

# Elements of Art & Principles of Design



# What are the Elements of Art and Principles of Design?

- The **Elements of Art** make up all artwork. You can use the Elements of Art to describe artwork. All art (painting, sculpture, photography, etc.) is created with one or more of these elements.
- The **Principles of Design** help artist organize a work and make it more aesthetically pleasing (comfortable) to viewers.
- You can think of the Elements of Art as letters in the alphabet and the words that they make and the Principles of Design as the sentences and paragraphs that you make from those very letters and words. Together, when well organized, they can form captivating poetry, books, and other written literature. The Elements of Art and Principles of Design are the building blocks for all forms of artwork and design.

# Elements of Art

- **Line**
- **Shape**
- **Color**
- **Value**
- **Form**
- **Texture**
- **Space**

# Line

- **What is Line?** horizontal, vertical, diagonal, uneven, thick, thin, wavy, dotted, short, long, implied, perpendicular, parallel, jagged, zigzagged, dashed, curved, broken, continuous, looped, etc.



# Shape

- **Shape:** 2D, flat

## Descriptions of Shape:

1. **Geometric Shapes:** Shapes that have equal sides and equal angles such as squares, circles, triangles, rectangles, etc.
2. **Irregular Shapes:** unequal sides or unequal angles.
3. **Organic Shapes:** Shapes that are irregular or asymmetrical in appearance and tend to have a curvy flow to them. Nearly all shapes found in nature are organic in appearance.

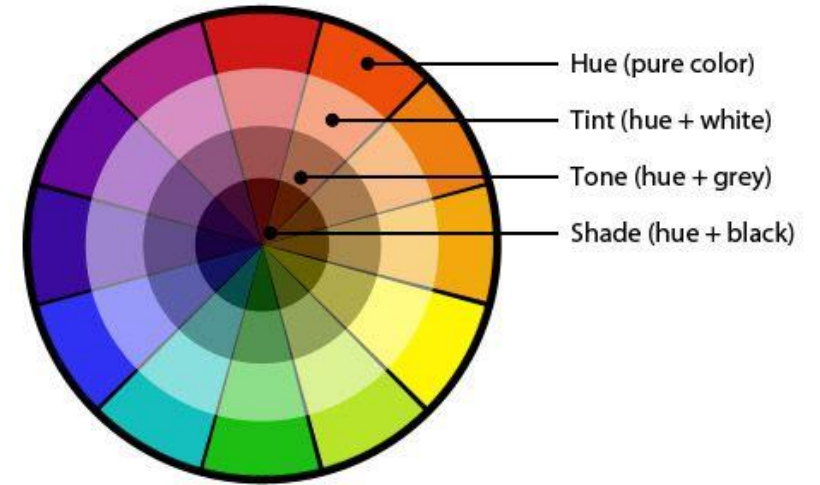


# Color (1 of 2)

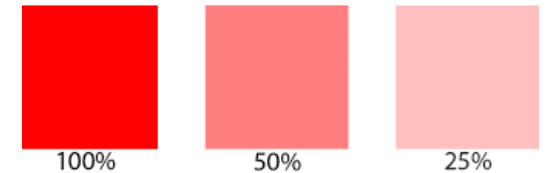
- **Words describing Color:** Bright, dull, pastel, dark, light, muted, florescent, pure, warm, cool, toned down, intense, etc.

