

Elements of Art and Principles of Design

- DDP/IED

ELEMENTS OF ART

- The Elements Of Art are the building blocks of art creation. They can be analyzed, organized, and manipulated by artists. They are the VISUAL LANGUAGE of art.

Line



- an element of art that refers to a mark made on a surface that shows the movement/path of a dot through space. Line can differ in **physical** and **directional** qualities. Lines can be real or **implied**, they can be **2-dimensional** or **3-dimensional**. Combinations of lines can suggest **pattern**, **texture**, and **value**. Lines that connect will create **shapes**. There are 5 main categories of line: **horizontal**, **vertical**, **diagonal**, **curved** and **zigzag**.

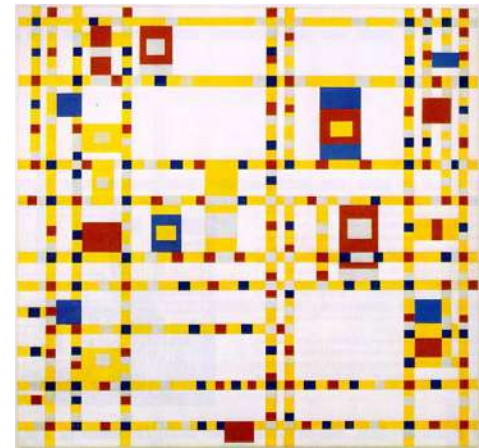
Color

- an element of art that refers to the reflection of light on an object. Color has 3 qualities: **hue** (the color name), **value** (how light or dark/**tints and shades**) and **intensity** (how bright or dull).



Shape

- an element of art that identifies an **enclosed area**. It can be **geometric** or **organic/free form**.



Form

- An element of art that appears **three-dimensional** and **encloses volume** such as a **cube, sphere, cone or cylinder**.



Value

- an element of art that refers to the lightness or darkness of a color. You can mix values by making tints and shades of a color.



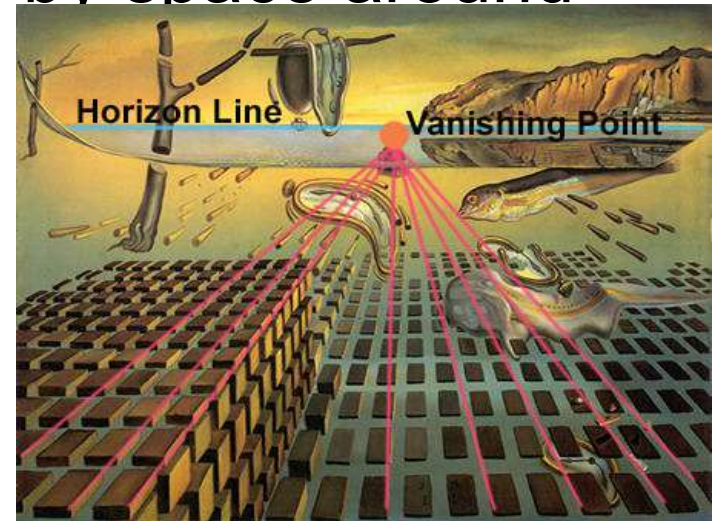
Texture

- an element of art that refers to how the **surface of an object** feels, or look as though it might feel when touched. Texture can be **actual (tactile)** or **implied (visual)**. Texture can be **rough, smooth, shiny or dull (matte)**



Space

- element of art that refers to the area around between, above, below or within objects.
Shapes (2-dimensional) and **forms (3-dimensional)** are defined by space around and within them.
- Space can be **positive** or **negative**



Principles of Design

- concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work.

Balance

is the concept of visual equilibrium

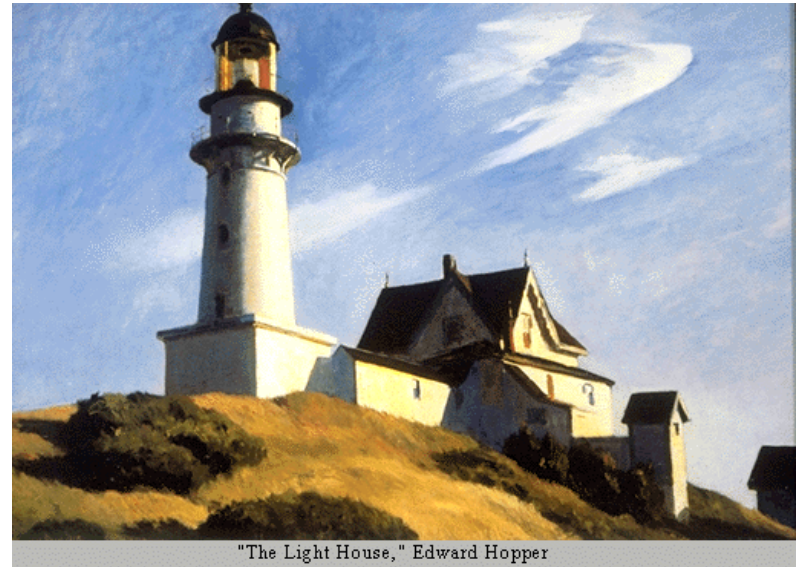
Symmetrical or Formal Balance can be described as having equal "weight" on equal sides of a centrally placed fulcrum

- Asymmetrical or Informal Balance involves placement of objects in a way that will allow objects of varying visual weight to balance one another around a fulcrum point.



