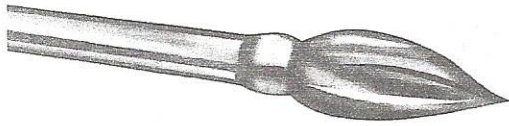


# Elements & Principles of Design

Art is created through experimentation using a variety of tools and organizational strategies. The tools of art are not just brushes, paints and palettes, but rather elements of design. The elements of design are **color** and **value**, **form**, **line**, **shape**, **space**, and **texture**. How the tools or elements are used or organized creates the principles of design. Design principles are **balance**, **emphasis**, **movement**, **pattern**, **proportion**, **repetition**, **rhythm**, **unity** and **variety**.

Each activity highlights at least one element and principle of design. Others may be incorporated into the artwork, but it is easiest to develop skills when focusing on fewer tools and organization. Think of the elements and principles of design as the content skills for each activity.



## Elements

### Color and value

Colors are light waves reflected and absorbed by objects. Hues are the names of colors. Primary hues are red, yellow and blue. Secondary hues are green, orange, and violet. Tertiary hues are the mixing of a primary with a secondary hue. Complementary hues are positioned across from each other on the color wheel. Analogous hues sit next to each other on the wheel.

Value refers to the lightness or darkness of a color. By adding white to a hue, a tint is produced; adding black produces a shade.

### Form

Three-dimensional shapes having length, width and depth are forms. They may be spheres, cylinders, boxes, prisms or organic.

### Line

Lines are marks that have length and direction. Line quality is expressed by thickness, thinness, wavy curly, jagged, straight, etc.

### Shape

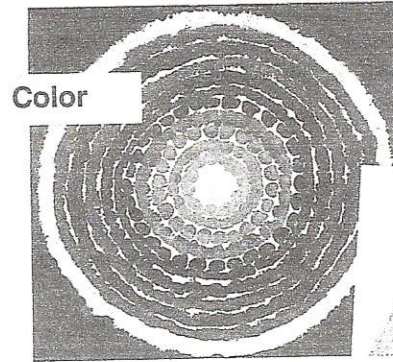
Shapes are flat and two-dimensional. They may be circles, squares, triangles, organic, etc.

### Space

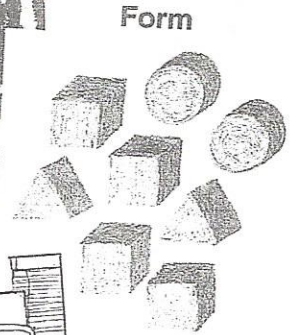
Space is the area between and around objects. The object fills positive space while negative space surrounds the object. Space is created in a two-dimensional artwork by using perspective, overlapping, and color and value, creating the appearance of depth or distance.

### Texture

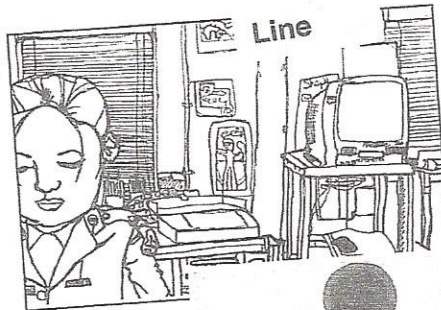
The surface appearance or feel is texture, which may be smooth, rough, prickly, fuzzy, hard, etc. Texture is created in both two and three-dimensional art using a variety of techniques and materials.



Color



Form



Line

Shape



Space



Texture

# Principles

## Balance

Balance is the equal visual weight in artwork. When both sides of an artwork are mirror images it is symmetrical balance; when one side is different from the other side, the artwork has asymmetric balance. Radial symmetry is achieved when the design radiates out from the center of the artwork.

## Emphasis

Emphasis calls attention to a point in the artwork. The point of interest is usually in contrast to the surrounding space and is achieved by using several elements.

## Movement

Movement is the path the viewer's eye takes through the artwork, often to a focal area. It can be directed along lines, edges, shapes and color. Movement is closely tied to rhythm.

## Pattern

The repeating of an object or symbol throughout the artwork creates a pattern. The repetition may be organized or random.

## Proportion

When all parts of an artwork—size, amount and location, fit well together the artwork has proportion. Proportion is important and usually thought of when creating living figures.

## Repetition

Repetition works with pattern to make the artwork seem active. Repetition of elements creates harmony within the artwork.

## Rhythm

Repeating one or more elements to create organized movement is rhythm. Rhythm creates a mood or feeling in the artwork.

## Unity

Unity is the feeling of harmony in an artwork; all parts belong together.

## Variety

Several elements work together to create variety, which holds the viewer's attention.

