

# ELEMENTS AND PRINCIPLES OF DESIGN

The principles and elements of design are the visual organization and vocabulary of art. Using these will aid the artist in making a piece that is aesthetically pleasing.

## ELEMENTS:

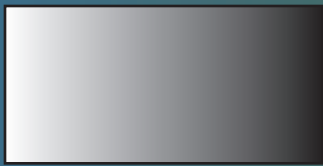
Line -



Shape -



Value -



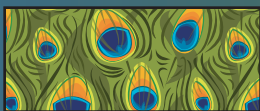
Color -



Form -



Texture -



Space -



## PRINCIPLES:



- Balance



- Contrast



- Emphasis



- Movement



- Pattern



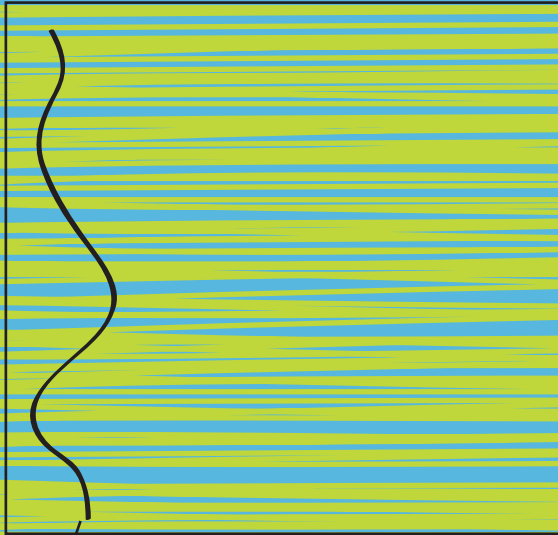
- Rhythm

- Unity

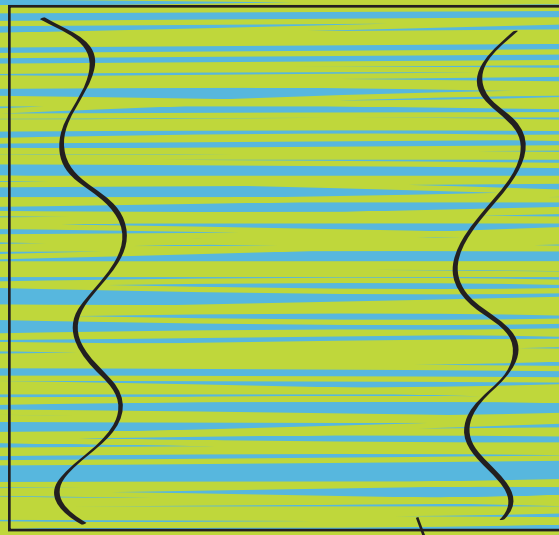
# Design Principal: Balance

Balance- The arrangement of the objects in a given design as it relates to their visual weight within a composition.

Comprised of two forms: symmetrical and asymmetrical



Asymmetrical



Symmetrical

In the picture on the left you can see that it is not balanced because the design is only on one side. On the right you can see that the design is on both sides balancing it out equally.

- Equilibrium
- Visually pleasing
- Symmetrical
- Asymmetrical

How it's used:

To make a picture even throughout to improve appearance.

When it's used:

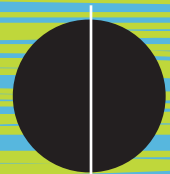
To mirror an image.

Where it's used:

Everywhere from advertisements to classroom projects to everyday life.

Examples:

Both sides of the circle/square are symmetric





# Unity

Relationship between the parts and the whole. A concept that stems from some of the Gestalt theories. Investigates the concepts of a given design.

Unity is used by repeating pattern, shape and colors.

You use Unity in scenes of still life and abstract .

- Concept that stems from theories.
- Helps create images with less work.
- Creates a tempo or rhythm.
- Works with the principle or balance.

**Unity is a principle.**

Use unity in any picture.

**The couple is the same relative silhouette. There is also a general color pallet used. Shades and tints of brown are used on the couple in the foreground and the house in the background.**





# Principle

# Rhythm

THE PLACEMENT OF OBJECTS TO CREATE FLOW IN A WORK OF ART.

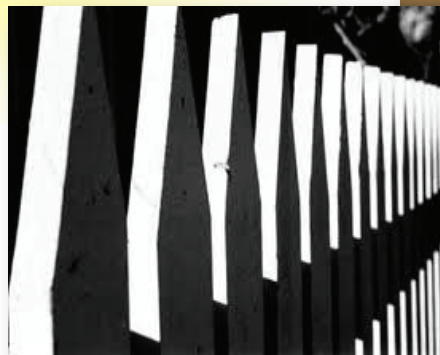
*Rhythm can establish pattern and texture. Rhythm can be expressed in the three forms of rhythm Regular, flowing, and progressive.*

Can establish pattern and texture

Repetition of visual movement

Variety keep the work exciting

**Troy Marrett**  
**Jacob Manross**



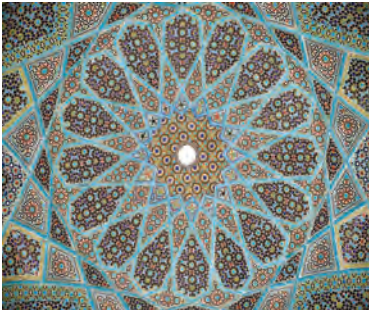
*Work is easy to look at and understand because of the flow.*

# EMPHASIS

*The ability to attract attention and make an element stand out. Without emphasis, our eyes would wander around the piece of art, never becoming focused.*

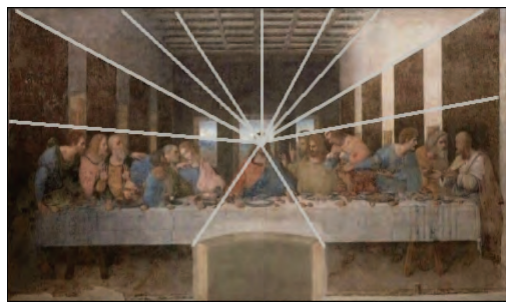


*The light color used for the top skull in this piece causes the viewer to form an **emphasis** on that part of the piece.*



*The large opening in the middle of the ceiling art adds **emphasis** to that portion of the piece and creates a focal point.*

- ★ **Emphasis** causes the eye to be drawn to a certain portion of an artwork.
- ★ **Emphasis** can also create a focal point in a piece of art.
- ★ **Emphasis** is almost always used in pieces of art.



*The painting "Last Supper" contains converging lines, **emphasizing** Jesus in the center of the painting.*

*How: **Emphasis** is used to create a focal point within a piece.*  
*When: **Emphasis** is used when the artist wants the viewer to focus on a certain point of the piece.*  
*Where: **Emphasis** is used in all pieces of art, ranging from paintings, to even films.*

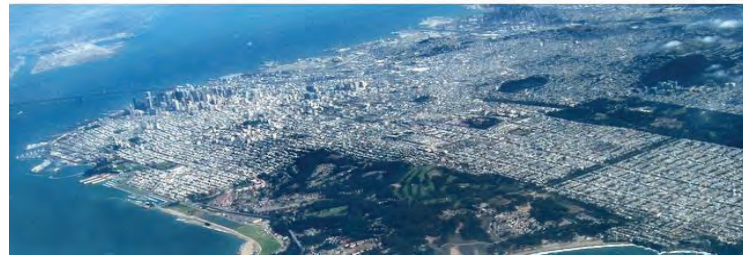
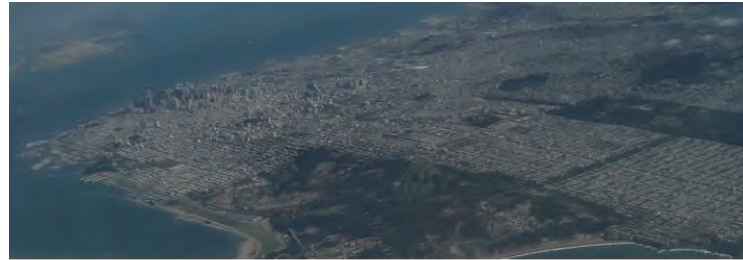
Principle of Design

Elliott Jackson  
Jack Kamal



# CONTRAST

CONTRAST IS THE DIFFERENCE IN COLOR THAT MAKES AN OBJECT DISTINGUISHABLE. IT IS DETERMINED BY THE DIFFERENCE IN THE COLOR AND BRIGHTNESS OF THE OBJECT.



