

Line
Shape
Form
Color
Texture
Space
Value
Pattern
Balance
Rhythm
Emphasis
Contrast
Repetition
Movement
Content

Design Elements & Principles

*How to apply art vocabulary to your
artwork*

Line

- ✦ A mark with length & direction
- ✦ A path traced by a moving point

Line

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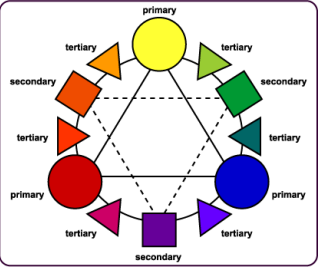
SKY LINES, THE WAVE

JIM M. GOLDSTEIN - JMG-GALLERIES.COM

Line

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Color

- ✦ A visual attribute of things that results from the light they emit or reflect.
- ✦ Color has three properties:
- ✦ Hue or tint, the color name – red, yellow, blue, etc.
- ✦ Intensity, the purity & strength of color
- ✦ Value, the lightness or darkness of a color

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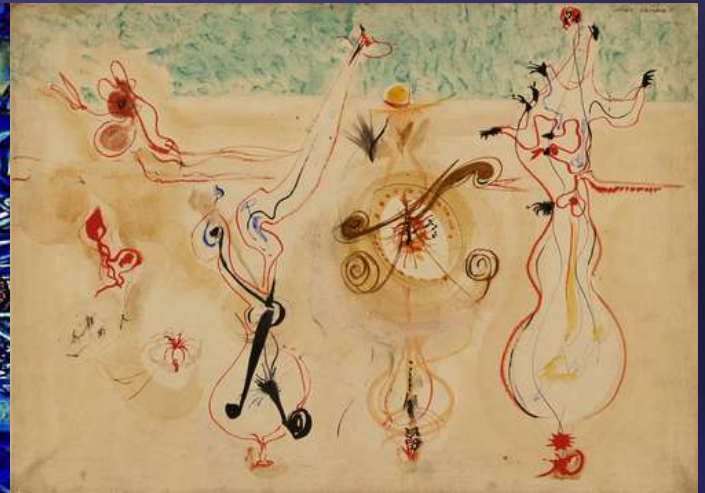
Color



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Color

Describe the colors in these images



Shape

- ✦ The outline of a figure or form.
- ✦ Shapes can be geometric (rectangles, triangles, and circles, etc.)
- ✦ Shapes can be organic (irregular)

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Shape



Shape

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Form

- ✦ Art that is 3 dimensional, height, width, depth & encloses volume
- ✦ A three-dimensional shape, such as the human form or an abstract form.

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Texture

- ✦ The way something feels to the touch.

