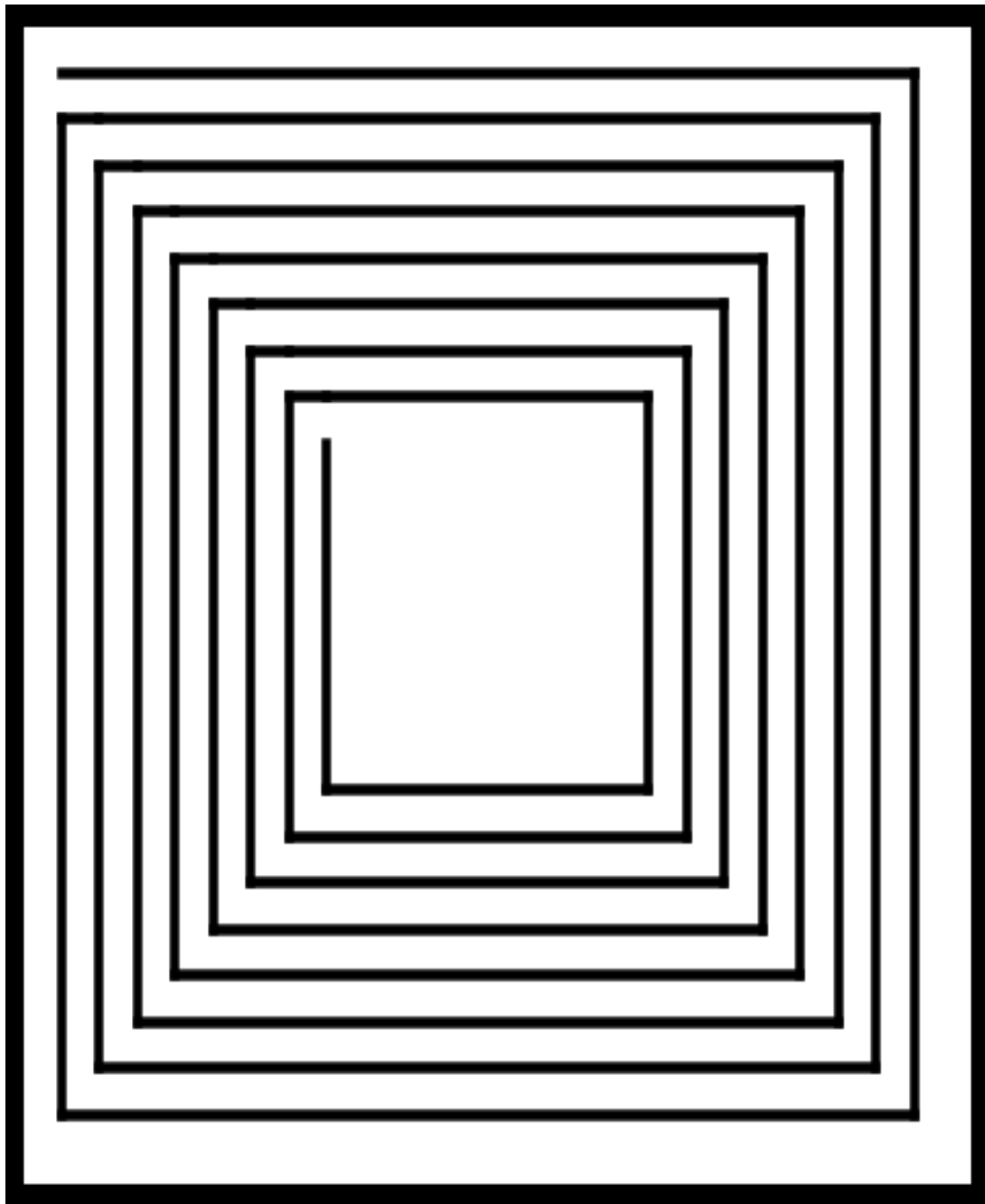


Elements and Principles of Design

Elements

A set of techniques that describe ways of presenting artwork.



LINE

A mark on a surface that describes a shape or outline. It can create texture or shape and can be thick and thin.