- IT'S A PRINCIPLE OF DESIGN
- OPPOSITE COLORS ON THE COLOR WHEEL
- SHOULD BE LOCATED AT THE CENTER OF INTEREST
- CONTRAST IN TONE/VALUE- LIGHT/DARK
- CONTRAST IN DIRECTION- HORIZONTAL/VERTICAL

THEY USED PINK TO SHOW HOW MUCH THE COMB WOULD STAND OUT, RATHER THAN IT BE BLACK OR GRAY AND NOT STAND OUT.

USE CONTRAST WHEN YOU DONT WANT TO USE TOO MANY COLORS, WHEN YOU WANT TO EXAGGERATE SOMETHING AND DRAW SOMEONE'S EYE TO THE PICTURE.

USE IT IN/NEAR THE CENTER OF THE PICTURE



# Patterns

## Element



- A Pattern is a surface element that is comprised of planned repeated units. It can be used to help move the eye from on part of the picture to another.
- Using patterns can help make an image come to life.
- Can go on forever!
- Can use every color!

Patterns are used in almost every piece of art. They are used to make the picture exciting.





# Value

*Value - The relative degree of lightness and darkness in a design element.*

*Value is used to describe objects, shapes, and space by increasing the lightness or darkness of piece of art. It can change the outcome greatly.*



- Dark areas gloom, mystery and menace
- Light areas denote happiness, fun and warmth.
- Value creates contrast



Light

Dark

*Used by increasing darkness or lightness in a piece that could be boring otherwise.*

Element

# FORM

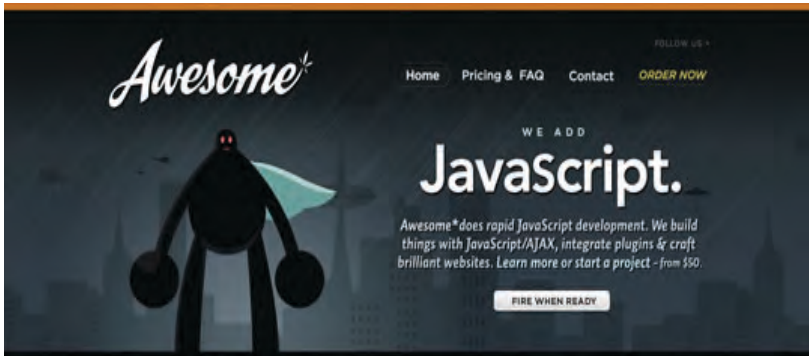
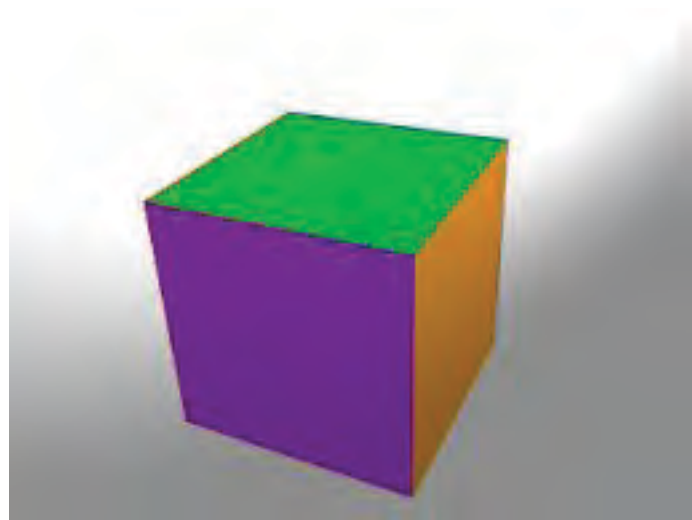
Form: Form is any 3-D object. It can be measured, and also defined by light and dark. There are two forms, organic and geometric. It can be illustrated or constructed.

How- To make things more realistic

When- When you need the illusion of highlight, shading and shadows.

Where- Newspaper, websites and magazines.

