

# **Elements of Art and Principles of Design**

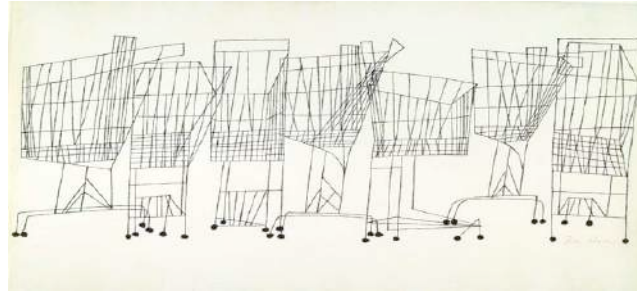
- DDP/IED

# ELEMENTS OF ART

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- 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**.

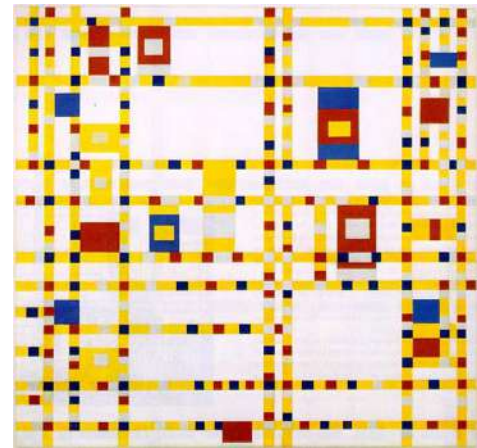
# Color

- 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

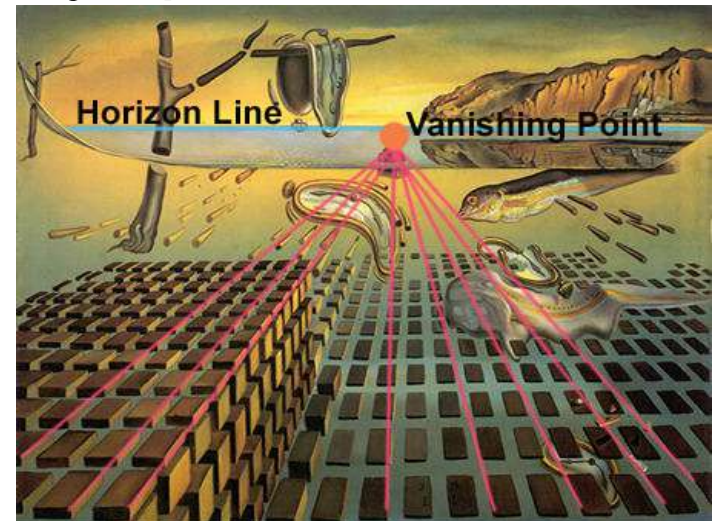
- an element of art that refers to how the **surface of an object** feels, or look as though it might feel when touched. Texture can be **actual (tactile)** or **implied (visual)**. Texture can be **rough, smooth, shiny or dull (matte)**





# 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

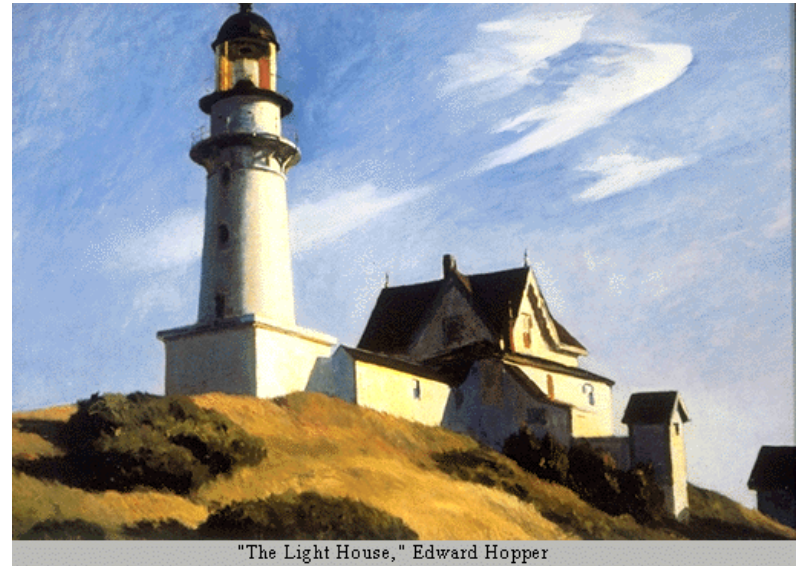
Symmetrical or Formal Balance can be described as having equal "weight" on equal sides of a centrally placed fulcrum

- 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

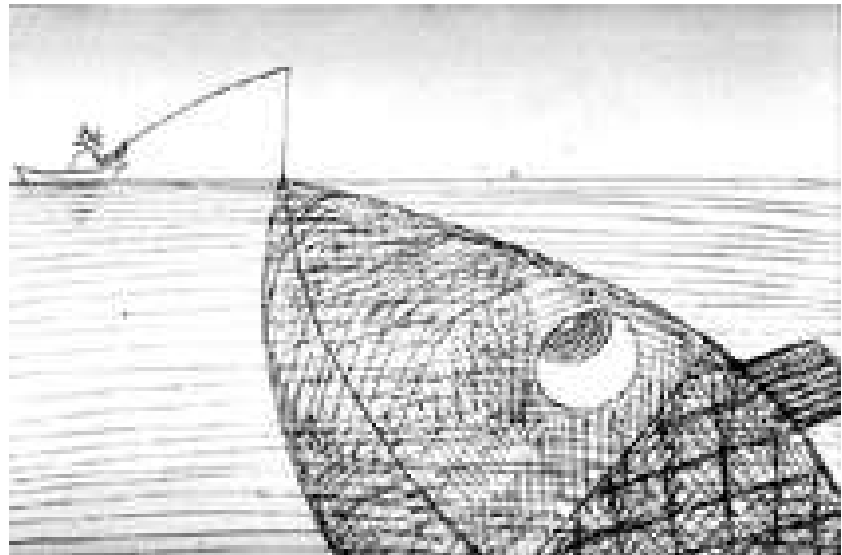
- referred to as **point of focus**, or **interruption**. It marks the locations in a composition which most strongly draw the viewers attention.



"The Light House," Edward Hopper

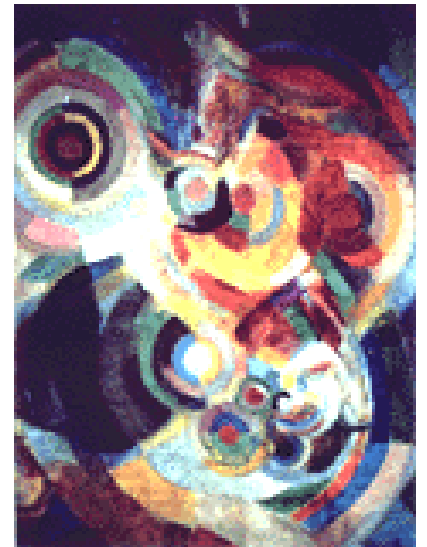
# Proportion

- 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

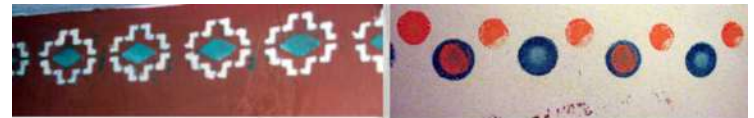
- in art and design occurs when two related elements are different. The greater the difference the greater the contrast. Contrast adds variety to the total design and creates unity.





# Repetition

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



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