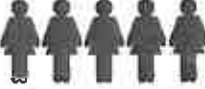



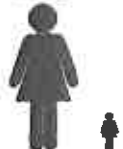




The Principles of Design

(how to use the tools to make art)

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.
Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Proportion/ Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/ Movement		The use of recurring elements to direct the movement of the eye through the artwork. There are five kinds of rhythm: random, regular, alternating, progressive, and flowing. The way the elements are organized to lead the eye to the focal area. Movement can be directed for example, along edges and by means of shape and colour.

THE ELEMENTS OF ART

LINE – An element of art which refers to the continuous mark made on a surface by a moving point (i.e. 2-dimensional pencil marks on paper or 3-dimensional wire lines). Line is often an outline, contour, or silhouette which is implied. Lines come in many variations: curved, straight, broken, thick, thin, zigzag, implied, etc.



SHAPE – An element described as 2-dimensional enclosed space. Shapes can be geometric (square, circle, triangle, etc.) or organic (irregular).



SPACE – An element that indicates either positive or negative areas, or ways to show depth in space using foreground, middle ground and background



FORM – An element of art that is described as 3-dimensional (having height, width and depth) and which encloses volume (i.e. cylinders, cubes, spheres, etc.)



TEXTURE – An element that refers to the surface quality (rough, smooth, etc.) of an object or artwork. Texture can be actual or implied. Drawings and paintings describe implied textures. Actual textures are those you can actually feel.



COLOR – An element that identifies hues such as red, yellow, violet, etc. Color groups: Primary: red, yellow, blue; Secondary: orange, purple, green; Analogous: 3-5 colors immediately next to one another on the color wheel that share a common hue (i.e. red, red-violet, violet, blue-violet share the color red). Complementary: (2) colors directly across from one another on the color wheel (i.e. red and green). Monochromatic: Different values of one color (tints and shades).

VALUE – An element that refers to the lightness or darkness of a color. A color's value is lightened by the addition of white (tint) and darkened by the addition of black (shade).