Form is an Element.



Example of Form

## Main Points

- An actual 3 Dimensional object
- Two types, Geometric and Organic
- Illusion of Form- Highlights, shading and shadows.

Lauren Wiegand  
McGreal Duffy



# COLOR

**DEFINITION- THE WAY YOUR EYES PERCEIVE DIFFERENT VARIATIONS OF LIGHT.**

Color is defined by hue, contrast, and intensity.

- Hue is the colors **Red**, **blue**, **yellow**, **green**, **violet**, and **orange**.
- Contrast is the light and darkness of color.
- Intensity is the dullness and brightness of color.

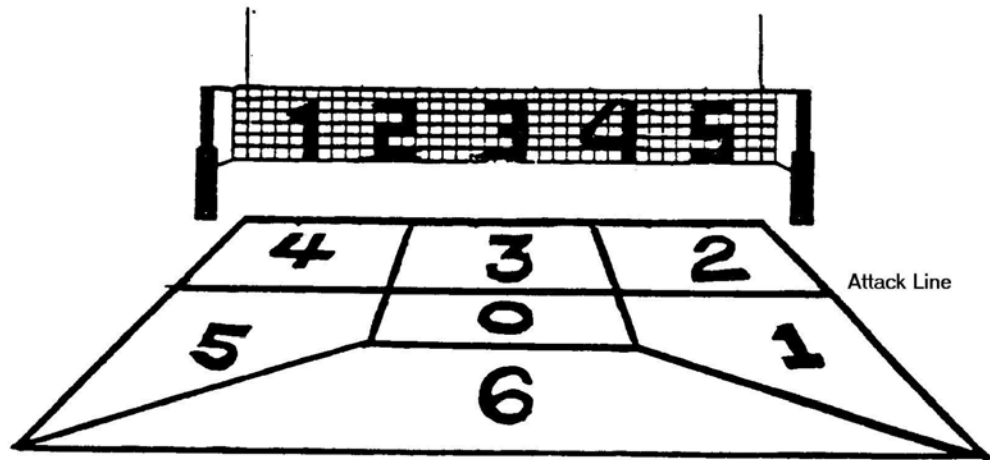
Color is an Element of Design. Color is used in everything we do. It can be used to show emotion, painting, decorating, and designing.



# Line

A line is a path of a dot through space, longer than it is wide. There are 5 types; vertical, horizontal, diagonal, zig zag, and curved.

ex. lines could be use as dividers



\*shows the continuous movement of a point along a surface.

\*can be created by edges of shapes

\*lines could be straight or curved

\*every line has length, thickness, and direction

\*a line is a basic element



Lines could be used for alot of things in life. They are the basic building blocks of shapes, designs, etc.

The best time to use lines is anytime. Lines are used when writing, typing, drawing etc.

Lines are used anywhere.

writing, drawing, typing, painting, building, etc.

## A line is an element

# MOVEMENT

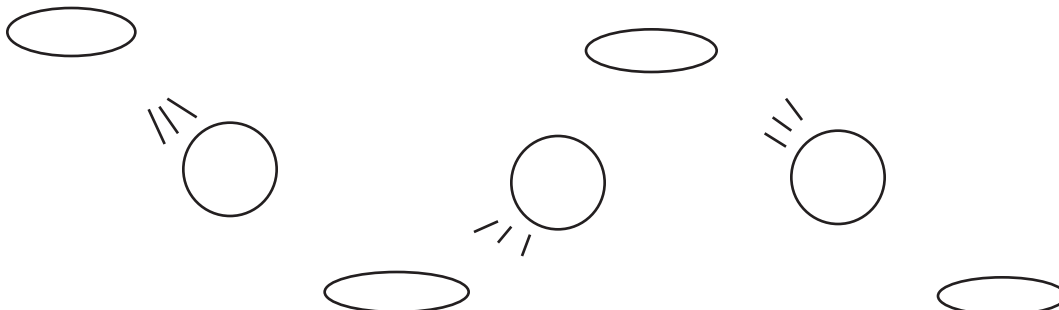
- MOVEMENT IS A PRINCIPLE OF DESIGN
- IT USES LINES COLOR AND REPETITION TO CREATE THE ILLUSION OF MOTION
- OTHER ELEMENTS CAN BE PLACED TO CREATE A FOCAL POINT
- A TRAIL OR PATHWAY CAN BE CREATED FOR A SENSE OF FLOW
- MOVEMENT IS USED BY ARRANGING ELEMENTS INTO A COMPOSITION
- YOU USE IT WHEN YOU WANT THE VIEWER TO FOLLOW A CERTAIN PATH OR PATTERN
- YOU USE IT IN A PIECE OF ART WHERE THERE IS A CERTAIN EMOTION

