



The Elements and Principles of Art Design

What Are They?

- **Elements of design** are the parts.
 - They structure and carry the work.
- **Principles of design** are concepts.
 - They affect content and message.

Elements of Design

- Line
- Form
- Space
- Texture
- Shape
- Color
- Value

Line



Strokes that show motion and connect two points. May be vertical, horizontal or diagonal, curved, straight, zigzag, or show emotion.

Form



Shows an object in space, the mass or positive space it occupies.
The term usually used when describing 3-D objects.

Space



What is between objects, also known as negative space.

Texture



The feel, real or implied, on an object or its surface.

Shape



Area enclosed when both sides of a line meet. Shapes can be geometric or organic.

Color



Hue. May be complimentary, analogous, primary, secondary, tertiary, or part of a color wheel.

Value



The lightness or darkness of an object or color. Often used with drawings.

Principles of Design

- Emphasis
- Movement
- Unity
- Rhythm
- Contrast
- Variety

Emphasis



When one area in a work of art stands out more than another. The part that catches your attention first.

Movement



The motion created in a work of art. Often uses the principle of rhythm to achieve this.

Unity



The feeling of wholeness or the parts belonging together.

Rhythm



The repetition of lines, shapes, or colors to create a feeling of movement.

Contrast



A difference created when elements are placed next to each other in a work of art.

Variety



The use of different lines, shapes, and colors in a piece of work.