

Line

A line is a mark on any kind of surface made by a pencil, pen, or tool. The mark is always longer than it is wide.



- Lines direct attention to a specific location in a visual image
- Horizontal lines are used to symbolize rest and relaxation
- Lines can be straight, curved, or irregularly shaped

HOW: Lines are used to divide space, direct the eye, and create forms.

WHEN & WHERE: Lines are used all the time, everywhere

ELEMENT

Form

Form is a 3-D shape or an illusion of a 3-D shape. Form can be portrayed on a 2-D surface but it can still look 3-D.

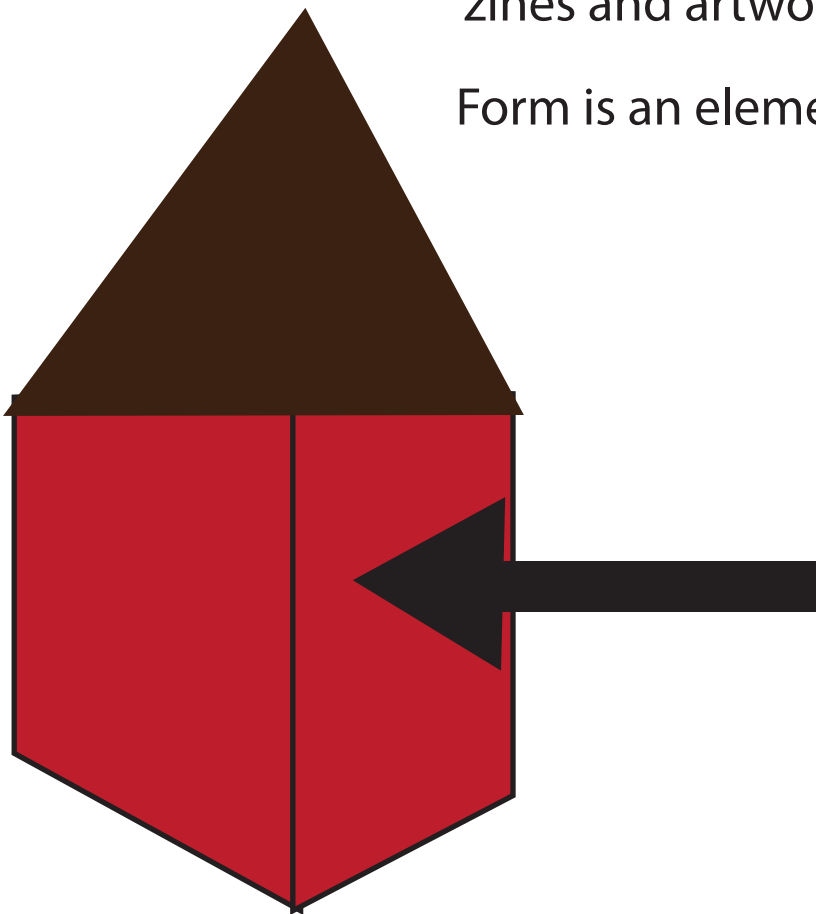
- ~Form helps you organize your artboard
- ~You can merge shapes to create form
- ~Form can be made better by using tone, texture and color

Form can be used to give the impression that the objects is coming off the page

Form is used when you want to make something look 3-D

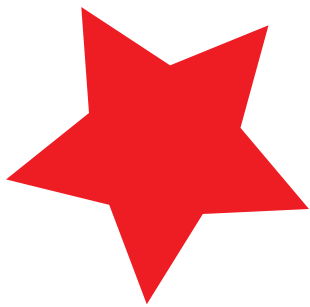
Form is used on packaging, websites, magazines and artwork

Form is an element



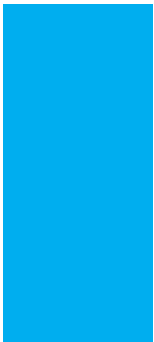
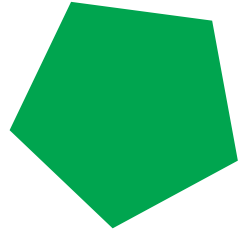
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It's an enclosed space with defined boundaries
There are two kinds of shapes: geometric and organic



Shape

Can be used to create designs
by putting shapes together
Used when you want to create
designs
You can use it pretty
much anywhere



1. It is two dimensional
2. It can show perspective by overlapping
3. It makes it more appealing



Geometric shapes are circles, rectangles, squares, and triangles. They all have clear edges. Organic shapes have natural, less well defined edges like amoebas or clouds.



Laura Bihlmeyer
Nick Bassett

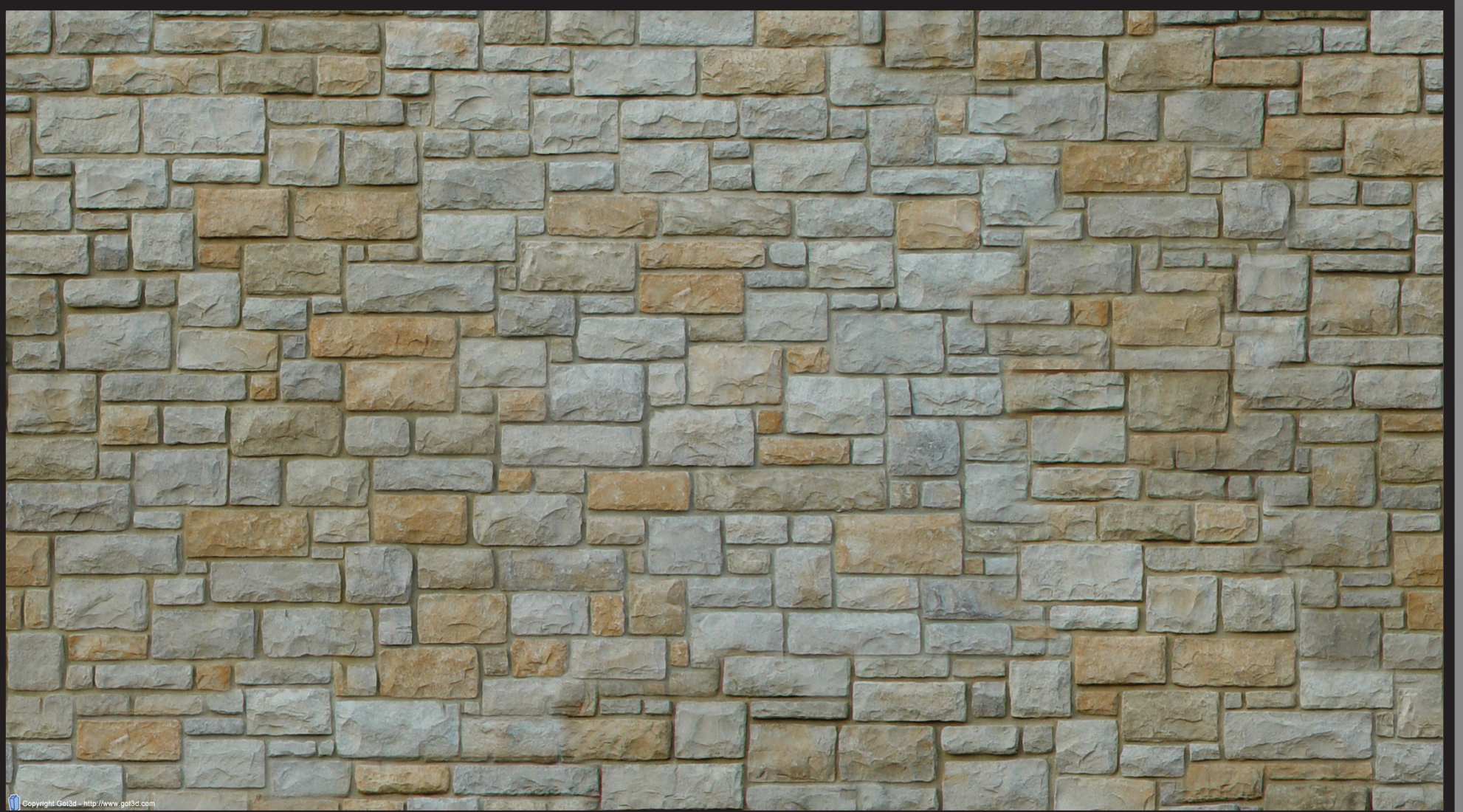
Texture



Texture is the way something feels,



actual
surface properties,
or the way a two dimensional surface
appears to feel-*implied texture*



VALUE

The Lightness Or Darkness

An element of art, value refers to the lightness or darkness of a color. Value becomes critical in a work which has no colors other than black, white, and a gray scale. For a great example of value in action, think of a black and white photograph. You can easily visualize how the infinite variations of gray suggest planes and textures.



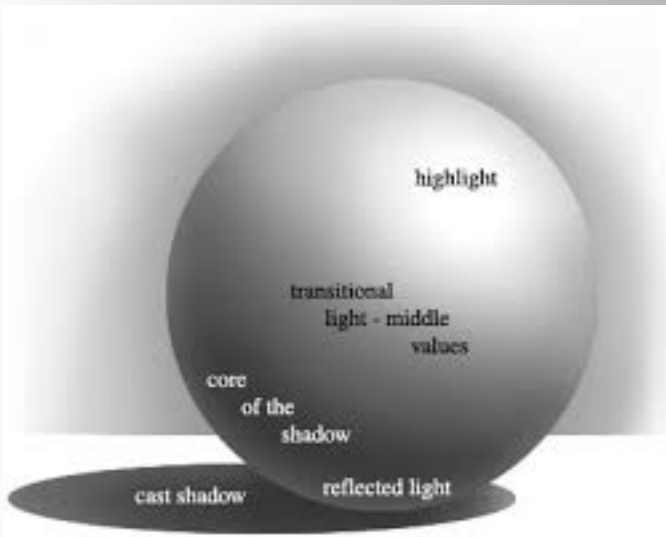
a change in value is the addition of black or white to a color.

Value in art is sometimes referred to as tint

High and low key refers to darker and lighter colors

value is used to define a mass or volume in a 2D art piece

Contrast.

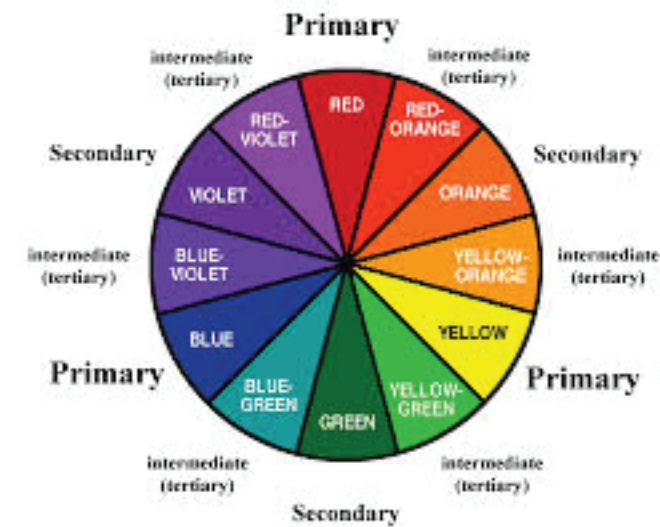


COLOR

The monochromatic color scheme uses variations in lightness and saturation of a single color. The analogous color scheme uses colors that are adjacent to each other on the color wheel. The complementary color scheme is made of two colors that are opposite each other on the color wheel.

The split complementary scheme is a variation of the standard complementary scheme. It uses a color and the two colors adjacent to its complementary.

The triadic color scheme uses three colors equally spaced around the color wheel.



Color is an element of design and is derived from reflected light. It has three properties and has six color schemes that show different characteristics.

Color makes things more realistic and stand out. Different artists use color schemes in their art pieces to bring harmony to the design. Certain color schemes can bring a different feeling to the piece. For example a complementary color scheme causes a visual vibration, designs to sparkle, snap, and sizzle with electricity while a monochromatic color scheme is very limited and can be boring.

- You can use color to show emotion (red is angry, blue seems calming)
- Color is the way an object absorbs or reflects light
- Primary colors: red yellow and blue

Color is used to make things more realistic and create a certain feeling
Use it when you want to create harmony of a certain theme
You can use it in an art piece or even when it comes to decorating your home
Color is an element of design

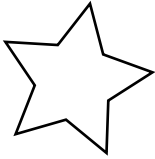
Design Elements

Line



Mark that's longer than wide

Shape



Flat enclosed area

Value



Lightness or darkness

Color

-Hue

-Contrast

-Intensity



the color name

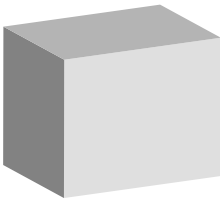


the degree of
lightness or
darkness of a
color. a tone



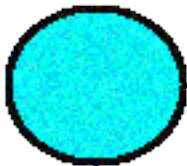
Dullness or
brightness

Form



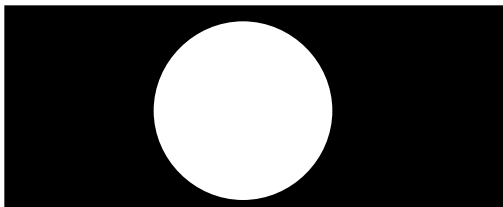
3-D object

Texture



The way something
looks like it feels

Space



Positive or negative space

CoNtRAst

A principal of design

The difference or variation within a work of art. Is used to make part of the piece stand out by using color, value, or size.

Examples:

TITLE

TITLE

The yellow text does not stand out on the page like the white text on the black background

TITLE

TITLE

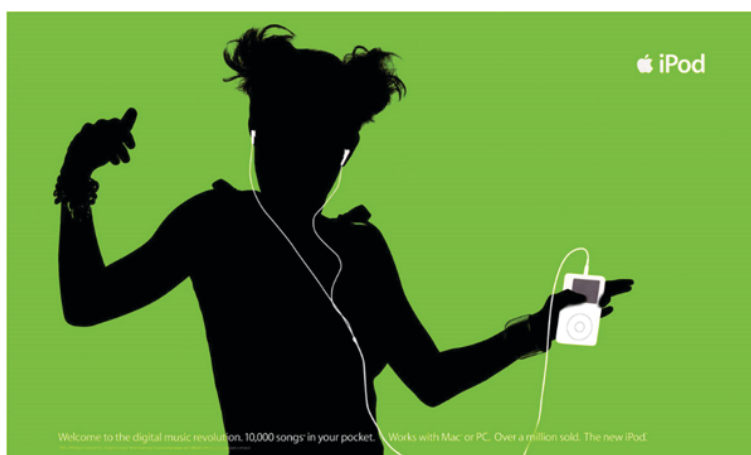
Putting contrasting borders around objects or text can make them stand out better on the page

MAIN POINTS

- CAUSING THINGS TO STAND OUT ON YOUR WORK
 - REFERS TO DIFFERENCE OR VARIETY
- DRAWS BETTER ATTENTION TO PRODUCT FOR SALE

How, when, where: ON PACKAGING AND ADVERTISEMENTS TO DRAW ATTENTION OR ON NEWSPAPERS AND MAGAZINE

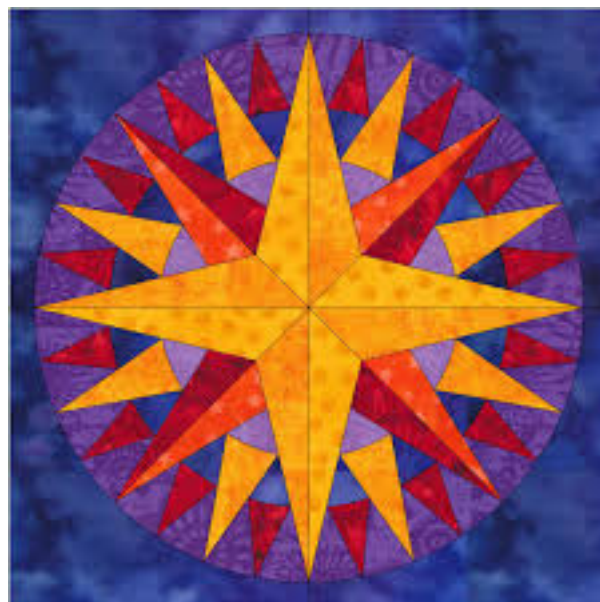
REAL LIFE EXAMPLES:



BALANCE

Balance is a principle of art in which both sides of the horizontal or vertical axis are exactly or nearly exactly the same pieces of work.