## -EXAMPLES

-TEXT ON A PATH

MOVEMENT

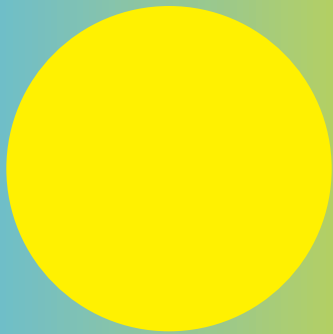
- GRADIENT



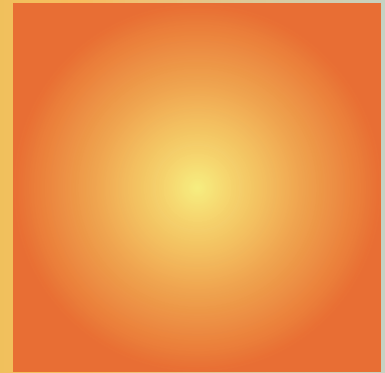
# Shapes

**Definition:** a closed contour, an element defined by its perimeter.

**Abstract:** The three basic shapes are: circle, rectangle (square) and triangle. Form is the shape and structure of a dimensional element within a given composition. Form can be both two-dimensional and three-dimensional and can be realistic, abstract or somewhere in between.



Example: Square



- They're used everywhere, any time, however you want them to be used.

- Shapes are Elements

- Shapes can be as big as you want them.

- Shapes can have many sides.

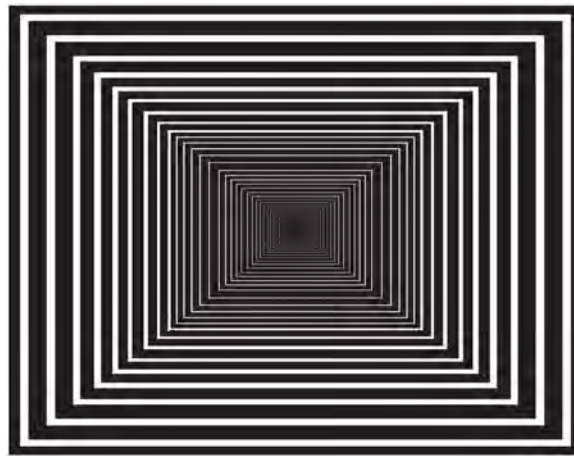
- Everything has a shape.

# SPACE

By Nick Sullivan and Nick Czajka

Space is the area within a work of art, space includes the background, foreground and middleground. Space can represent the depth or an actual area of a sculpture or work of art

This image demonstrates the space between the lines that is both negative and positive, the black space is solid, therefore positive while the white space is negative, empty spaces.



this image also gives depth, it makes the viewer see it as never ending.

Space is used in an image to give it area around it's objects.

Space can be used whenever you want to add depth to an image, or when you just want to have area around the main aspects.

Space can be used basically anywhere in an image, including the background, foreground and middleground

**-Affects the way a viewer sees the image**

**-Two types, positive and negative space**

**-Space can also give an image depth**

**-Space is an element**

# Texture

## Element

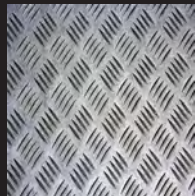
Taylor E.  
Drew E.

Texture is the way that an object feels or appears to feel or appears to feel on the surface. There is two different types of texture, smooth and rough.

Our title is a great example of the wonderful things texture can do.

Texture can give printed words a feel.  
Texture makes your work interesting.  
Texture is friendly to the eyes.

How: To add a feel to words.  
When: When touching up your work.  
Where: On your graphics work!



Check out this texture

# Texture is smooth