**Elements & Principles of Design**

The elements and principles of design are the building blocks used to create a work of art. The elements of design can be thought of as the things that make up a painting, drawing, design etc. Good or bad - all paintings will contain most of if not all, the seven elements of design.

The Principles of design can be thought of as what we do to the elements of design. How we apply the Principles of design determines how successful we are in creating a work of art.

**Elements of Art**

*(building blocks of visual art)*

**Line**

Line is the path of a point moving through space.

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**Shape / Form**

Shape implies spatial form and is usually perceived as two-dimensional. Form has depth, length, and width and resides in space. It is perceived as three-dimensional.

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**Color**

Colors all come from the three primaries and black and white. They have three properties – hue, value, and intensity.

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| Red | Blue  | Yellow  |

**Value**

Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast.

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**Texture**

Texture refers to the tactile qualities of a surface (actual) or to the visual representation of such surface qualities (implied).

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**Space / Perspective**

Space refers to the area in which art is organized. Perspective is representing a volume of space or a 3-dimensional object on a flat surface.

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**Principles of art**

*(use or arrangement of the building blocks of visual art)*

**Pattern**

Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.

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**Rhythm / Movement**

Rhythm or movement refers to the suggestion of motion through the use of various elements.

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**Proportion / Scale**

Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a

constant, such as a human body.

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**Balance**

Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial.

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**Unity**

Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion.

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**Emphasis**

Emphasis refers to the created center of interest, the place in an artwork where your eye first lands.

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Other: