**Elements of Design**

**Line**

* The name of a line describes how it looks
* Defines the shape of things
  + Can be horizontal, vertical, dotted, zig-zag, curved, straight, diagonal, bold, or fine.
  + Lines can show direction, lead the eye, outline an object, divide a space, and communicate a feeling or emotion.

**Shape**

* Shapes are made by connecting lines.
* Circle, Square, Triangle, Freeform are words used to describe shapes.
* **Form**
  + When a shape has three dimensions, it becomes a FORM

**Color**

* There are 3 colors that make all of the other colors. These colors are Red, Blue, and Yellow. They are called Primary Colors.
* When you mix 2 primary colors together, you get a SECONDARY color. The secondary colors are Violet (Purple), Green, and Orange.

When you talk about a Color, it is described with words like hue, value, and intensity.

Hue – is the name of the color – Like Red or Blue

Value – is how light or dark the color is

* The more black or white that is added to the color to change the Value

Intensity – is the brightness or dullness of a color

* Two colors may be pink, but one is more intense than the other.
* We add the Complimentary Color – the opposite color - to the pure “bright” color to change its value.

**Texture**

* Texture is the surface quality of an item.
* It is how something feels when it is touched OR look like it would feel if touched.

**Space**

* Space refers to the area that a shape or form occupies.
* It is also the background against which we see the shape or form.
* Space can be positive - **The object in a picture. The area that a shape or form occupies.**
* Space can be negative – **The background. Defines the boundaries of the positive space.**

**Principles of Design**

**Balance**

* Balance gives a feeling of stability.
* There are 3 types of balance:
* Symmetrical – same on both sides
* Radial Balance – has a center point
  + Like a pizza, tire, or some flowers
* Asymmetrical balance – creates a feeling of equal weight on both sides, even though the sides do not look the same. This is the hardest balance to achieve.

**Proportion**

* Proportion refers to the relationship between one part of the design and another part OR to the whole design
* It is a comparison of sizes, shapes, and quantities
* For example: the relationship between the vertical and horizontal measurements of a wall hanging may be pleasing because the unequal lengths produce and interesting contrast

**Rhythm**

* It allows the eye to move from one part of a design to another part
* Rhythm can be created by
  + Repeating a color, shape, texture, line, or space.
  + Varying the size of objects, shapes or lines in sequence (small to large)
  + Using a progression of colors from tints to shades (light blue to dark blue)
  + Shifting from one hue to a neighboring hue ( yellow to yellow-orange to orange to red-orange to red)

**Emphasis**

* Every design needs a point of interest -> Emphasis is the quality that draws your attention to a certain part of a design first.
* To create Emphasis:
  + Use a contrasting color
  + Use a different or unusual line
  + Make a shape very large or very small
  + Use a different shape
  + Use plain background space

**Harmony/Unity**

* When things look “right” together.
* Examples:
  + Lines and shapes that repeat each other show unity ( curved lines with curved shapes)
  + Colors that have a common hue are Harmonious.
  + Textures that have a similar feel add to unit.
* Too much uniformity sometimes can be boring
* Too much variety destroys unity