## Color Terms:

- **Hue:** pure color found on the color wheel
- **Value:** lightness or darkness
- **Intensity:** saturation or amount of color
- **Temperature:** coolness/warmth
- **Tint:** white
- **Tone:** grey
- **Shade:** black



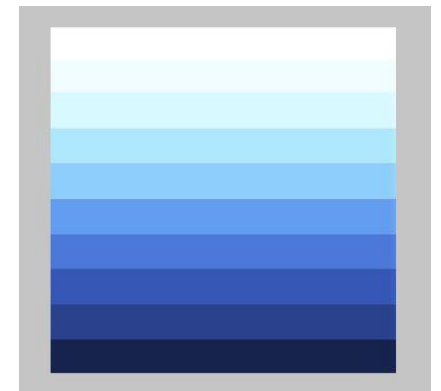
Saturation



Color Temperature



Value

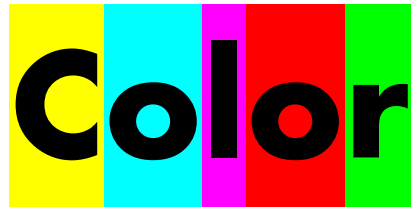


# Color (2 of 2)

- **Definition of Color Scheme:** a color scheme is the choice of colors used in various artistic and design contexts.

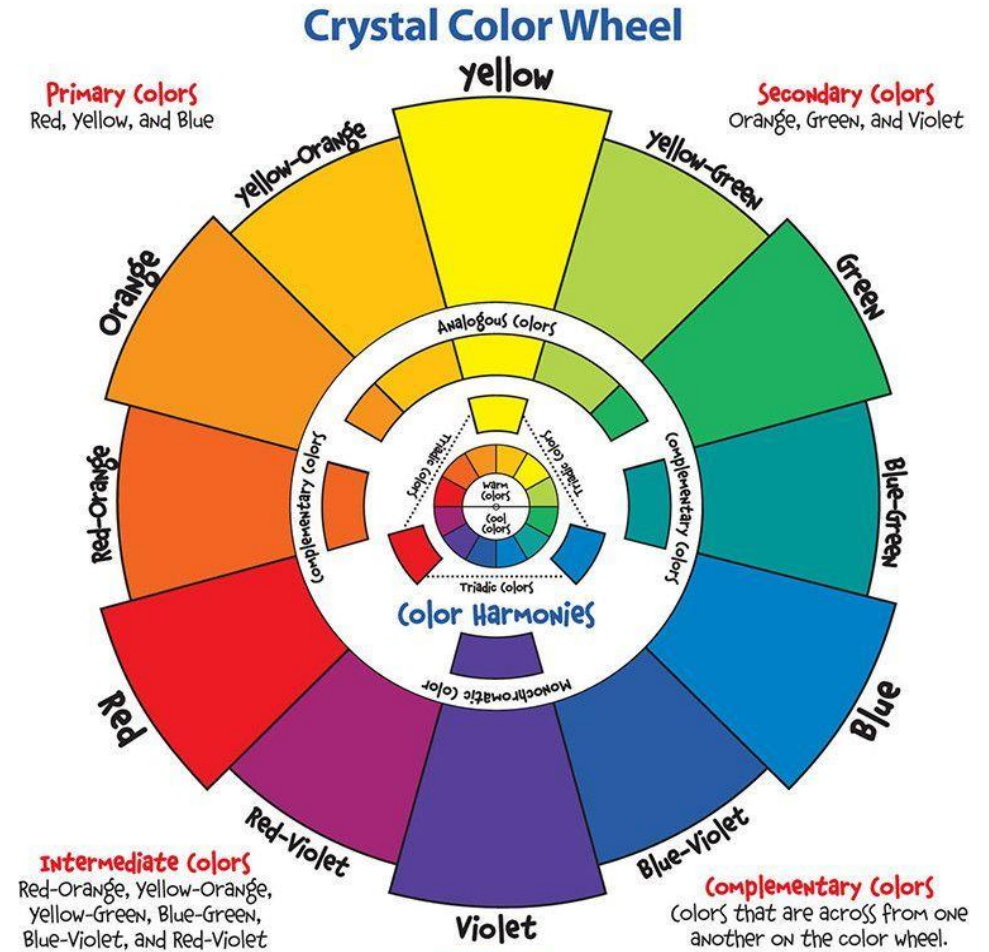
## Color Terms:

- **Primary Colors:** Red, Blue, & Yellow
- **Secondary Colors:** Orange, Green, & Purple
- **Tertiary Colors:** Blue-Green, Yellow-Green, Red-Orange, Red-Violet, Blue-Violet
- **Complimentary Colors:** Blue and Orange, Green & Red, Yellow & Purple
- **Analogous Colors:** Blue, Green, & Yellow; Blue, Purple, & Red; Red, Orange, & Yellow
- **Cool/Warm Colors:** Cool colors (Purple, Blue, & Green); Warm Colors (Orange, Yellow, & Red)
- **Neutral Colors:** Black, Grey, and White
- **Monochromatic:** Color scheme that uses only ONE color but in different tones, tints, shades, and even slightly different hues.
- **Polychromatic:** Color scheme that uses MANY or MULTIPLE colors.
- **Earth tones:** Browns, Beiges, Tans, Terracotta, Ochres, Sienna, and any other color that resemble soil, sand, and clay found in nature.



# Color: Color Wheel (3 of 3)

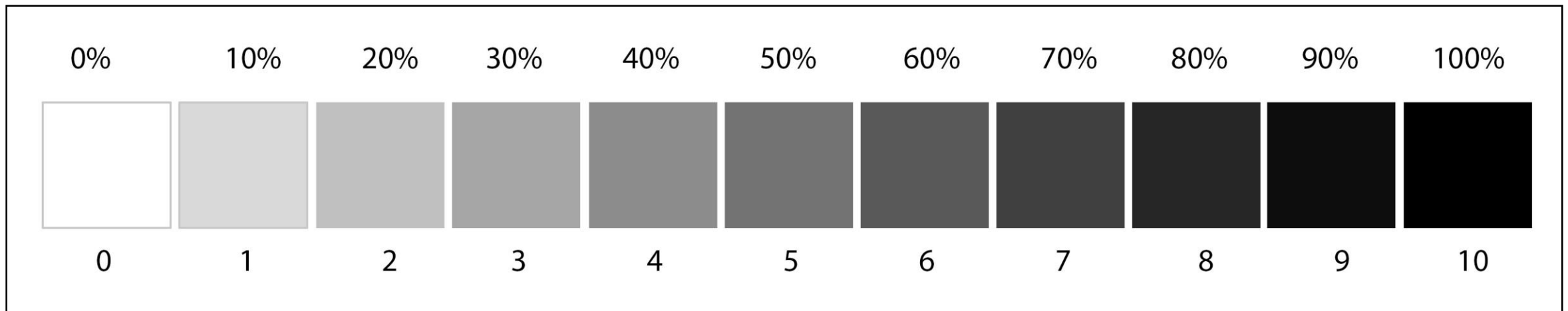
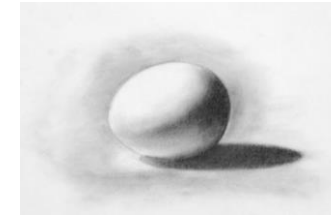
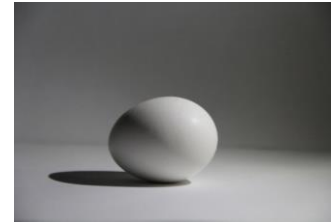
- The standard color wheel is made up of...
- 12 colors (pure hues)
- 3 primary colors
- 3 secondary colors





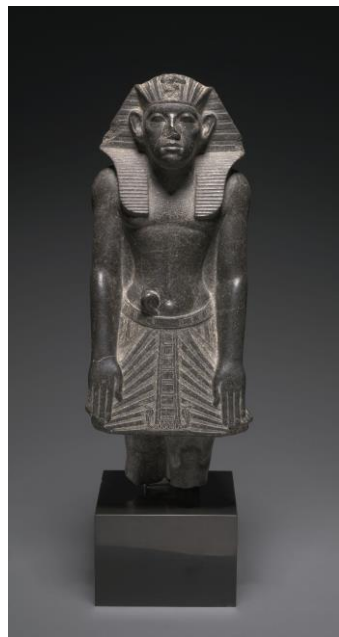
# Value

- **Definition of Value:** The lightness or darkness of an object, or objects within an image.



