














The Elements of Design

(the tools to make art)

| | | |
|---------|---|---|
| Line |  | Horizontal, vertical, diagonal Straight, curved, dotted, broken Thick, thin |
| Shape |  | 2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes) |
| Form |  | 3D (three dimensional) Geometric (cube, sphere, cone) Organic (all other forms such as: people, animals, tables, chairs, etc) |
| Colour |  | Refers to the wavelengths of light Refers to hue (name), value (lightness/darkness), intensity(saturation, or amount of pigment), and temperature (warm and cool) Relates to tint, tone and shade |
| Texture |  | The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry) |
| Space |  | The area around, within, or between images or parts of an image Relates to perspective Positive and negative space |

The Principles of Design

(how to use the tools to make art)

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|------------------------------|---|---|
| <p>Pattern</p> |  | <p>A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.</p> |
| <p>Contrast</p> |  | <p>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.</p> |
| <p>Emphasis</p> |  | <p>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.</p> |
| <p>Balance</p> |  | <p>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.</p> |
| <p>Proportion/ Scale</p> |  | <p>The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.</p> |
| <p>Harmony</p> |  | <p>The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.</p> |
| <p>Rhythm/ Movement</p> |  | <p>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.</p> |