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Texture



Texture

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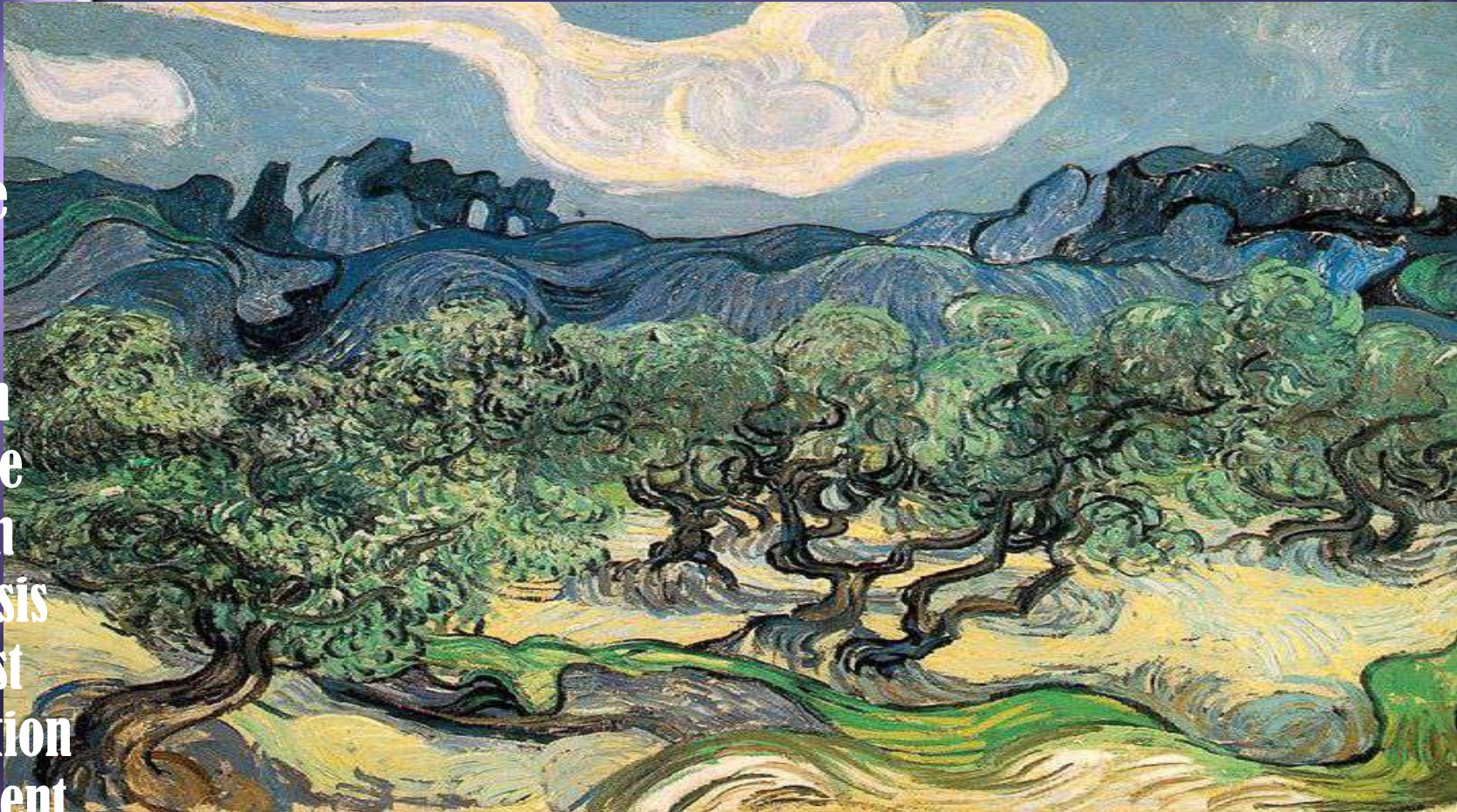
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Space

- ✦ Space – the distance or area between, around, above, below, or within things

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Space



Value

- ★ The measurement of light and darkness in a work of art.

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Value

Monochromatic



Polychromatic



Balance

- ★ The way art is arranged to create a feeling of stability in a composition
- ★ Can be symmetrical - equal on both sides
- ★ Can be asymmetrical - not equaled on both sides
- ★ Can be radial - circular

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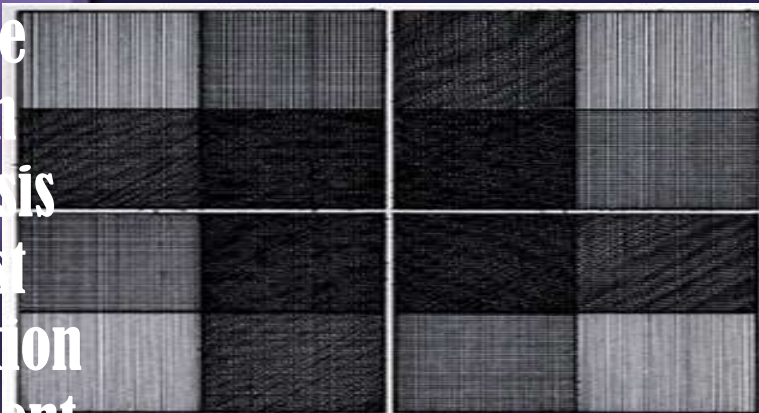
Balance