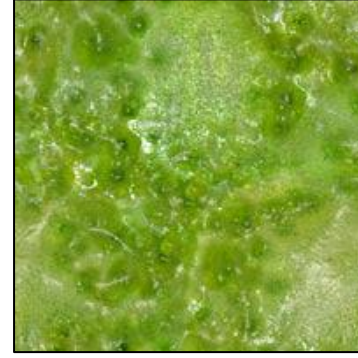
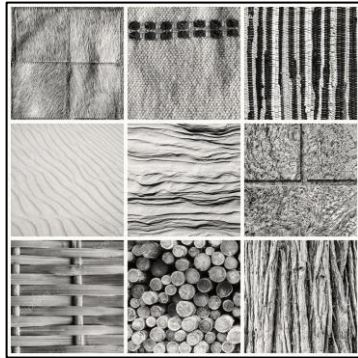
# Form

- **What is form?** Form is three-dimensional and encloses space. Like a shape, a form has length and width, but it also has depth.
- **Adjectives to describe form:** thin, wide, spherical, geometric, organic, etc.



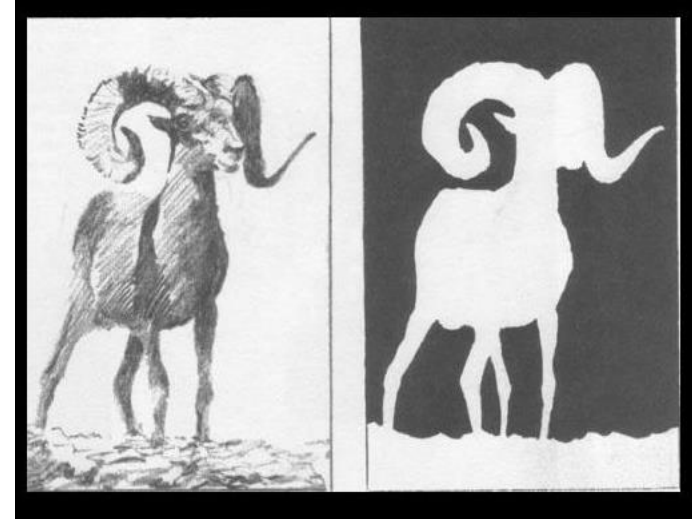
# Texture

- **What is texture?** The feel or appearance of a surface.
- **Adjectives to describe texture:** Rough, smooth, bumpy, scaly, slimy, moist, dry, scaly, soft, hard, coarse, silky, ridged, spiky, porous, sandy, tacky, etc.



# Space

- **What is space?** The area within or around parts of an image.
- **Negative Space:** (area around an object)
- **Positive Space:** (the area within an object) space.
- **Adjectives to describe space:** Crowded, open, busy, spacious, etc.



