

DESIGNING FOR COLLAGE

THINGS TO CONSIDER *BEFORE* you glue

SUBJECT / OBJECTS: Are they meaningful? Do they work together? How do they make you feel? Do you love it?

Get noticed! Choose a unique subject or portray a common subject in an unusual way. What you include and how you combine your elements makes all the difference.

VALUE RANGE: Does your collage have a pleasing value pattern? Gradation (gradual change)?

Use a full range of values from light to dark, using contrast for maximum impact.

A light subject against a dark background can be dramatic. Consider how your values play off one another.

COLOR: Warm vs cool — is there dominance? Is there strong color intensity or more of a neutral feel? Does color repeat throughout the painting? Is there color harmony and contrast?

Choose colors that play well together. Your palette might use analogous color (near each other on the color wheel) or complimentary color (opposites) for color resonance.

SHAPES & LINE: Does your collage include a variety of shapes (curved, angular) in a variety of sizes (small, medium, large)? Do they overlap and connect? Is there balance? Do they echo?

Diagonal shapes make a pleasing structure. Use line to direct the eye.

FOCAL POINT: Does it have one? Is it in a good place (rule of thirds for example)? Does your eye travel around the piece or stay only at the focal?

Set a strong focal point using light on dark or complimentary colors to draw your eye.

EDGES: Are they hard (cut) or soft (torn)? Do edges disappear so shapes blend into other shapes?

Hard edges draw the eye – place them in the focal area with soft focus in the perimeter.

MOVEMENT: How does the arrangement of shapes lead your eye? Do long unbroken lines lead you out of the painting? Do awkward lines or shapes create a tangent? Is there dominance, unity?

Repeat shapes in different sizes and position them to set up rhythm and movement.

Varying color every couple of inches will compel you across the art. Use repetition with infinite variation to lead your eye throughout. Move elements around until they work.

CORNERS: Notice them. What shapes and colors do you see in the corners?

Make it so every corner is a different shape. Three dark and one light corner, or vice versa, is a solid strategy.

SIMPLIFY, THEN SIMPLIFY AGAIN: Does it add something to the collage?

Every element either adds or it detracts. Editing is huge. Consider what to leave out!

HAVE A PLAN: Do you know what you're after? Step back occasionally to evaluate your design.

You're more likely to be successful if you have a plan. Then let it evolve as needed.

ASK FOR FEEDBACK: It's hard to be creative in a vacuum. Bounce your ideas off others.

And listen! But remember, it's your vision – choose what to ignore.

SOURCE LIST

WHERE TO *FIND THINGS!*

CITRASOLV: You'll find it with the cleaning products. New Seasons has it, and I'm told Fred Meyers. Or buy it online.

AMERICAN EASEL PANELS: These are available through Merri Artist, or buy direct from the factory, contact Tammy —
americaneasel.com
(503) 361-2414

MERRI ARTIST: One of the best online art stores is located in McMinnville Oregon! They have all my favorite materials, squirrel brushes, M.Graham paints, Arches cold press WC paper, and also offer class discounts. My supply list can be found here:
merriartist.com/collections/rene-eisenbart
(866) 472-1684

NOVA COLOR: Acrylic paint and mediums — top quality at a discount price. They have flex gel and regular gel plus a great selection of metallic paint —
novacolorpaint.com
(310) 204-6900

MARBLE ART: Galen Berry has all the marbling supplies — marbleart.us
(541) 343-0641

WEB PICTURE FRAMES: BEST online frame store, located in Eugene Oregon —
webpictureframes.com
(541) 343-0641

MY BLOG: Rene-Art.com

Rene Eisenbart
503-890-9668
rene.art@gmail.com