Creates Images



Creates Depth and Perspective



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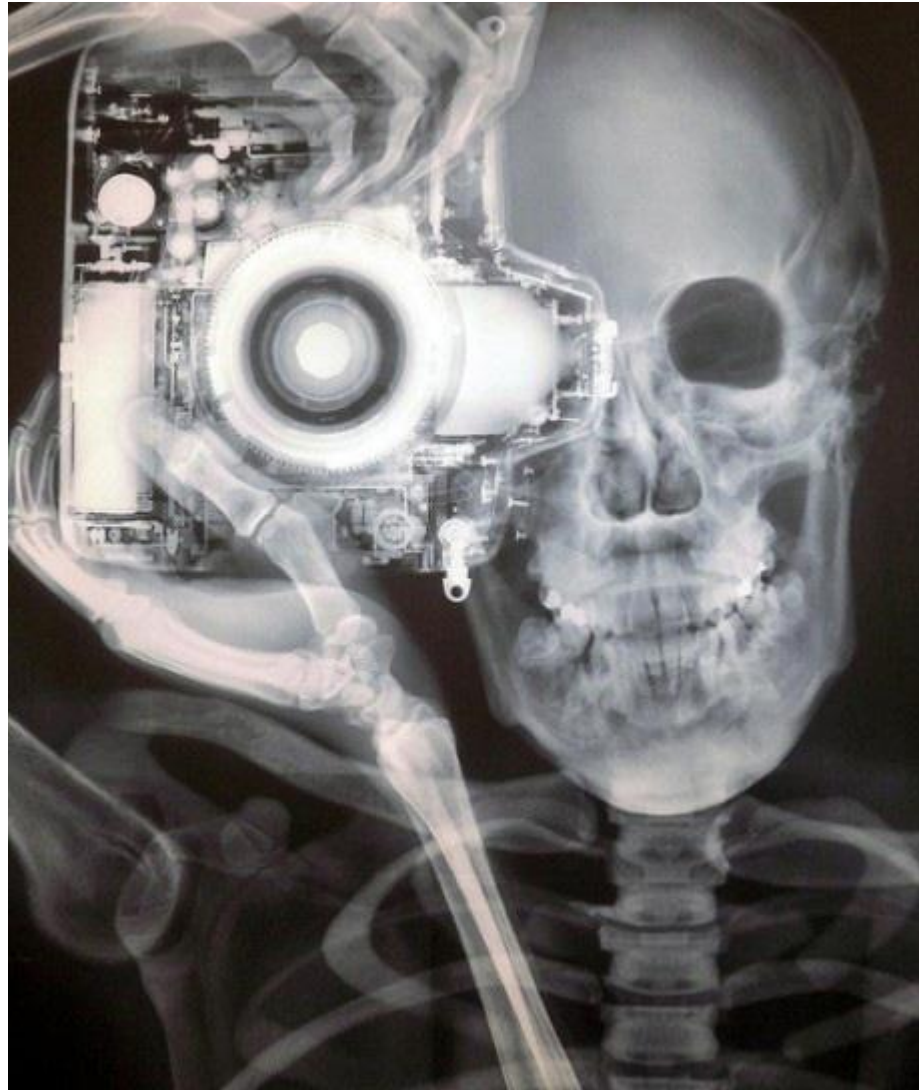
Creates Movement



Directs focus



Creates
Dimensional
Form



Creates Contrast and Interest



Creates
Emotion



What to you feel
when you look at
this and why?

COLOUR

Refers to
specific hues.



Creates
Focus



Creates mood







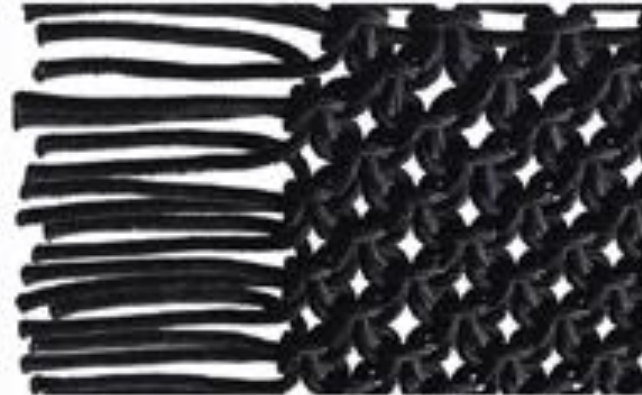
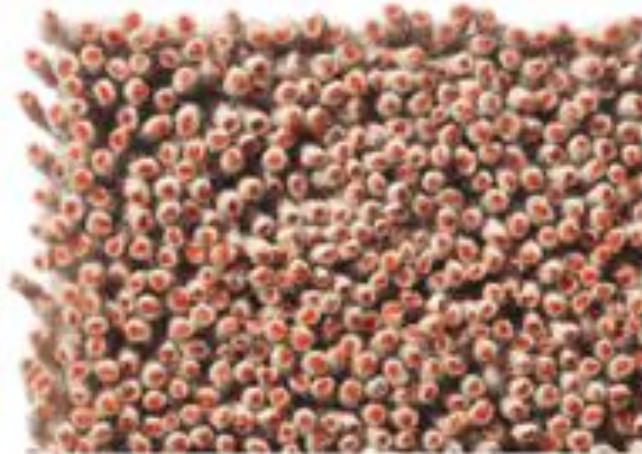


