

The elements and principles of design are the building blocks used to create a work of art. The Elements of design can be thought of as the things that make up a painting, drawing, design etc. Good or bad – all good paintings and well thought out design are always a plus in using the creative process.

The Principles of design are similar to the non-seen, things you cannot touch but can feel. The elements are just the opposite, things you can feel touch and see.

### *THE ELEMENTS OF DESIGN*

#### **LINE**

Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

#### **SHAPE**

A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

#### **DIRECTION**

All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquillity. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action

#### **SIZE**

Size is simply the relationship of the area occupied by one shape to that of another.

#### **TEXTURE**

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

#### **COLOUR**

Also called Hue

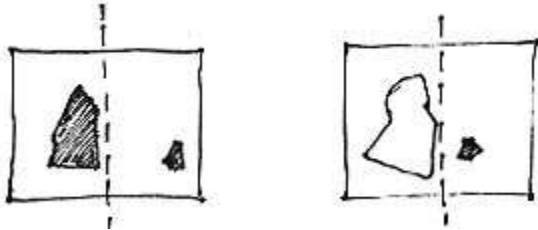
#### **VALUE**

Value is the lightness or darkness of a colour. Value is also called Tone

## **THE PRINCIPLES OF DESIGN**

### **BALANCE**

Balance in design is similar to balance in physics



A large shape close to the center can be balanced by a small shape close to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be)

### **GRADATION**

Gradation of size and direction produce linear perspective. Gradation of of colour from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.



### **REPETITION**

Repetition with variation is interesting, without variation repetition can become monotonous

### **CONTRAST**

Contrast is the juxtaposition of opposing elements eg. opposite colours on the colour wheel - red / green, blue / orange etc. Contrast in tone or value - light / dark. Contrast in direction - horizontal / vertical.

The major contrast in a painting should be located at the center of interest. Too much contrast scattered throughout a painting can destroy unity and make a work difficult to

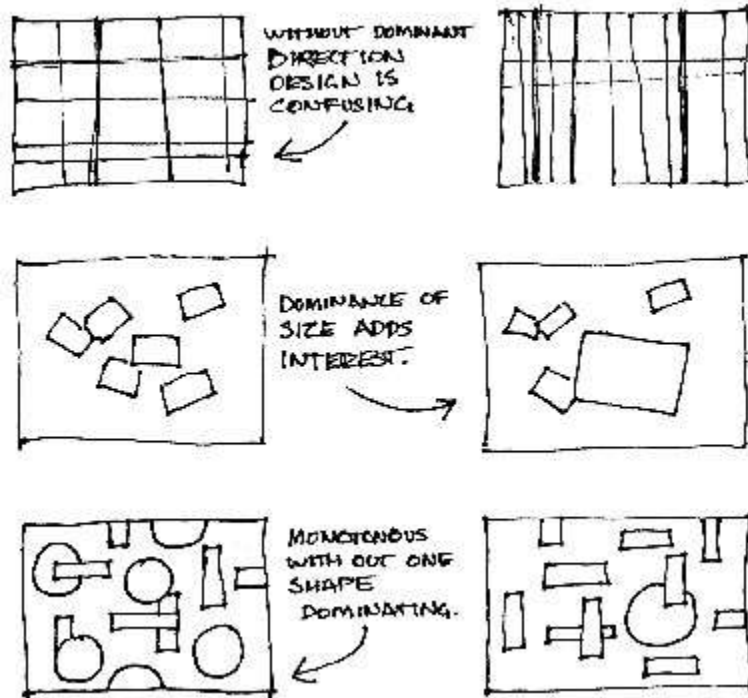
look at. Unless a feeling of chaos and confusion are what you are seeking, it is a good idea to carefully consider where to place your areas of maximum contrast.

## HARMONY

Harmony in painting is the visually satisfying effect of combining similar, related elements. on the colour wheel, similar shapes etc.

## DOMINANCE

Dominance gives a painting interest, counteracting confusion and monotony. Dominance can be applied to one or more of the elements to give emphasis



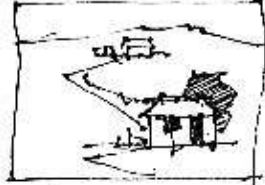
## UNITY

Relating the design elements to the the idea being expressed in a painting reinforces the principal of unity.eg. a painting with an active aggressive subject would work better with a dominant oblique direction, course, rough texture, angular lines etc. whereas a quiet passive subject would benefit from horizontal lines, soft texture and less tonal contrast.

Unity in a painting also refers to the visual linking of various elements of the work.



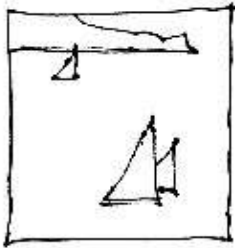
IN THIS EXAMPLE THE EYE HAS TO MAKE AN UNCOMFORTABLE JUMP TO LINK THE TWO GROUPS OF BUILDINGS.



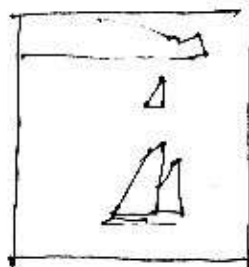
BY INCLUDING A ROAD THE LINK IS MORE COMFORTABLE: THE PICTURE HAS BETTER UNITY.



THE LINK COULD ALSO BE MADE WITH A DARK MASS OF TREES.



WHERE THERE IS NO LINEAR OR TONAL LINK BETWEEN TWO SHAPES, THEIR PLACEMENT & SIZE RELATIONSHIP IS VITALLY IMPORTANT FOR A COMFORTABLE VISUAL LINK TO BE MADE.



AVOID MAKING A VERTICAL VISUAL LINK. IT ALWAYS FEELS AWKWARD.

## Pattern

Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.

## Proportion / Scale

Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body.

<http://www.projectarticulate.org/principles.php>