

Elements and Principles of Design

Elements of Art

- **The seven elements of art are:**

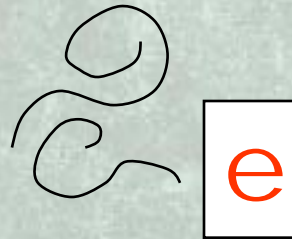
1. Line
2. Shape
3. Form
4. Space

5. Texture
6. Color
7. Value

Line

- Lines Convey Emotion
- Match the following group of lines to the corresponding description:

- a) nervous, agitated
- b) stability, strength
- c) calm, restful
- d) powerful, dynamic
- e) graceful



Shape

- When lines come together they form Shape.
- Shapes have two dimensions Length and Width.
- Shapes that are man made and mathematical are called Geometric.
- Shapes that are free flowing and curvilinear are based on nature and are called Organic.

Form

- Form differs from shape in that it has three dimensions Length, Width and Depth.
- All forms have Shape.

Texture, Space, Color and Value

- Texture refers to the surface quality of a work of art.
- Space refers to the area an object takes up in the picture plane.
- Color refers to the specific hues used in a work of art.
- Value refers to the difference between light and darkness of a color in a work of art

Principles of Design

- **The six principles of design are:**

1. Pattern
2. Emphasis
3. Unity
4. Balance
5. Contrast
6. Rhythm & Movement

- Balance can be Symmetrical, Asymmetrical or Radial.
- Symmetrical tend to be the most stable, because the two sides are exactly the same.
- Asymmetrical has no “center line”, but has a sense of balance that is achieved by contrasting different elements together to create equal “visual weight” on the sides of the picture plane.

- Radial radiates from a central point. This type of balance is similar to symmetrical balance, but is different in that the various elements radiate around a central point forming a circular pattern.
- Unity is created when all the elements in a design work well together. Often a work of art will have a single element that is emphasized and dominates a painting; (a “main subject”) and the other elements support it.

- Contrast refers to a major difference between elements. (Small differences add variety, but are not strong enough to create contrast.) All sorts of contrasts are found in art and nature and include; light and shadow, large and small, straight and curved, rough and smooth; and even in mood such as joy and sorrow.

- Emphasis is created by using the elements to develop a main idea. It is that which is the “most important”. It can be achieved through placement of objects, size, complexity and color.
- Pattern is created by a repeated unit of elements. It uses all the elements of art and is found in nature and man made objects.

- When the lines lead the eye through the piece of artwork you have achieved Rhythm & Movement.