

Elements of Design	Principles of Design
Line	Balance
Color	Emphasis
Shape	Contrast
Form	Movement
Texture	Pattern
Space	Repetition
Value	Rhythm

Line - A mark with length and direction. An element of art which refers to the continuous mark made on some surface by a moving point. Types of line include: vertical, horizontal, diagonal, straight or ruled, curved, bent, angular, thin, thick or wide, interrupted (dotted, dashed, broken, etc.), blurred or fuzzy, controlled, freehand, parallel, hatching, meandering, and spiraling. Often it defines a space, and may create an outline or contour, define a silhouette; create patterns, or movement, and the illusion of mass or volume. It may be two-dimensional (as with pencil on paper) three-dimensional (as with wire) or implied (the edge of a shape or form).

Color - Produced by light of various wavelengths, and when light strikes an object and reflects back to the eyes. An element of art with three properties: (1) hue or tint, the color name, e.g., red, yellow, blue, etc.; (2) intensity, the purity and strength of a color, e.g., bright red or dull red; and (3) value, the lightness or darkness of a color. When the spectrum is organized as a color wheel, the colors are divided into groups called primary, secondary and intermediate (or tertiary) colors; analogous and complementary, and also as warm and cool colors. Colors can be objectively described as saturated, clear, cool, warm, deep, subdued, grayed, tawny, mat, glossy, monochrome, multicolored, parti-colored, variegated, or polychrome.

Shape - An element of art, it is an enclosed space defined and determined by other art elements such as line, color, value, and texture. In painting and drawing, shapes may take on the appearance of solid three-dimensional object even though they are limited to two dimensions — length and width. This two-dimensional character of shape distinguishes it from form, which has depth as well as length and width.

Form - refers to an element of art that is three-dimensional (height, width, and depth) and encloses volume. For example, a triangle, which is two-dimensional, is a shape, but a pyramid, which is three-dimensional, is a form. Cubes, spheres, avoirdupois, pyramids, cone, and cylinders are examples of various forms.

Texture - An element of art, texture is the surface quality or "feel" of an object, its smoothness, roughness, softness, etc. Textures may be actual or simulated. Actual textures can be felt with the fingers.

Space - An element of art that refers to the distance or area between, around, above, below, or within things. It can be described as two-dimensional or three-dimensional; as flat, shallow, or deep; as open or closed; as positive or negative; and as actual, ambiguous, or illusory.

Value - An element of art that refers to luminance or luminosity — the lightness or darkness of a color. This is important in any polychromatic image, but it can be more apparent when an image is monochromatic, as in many drawings, woodcuts, lithographs, and photographs. This is commonly the case in much sculpture and architecture too.
(See good example at www.artlex.com)

Balance - A principle of design, balance refers to the way the elements of art are arranged to create a feeling of stability in a work; a pleasing or harmonious arrangement or proportion of parts or areas in a design or composition. Portions of a composition can be described as taking on a measureable weight or dominance, and can then be arranged in such a way that they appear to be either in or out of balance, or to have one kind of balance or another. Balance can be symmetrical, or formal; or it can be asymmetrical, or informal. It can also be radial.

Emphasis - Any forcefulness that gives importance or dominance (weight) to some feature or features of an artwork; something singled out, stressed, or drawn attention to by means of contrast, anomaly, or counterpoint for aesthetic impact. A way of combining elements to stress the differences between those elements and to create one or more centers of interest in a work. Often, emphasized elements are used to direct and focus attention on the most important parts of a composition — its focal point. Emphasis is one of the principles of design. A design lacking emphasis may result in monotony (blandness or of no interesting value).

Contrast - A large difference between two things; for example, hot and cold, green and red, light and shadow. Closely related to emphasis, a

principle of design, this term refers to a way of juxtaposing elements of art to stress the differences between them. Thus, a painting might have bright color which contrast with dark colors, or angular shapes which contrast with curvaceous shapes. Used in this way, contrast can excite, emphasize and direct attention to points of interest.

Movement - The act or process of moving, especially change of place or position, an effort. This can either be actual motion or it can be implied — the arrangement of the parts of an image to create a sense of motion by using lines, shapes, forms, and textures that cause the eye to move over the work. A principle of design, it can be a way of combining elements of art to produce the look of action. In a painting or photograph, for instance, movement refers to a representation or suggestion of motion. In sculpture too, movement can refer to implied motion. On the other hand, mobiles and kinetic sculptures are capable of actual motion as well.

Pattern - The repetition of anything — shapes, lines, or colors — also called a motif, in a design; as such it is one of the principles of design.

Repetition - Closely related to harmony, a principle of design, this term refers to a way of combining elements of art so that the same elements are used over and over again. Thus, a certain color or shape might be used several times in the same picture. Repetition also can contribute to movement and rhythm in a work of art.

Rhythm - A visual tempo or beat. The principle of design that refers to a regular repetition of elements of art to produce the look and feel of movement. It is often achieved through the careful placement of repeated components which invite the viewer's eye to jump rapidly or glide smoothly from one to the next. In any artwork, it is possible to distinguish between rhythm of color, line, and form. In the continuity of the three comes the whole rhythm of that work.