- Radial, Symmetrical, Asymmetrical
- Weight
- Similarity



Emphasis

Focal points or where the eye travels when looking at a work of art. Creates a visual of what the person/reader is looking at.



- Attracts attention
- Makes an element stand out
- Gives part of design particular prominence

Without emphasis, your eye tends to wander and is never satiated.

Focal point devices to keep in mind are color, contrast, depth of field, isolation, light, placement, perspective, and size.



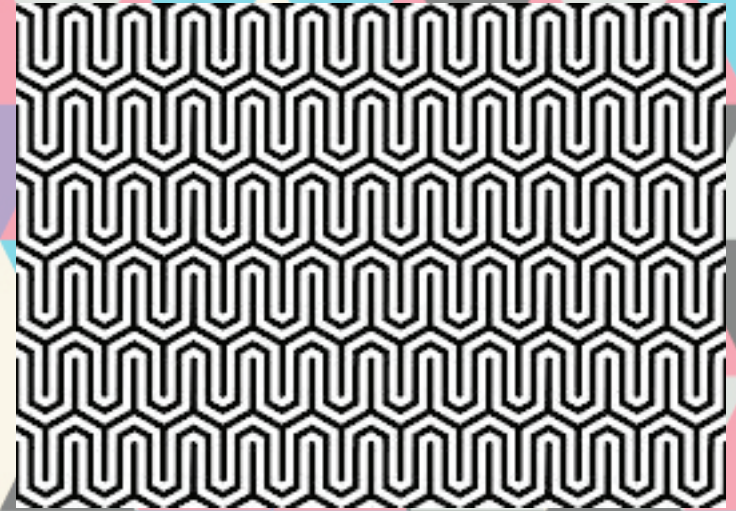
Principal

Principle of Design: Pattern

A pattern is a surface element that is comprised of planned repeated units. It's a repetition of the same things, followed by the same things. They're everywhere you look.

Patterns come in many different forms such as mosaics, lattices, spirals, meanders, waves, symmetry and fractals, among others. color, lines, shapes, values.

Pattern should be used when the images are intended to be echoed, they should have some variation to maintain interest.



Main Points:

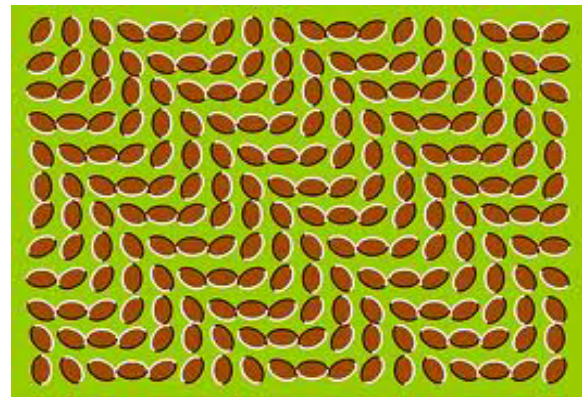
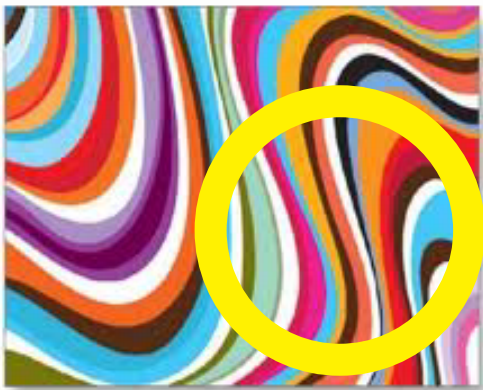
- typically associated with Rhythms
- enhances organization
- can be used to improve a somewhat bland piece
- Repetitive



MOVEMENT

Definition- Movement is the use of lines, colors, textures, forms, value, and space to direct the viewers eye from one part of the design to another.

