

# The Elements & Principles of Art & Design

The “elements & principles” are the tools we use to make art. Understanding how they work allows you to craft thoughtful visual expression.

## ELEMENTS OF ART & DESIGN:

LINE		a path made by a moving point through space. One dimensional, yet varying in width, direction, & length.
SHAPE		are flat, enclosed areas that are two-dimensional (length & height). Geometric or organic.
COLOR		perceived by the way light reflects off a surface. Has 3 properties: hue (name), intensity (strength/purity), & value (light/dark).
VALUE		described as lightness or darkness of a surface.
TEXTURE		describes surface quality. Artists use both actual texture (how things feel) & implied texture (how things look like they feel).
SPACE		is used to create the illusion of depth within an artwork. It can refer to the positive & negative space btn, around, & within objects.
FORM		are three-dimensional (length, width, depth) & viewed from multiple angles. Has volume and takes up space.

## PRINCIPLES OF ART & DESIGN:

BALANCE		the distribution of visual weight in an artwork. There are 3 types of balance: symmetrical (2 sides are the same), asymmetrical (2 sides are different but visually weighted the same) & radial (design emerges from the center).
CONTRAST		the difference between elements in a composition. This can happen through a variety of elements such as value change, size difference, etc.
EMPHASIS		is the creation of a focal point in an artwork. Emphasis draws the viewer’s eye to particular areas of the artwork first.
PATTERN		decorates the artwork with regularly repeated elements such as color, shape, etc.
UNITY		means that all elements within the artwork are in harmony. Variety within elements adds interest to compositions.
MOVEMENT		is how the eye travels through an artwork. Movement can lead the viewer from one aspect to another in a composition.
RHYTHM		is a regular repetition of elements such as line, shape, and forms to create interest & consistency.