

ART 8

NAME _____

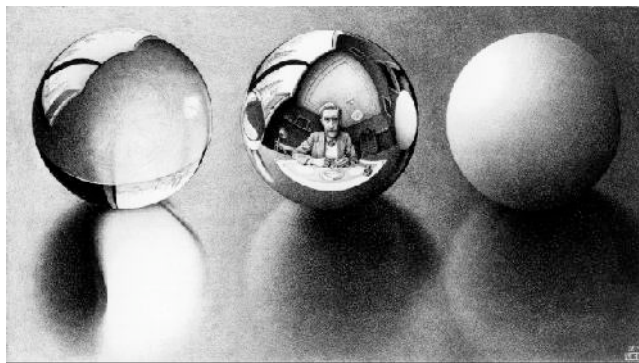
SECTION _____

Elements and Principles of Design

WHAT EXACTLY DOES "ELEMENTS AND PRINCIPLES OF DESIGN" MEAN???

All art uses one or more design element and principle. When you make a formal analysis of visual art or design, it is useful to use the proper vocabulary because it helps you describe what you see.

The **Design Elements** are the seven basic building blocks of visual art. You can't make art without at least one. The **Design Principles** are the guidelines to assist in organizing the elements in a work of art. Why do certain works of art look "right" and others wrong? It's hard to say, but the principles help artists to make good decisions about their work.



"CREATIVITY IS ALLOWING YOURSELF TO MAKE MISTAKES. ART IS KNOWING WHICH ONES TO KEEP." - SCOTT ADAMS

ELEMENTS OF ART

Line- The most basic element of art. It can be 2D (pencil or pen marks on paper), 3D (wire), or implied (the edges of a form). Lines have thickness, direction, and movement; they can be interrupted and can show emotion in a work of art.

Shape- When a line curves around and crosses over itself it becomes a shape. Shapes are either **geometric-** (mathematical and easily reproduced such as squares, circles, ovals etc) or **organic-** (free-formed shapes that usually reflect nature and have no definite name).

Color- This element has **three main properties:**

1. Hue- simply the name of a color (red, green, orange)
2. Value- how light or dark a color appears
3. Intensity- how bright or dull a color appears

Value- Everything we see is illuminated (lit by a light source) and without illumination we see nothing. **Value** is defined as the range from dark to light or black to white.

Texture- This is the surface quality or “feel” of an object. Whether it’s rough, smooth, or soft these words refer to the texture of something. There are **two types** of texture:

1. Actual Texture- this is the texture that you can physically feel
2. Implied Texture- this is created by artists and visually show texture in a work of art

Space- The amount of depth in a work of art. Around, between, above, inside, outside all are words that we use to describe space. Space can be used in both 2D and 3D works of art.

Form- This is the **3D quality** of a shape. Cubes, spheres, and pyramids are examples of forms. Forms can contain both geometric and organic qualities.

PRINCIPLES OF DESIGN

Balance- This is the sense of stability in a work of art or the appearance of evenness in a design. There are two kinds of balance:

1. **Symmetrical-** when divided in two, both halves of a design match or are very similar.
2. **Asymmetrical-** both sides of a design do not match, but are still visually balanced.

Emphasis- When attention is drawn to one or more parts of a design emphasis is created. The point where the viewer's eye is immediately drawn is called a **focal point**.

Variety- The differences in a work of art give it variety. You can achieve variety by creating differences between any of the elements of art in your work.

Movement- The path of a viewer's eye as it is directed over the surface of a design describes movement. An artist can control movement by how they place the different elements in their artwork, especially line.

Proportion- Also known as scale, this refers to the relationships of size in a work of art in relation to how it is normally viewed. For instance, a sculpture of a horse could be made on a really big scale if it was thirty feet tall, but the legs could seem out of proportion if they were too short in comparison to the rest of the horse.

Contrast- A large difference between two things; for example, hot and cold, green and red, light and shadow. Closely related to emphasis (another principle), this term refers to a way of combining elements of art to stress the differences between those elements. Thus, a painting might have bright color, which contrasts with dark colors, or angular shapes, which contrast with curvaceous shapes.

Unity- A sense that **all of the parts belong together** in a work of art.