# Principles of Design

- Balance
- Contrast
- Emphasis
- Visual Movement
- Pattern
- Rhythm
- Unity

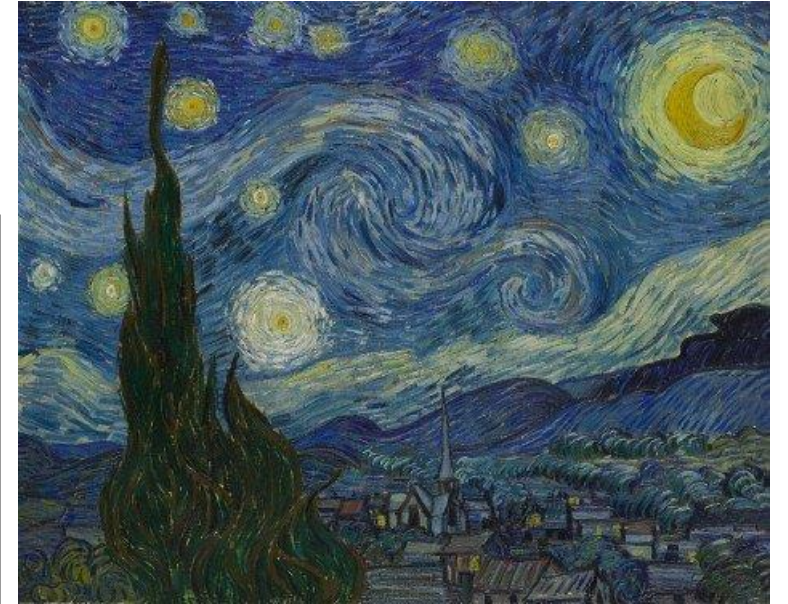
# Balance

- **What is balance?** Balance refers to how the elements of art (line, shape, color, value, space, form, texture) relate to each other within the composition in terms of their visual weight to create visual balance. That simply means that one side does not seem 'visually' heavier than another.

## Two types of balance:

- **Symmetrical Balance** – If a picture is divided evenly down the middle it will be the same on both sides.
- **Asymmetrical Balance** – If a picture is divided evenly down the middle it will NOT be the same on both sides BUT, it will be still be 'visually' balanced.

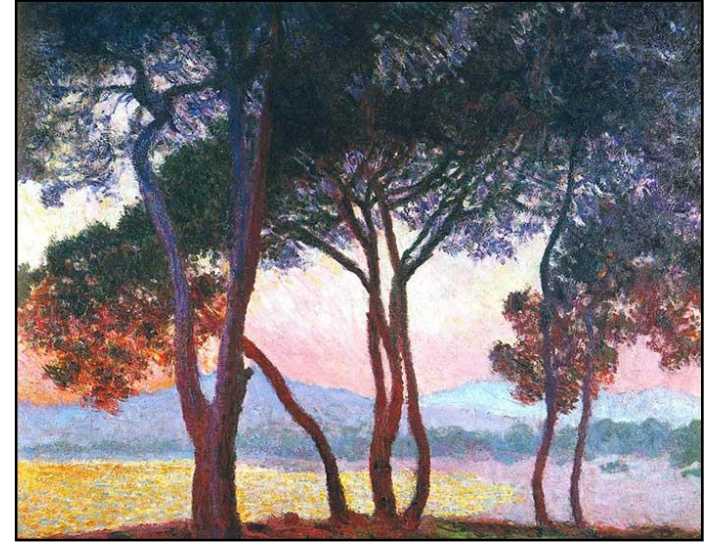
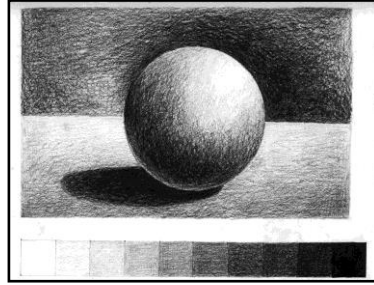
Asymmetrical balance