Symmetrical

Radial

Asymmetrical



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Balance

✦ Symmetrical



✦ Asymmetrical



Emphasis

- ✦ Something that gives importance to some feature of an artwork

Emphasis

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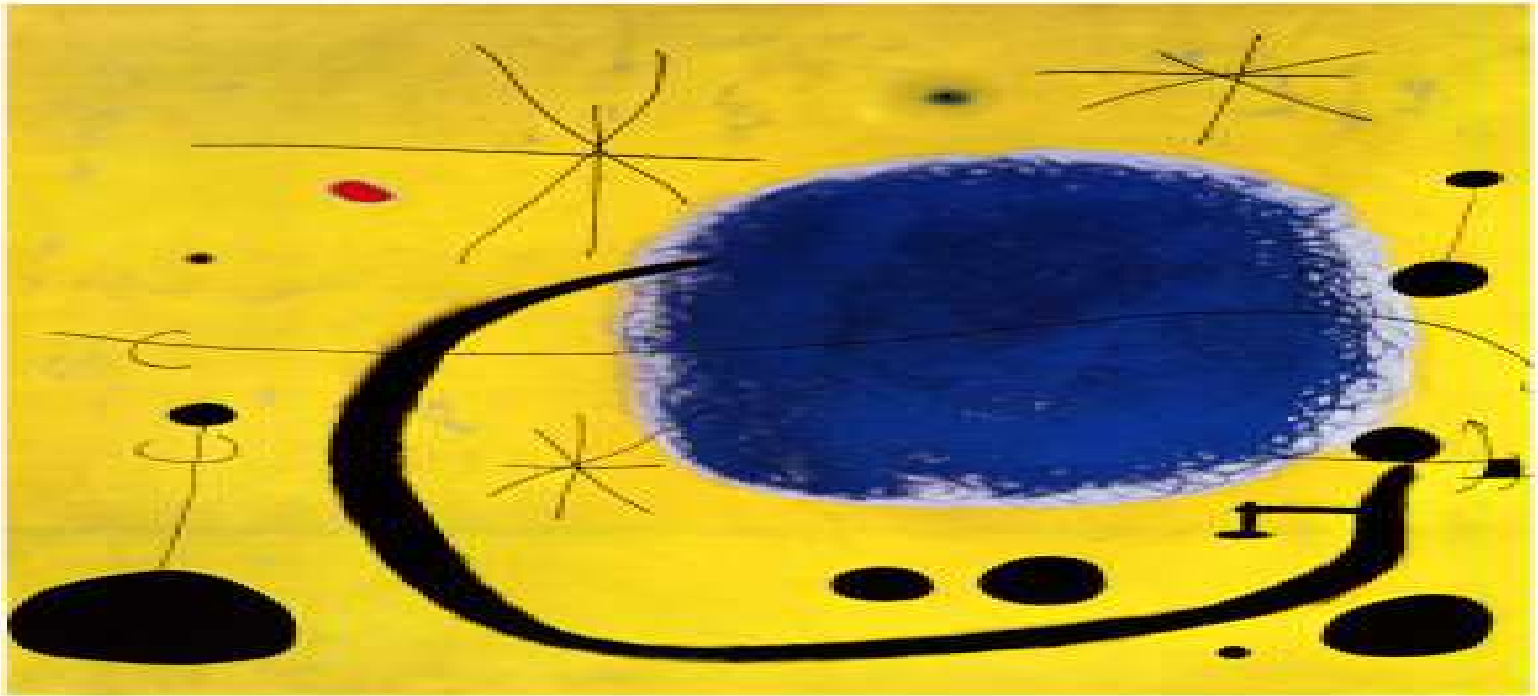
Movement

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Emphasis



Joan Miró

Contrast

✦ A large difference between 2 things

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Contrast

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Movement

- ✦ The way in which somebody or something moves.

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Movement



Movement

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Pattern

- ✦ A design made by repeating a motif at regular intervals.

