP CULTURE



The Dark Knight



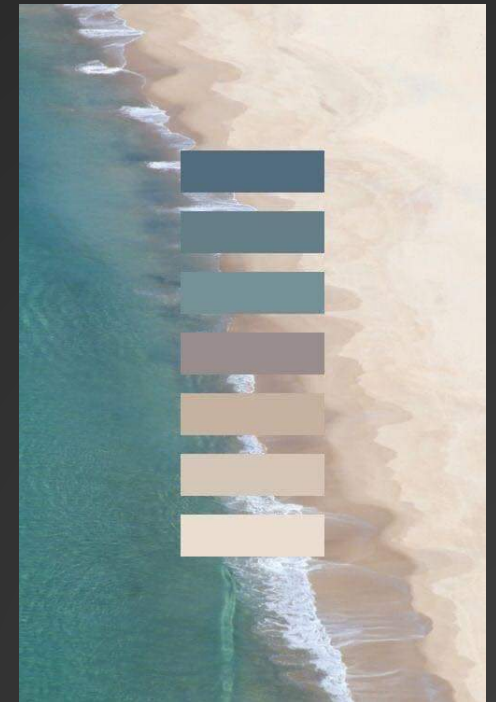
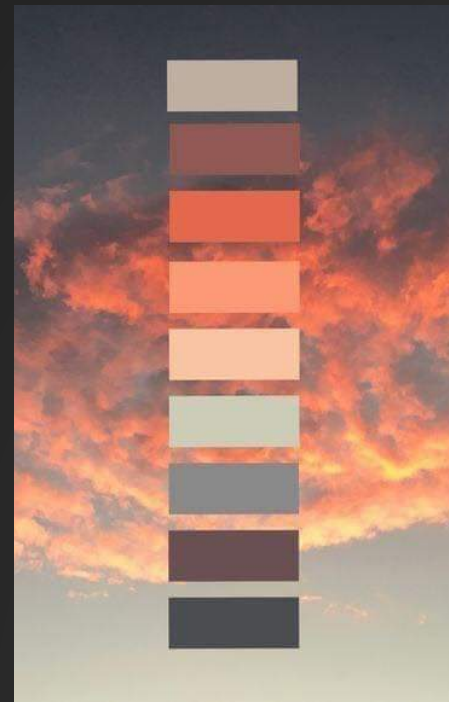
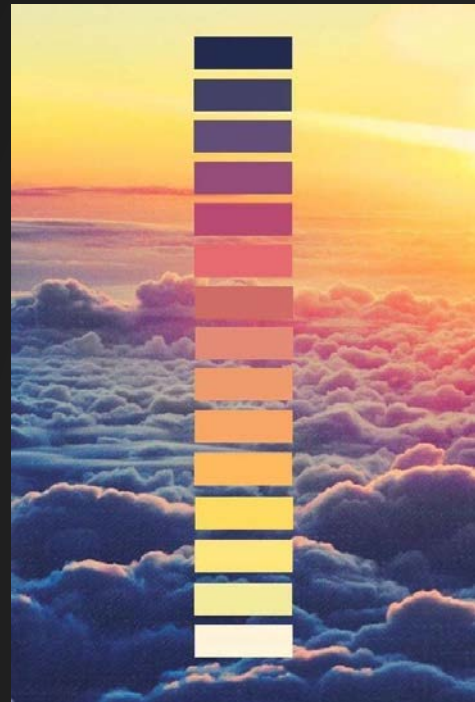
Squid Game



Joker

# Sources for Inspiration

## COLOR PALETTES FROM NATURE



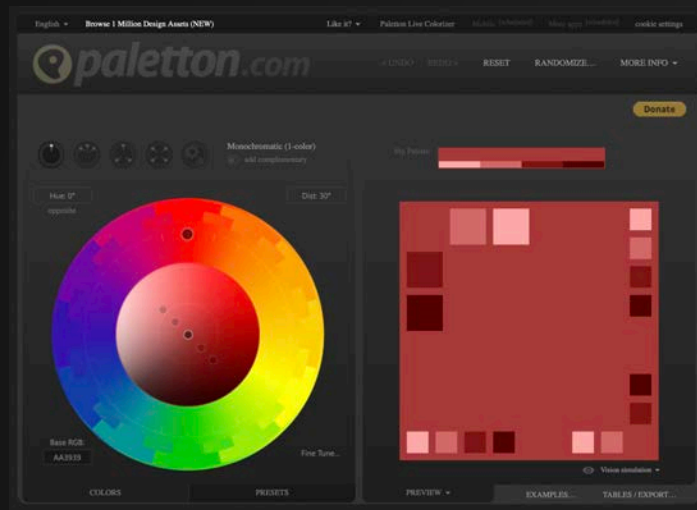
Credit: [imgur.com/gallery/5Eu6oMR](https://imgur.com/gallery/5Eu6oMR)



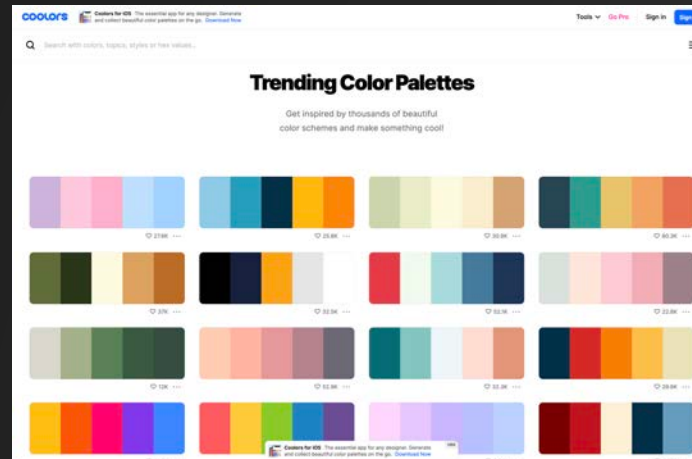
# Sources for Inspiration



## COLOR PALETTE TOOLS



[paletton.com](https://paletton.com)



[colors.co/](https://colors.co/)




[colorhunt.co/](https://colorhunt.co/)

# SYNCED UP DESIGNS

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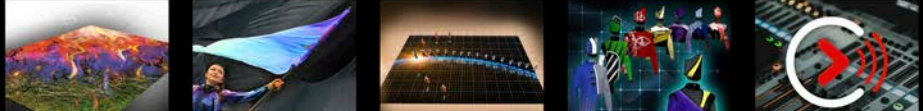



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# THANK YOU!



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