Symmetrical balance



# Contrast

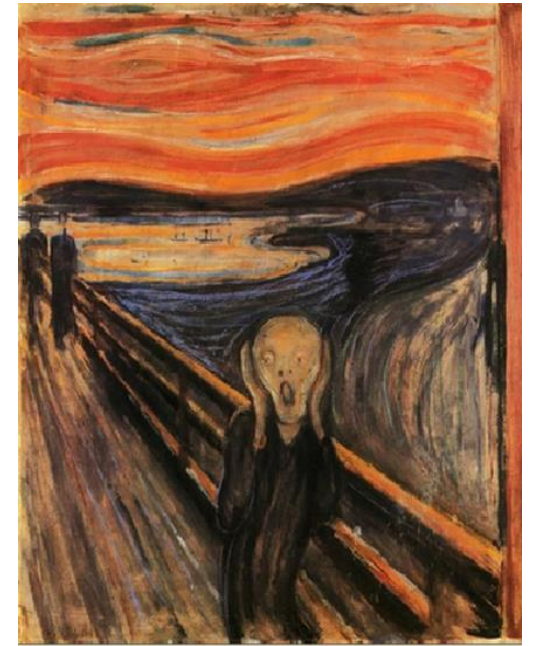
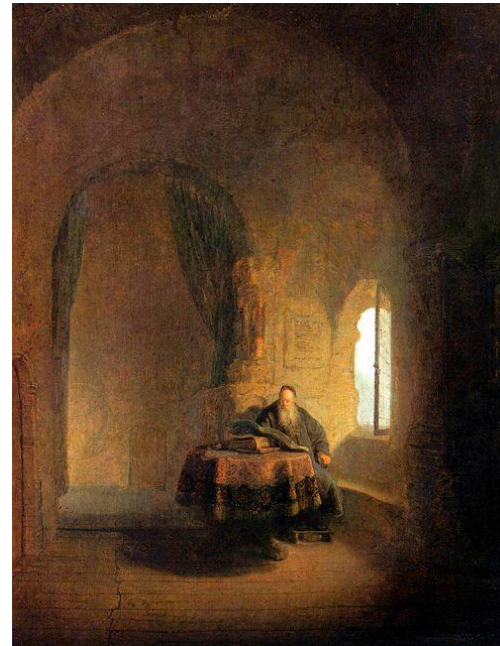


- Contrast can show the difference between objects in a picture. It can also be used as in a background to push objects back and bring them forward in a design (brighter objects will often appear closer and darker objects will look further away). Contrast can also be used to create an area of emphasis.



# Emphasis

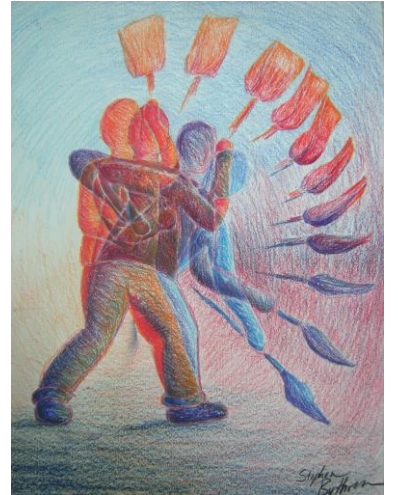
- **What is emphasis?** Emphasis is the importance given to certain objects or areas in an artwork. Elements of design can be used to emphasize an object in a work of art.
- For example, you can outline an object with thicker lines to make it stand out from other objects. Or, you could add a brighter color to an object to make it stand out from duller or darker colored objects.