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Repetition

- ✦ combining elements of art so that the same elements are repeated

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Repetition

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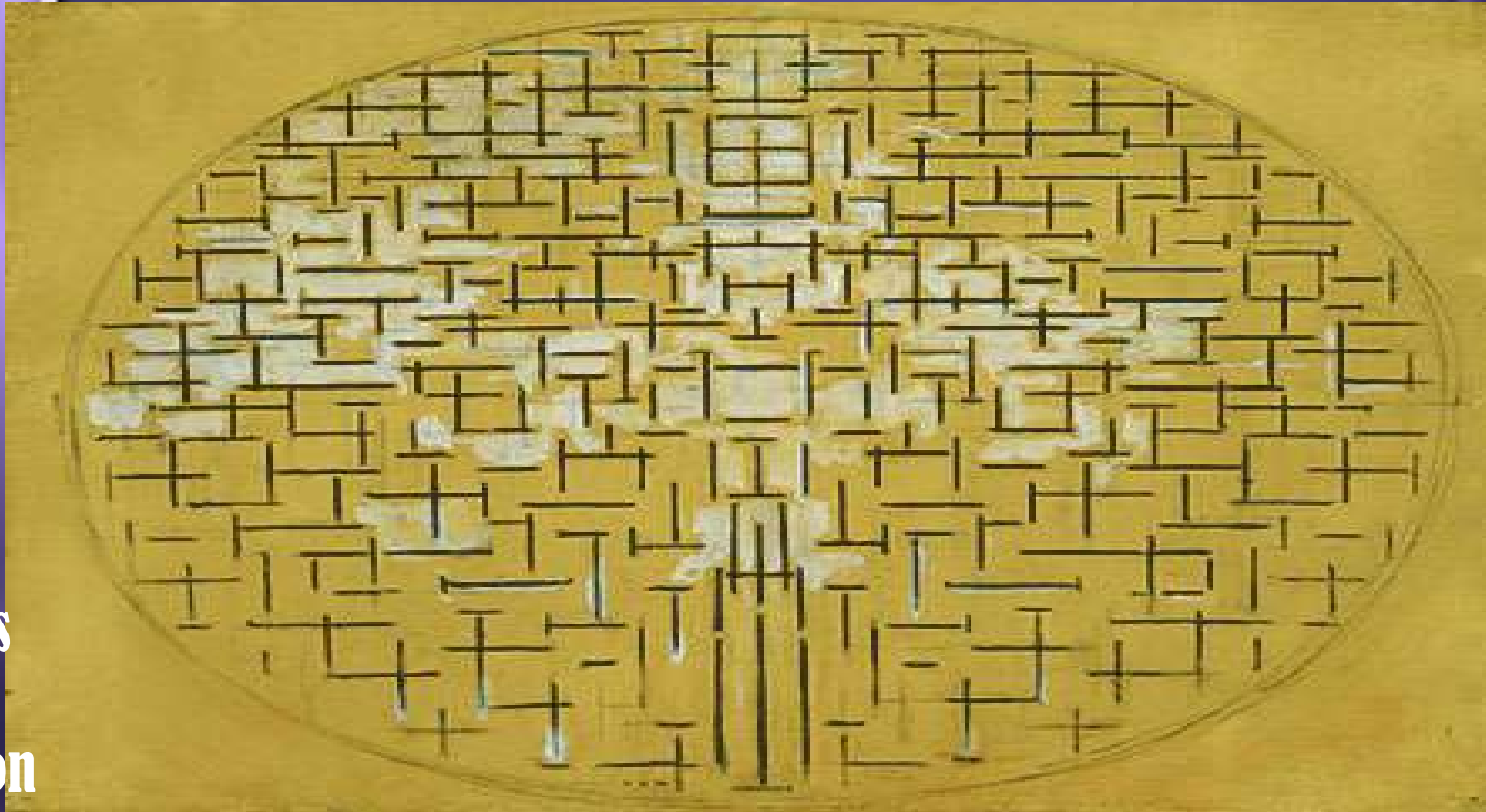
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Rhythm

- ★ The controlled movements found in all good design, they can be established through the use of any of the elements of design--lines, areas of light and shade, spots of color, repetitions of shapes and spaces, or textures surfaces.

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Content

- ✦ The meaning or message contained in a creative work of art.

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Unity

- ★ The combination or arrangement of parts into a whole

Unity

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Why are we talking about these things?

- ★ You will hearing these terms used over and over through out this course
- ★ You will be expected to incorporate these terms into your artwork – Don't worry you will learn how later
- ★ You will need to **know** these terms by the end of this course (hint: they will be needed for the final exam!)

Art Vocabulary

- ✦ Line* Pattern
- ✦ Shape* Balance
- ✦ Form* Rhythm
- ✦ Color* Repetition
- ✦ Texture* Emphasis
- ✦ Space* Movement
- ✦ Value* Content

* Unity