Emphasis

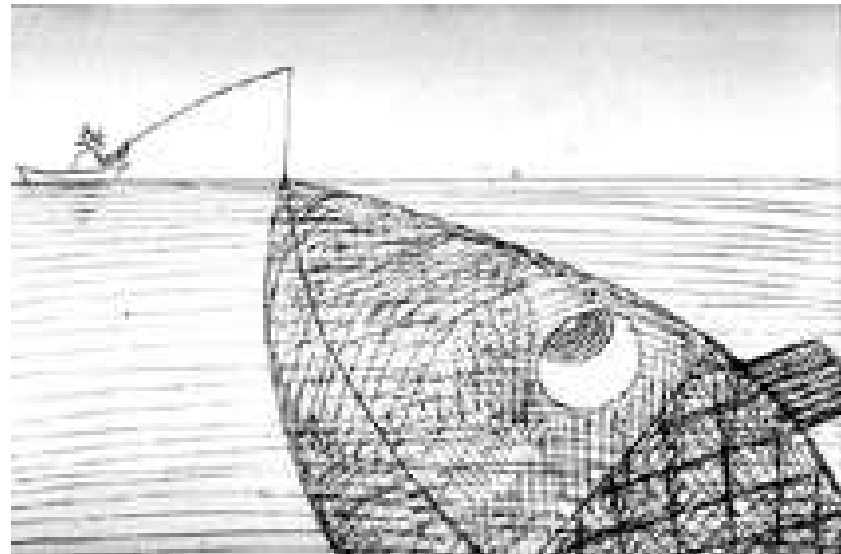
- referred to as **point of focus**, or **interruption**. It marks the locations in a composition which most strongly draw the viewers attention.



"The Light House," Edward Hopper

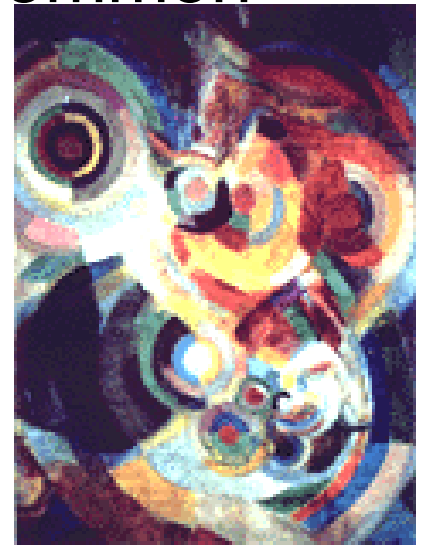
Proportion

- refers to the relative size and scale of the various elements in a design.
- is the **relationship** between objects, or parts, of a whole.



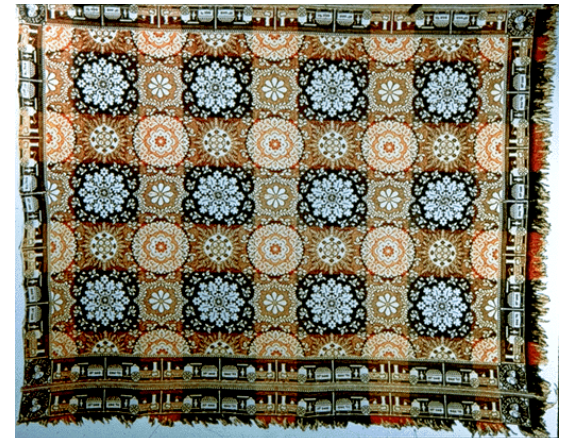
Unity/Harmony

- summarizes all of the principles and elements of design. It refers to the *coherence of the whole*, the sense that all of the parts are working together to achieve a common result; a harmony of all the parts.



Rhythm / Movement

- Rhythm shows movement through the artists' repetition of certain Elements Of Art. Just as in music when a beat is repeated over and over, an artist will use an Element of Art such as Color and repeat it over and over in a work of art.



Jacquard woven coverlet, American, early 19th century

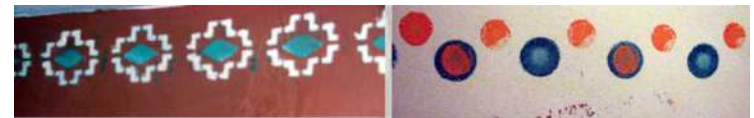
Contrast

- in art and design occurs when two related elements are different. The greater the difference the greater the contrast. Contrast adds variety to the total design and creates unity.



Repetition

- states that you repeat some aspect of the design throughout the entire piece.



*Intentional Formal
Uniform Angular*

Accidental Casual
Uneven Rounded

This pattern is created from a computer-drawn stencil, applied to the wall as a border around the perimeter of the room using texture compound, and painted with both the stencil and free-hand.

This pattern is created free-hand with a pair of round sponges, applied randomly to a hall door in passing just because there was paint on the sponges and the door was there looking too bland.

Great Links:

- http://desktoppub.about.com/od/designprinciples/Principles_of_Design.htm
- <http://char.txa.cornell.edu/language/principi/principi.htm>
- <http://www1.moe.edu.sg/edsoftware/ir/files/art-repetition/index.html>