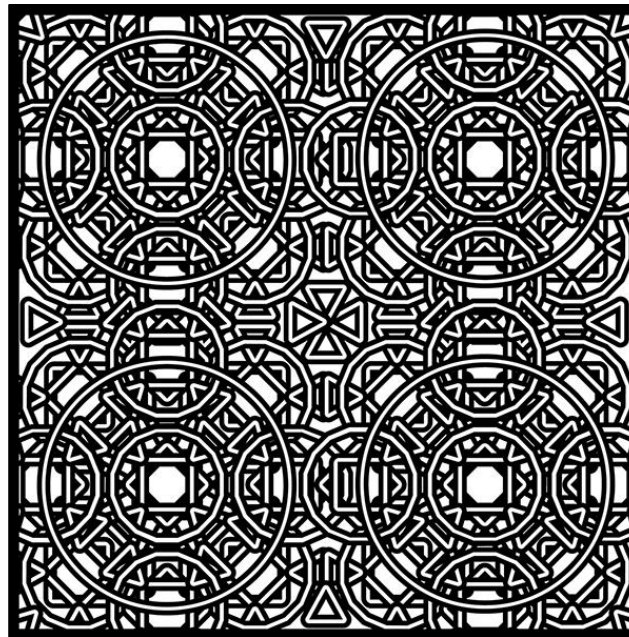
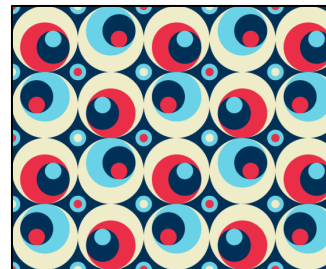
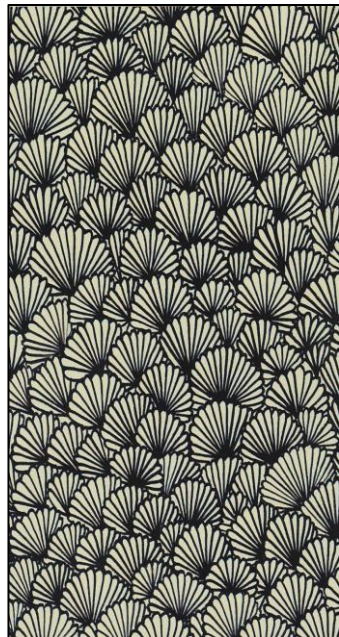
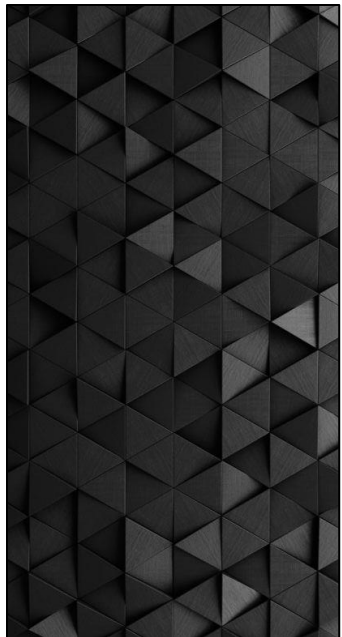
# Visual Movement

- **What is Visual Movement?** Visual Movement is a visual flow through the composition of a picture. It should NOT be confused with physical movement (running, etc.), but It can create the feeling of motion.
- You can create visual movement in a picture by how you arrange objects or how you use the elements of art. For example, you can use lines that flow together to create a sense of direction or movement.
- Movement can also bring attention (or move your eye) throughout the composition of a picture.



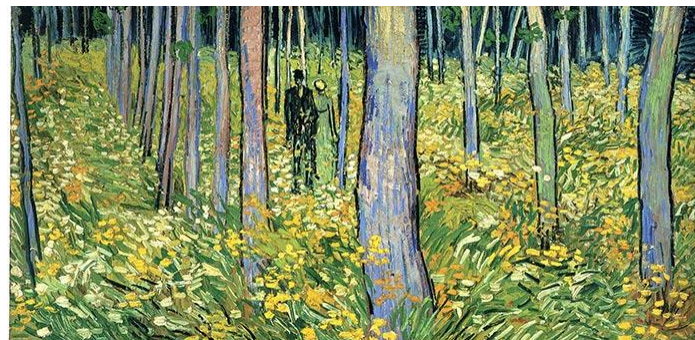
# Pattern

- **What is Pattern?** Pattern is when colors, lines, shapes, or textures in an artwork are repeated. Pattern can be used to help unify a composition



# Rhythm

- **What is Rhythm?**  
Rhythm refers to the arrangement of shapes in a way which creates an underlying beat. It is like the rhythm of music, but instead of notes and sounds, it uses colors and shapes.



# Unity

- **What is Unity?** Unity makes a work of art feel complete because everything (such as color, balance, texture, movement, the subject, etc.) seem to be in harmony and work together. When art is unified everything is connected and nothing feels out of place or like it does not belong.