Examples:



Movement can be seen within the yellow circle above.

- Can show movement using diagonal lines
- Dynamic movement is characterized by open shapes
- Most movement flows smoothly
- Movement makes the viewer look at the whole design
- Movement is a design principal

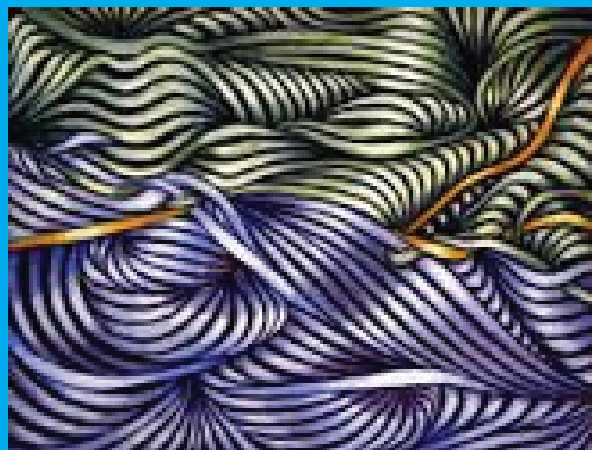
Movement is used by creating paths for eyes to follow by using shapes, colors, etc.

Use movement to draw attention to special content that might be important.

Movement can be used whenever you want to.

Rhythm

Rhythm is a principle of design that is the repetition or alteration of elements, often with defined intervals between them.



- Path that the eye follows.
- Depends upon the elements of pattern and movement.
- Repetition involves the use of patterning to achieve timed movement.

Move the eye through a painting. Artists use rhythm when they want the viewer's eyes to move throughout the painting.

Rhythm can be used anywhere throughout a painting to make the eyes of the viewer flow to another portion of that painting.

Rhythm can create a sense of movement, and can establish pattern and texture. There are many different kinds of rhythm, often derived by the feeling something evokes when viewed.



Unity

Principle of design



Everything in a work of art is unity. To have unity in a piece, there must be a combination of different elements, principles, and media.

The pictures show how unity must use balance, repetition, and design harmony. It is used to make your eye move through the picture and is used in most pictures. It should be used in all pieces of art so everything is balanced in the picture.



helps movement through the piece

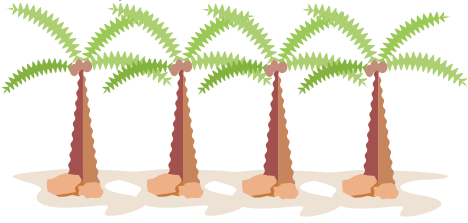
patterns help with unity

paying attention to colors and shapes

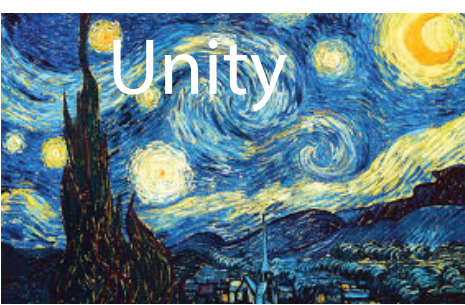
Principles of Design

Balance : equalized visual forces of elements

Rhythm : the repetition or alternation of elements



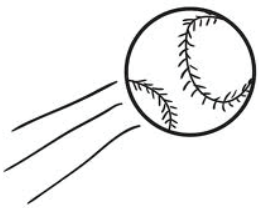
Contrast : the occurrence of differing elements



Unity

: the sense that everything in a piece of work fits together

Emphasis : the areas of **interest** that guide the eye into and out of the image



Movement : the use of lines, color, and repetition to create the illusion of motion

Pattern : A surface element that is comprised of planned repeated units