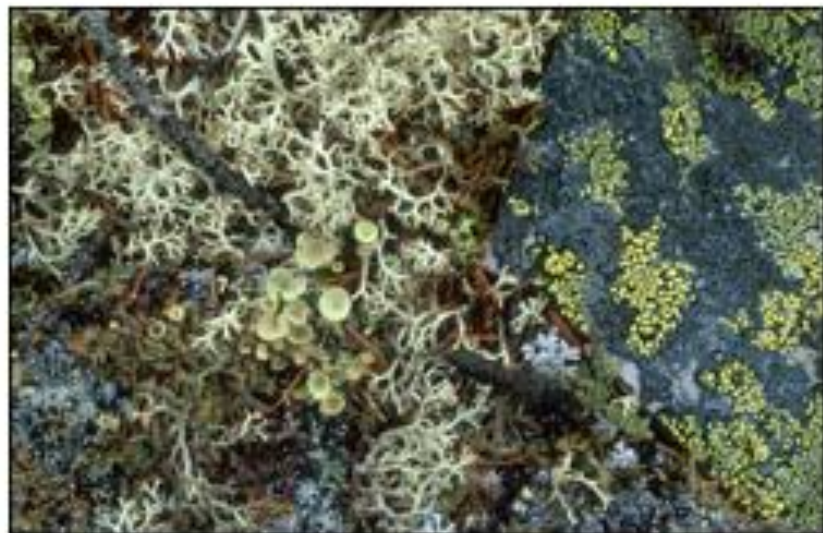
TEXTURE

Surface quality, either tactile or visual. Texture can be real or implied by different uses of media. It is the degree of roughness or smoothness in objects.



Creates a
Sensory
Experience





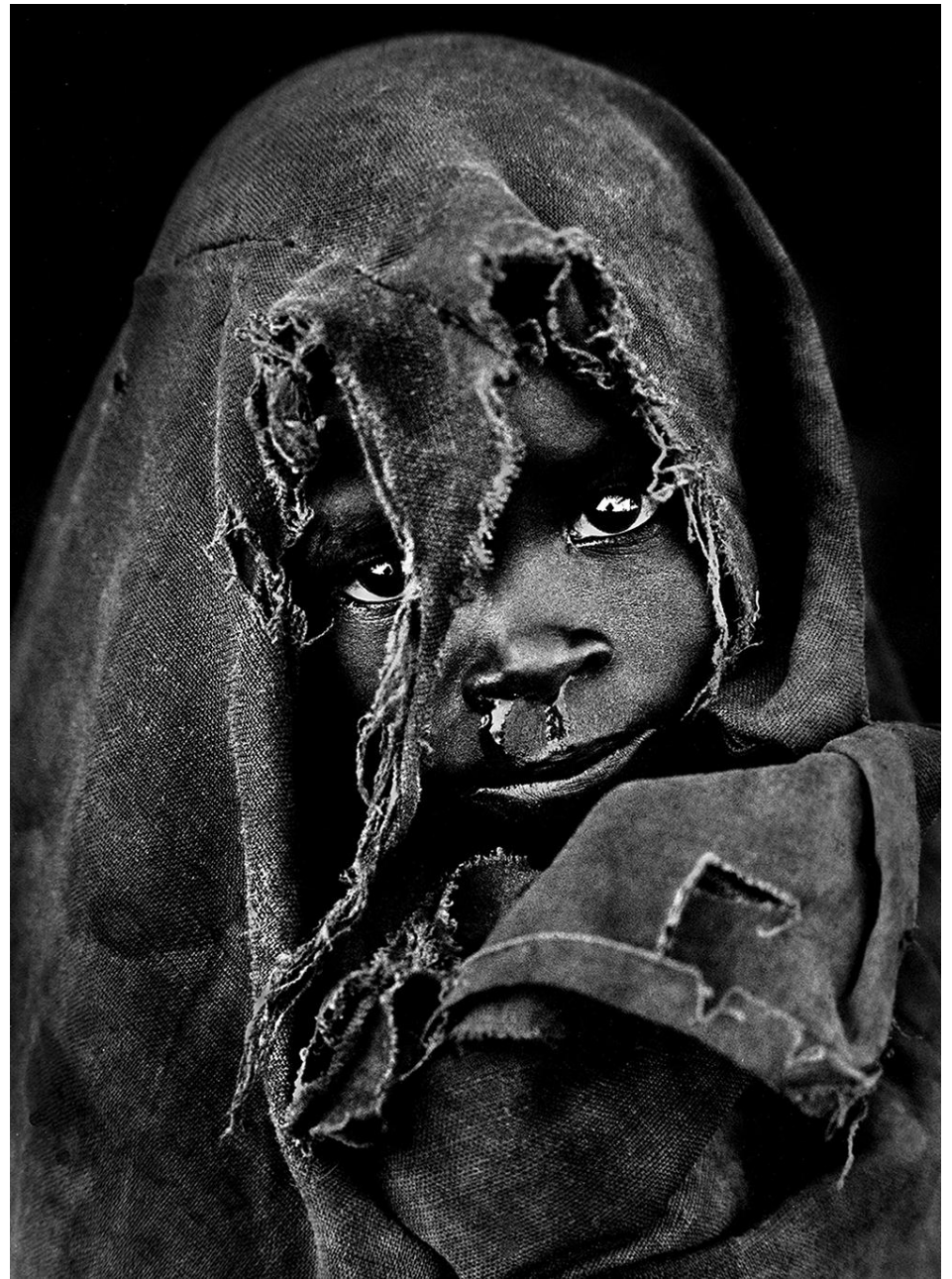
Creates
Mood



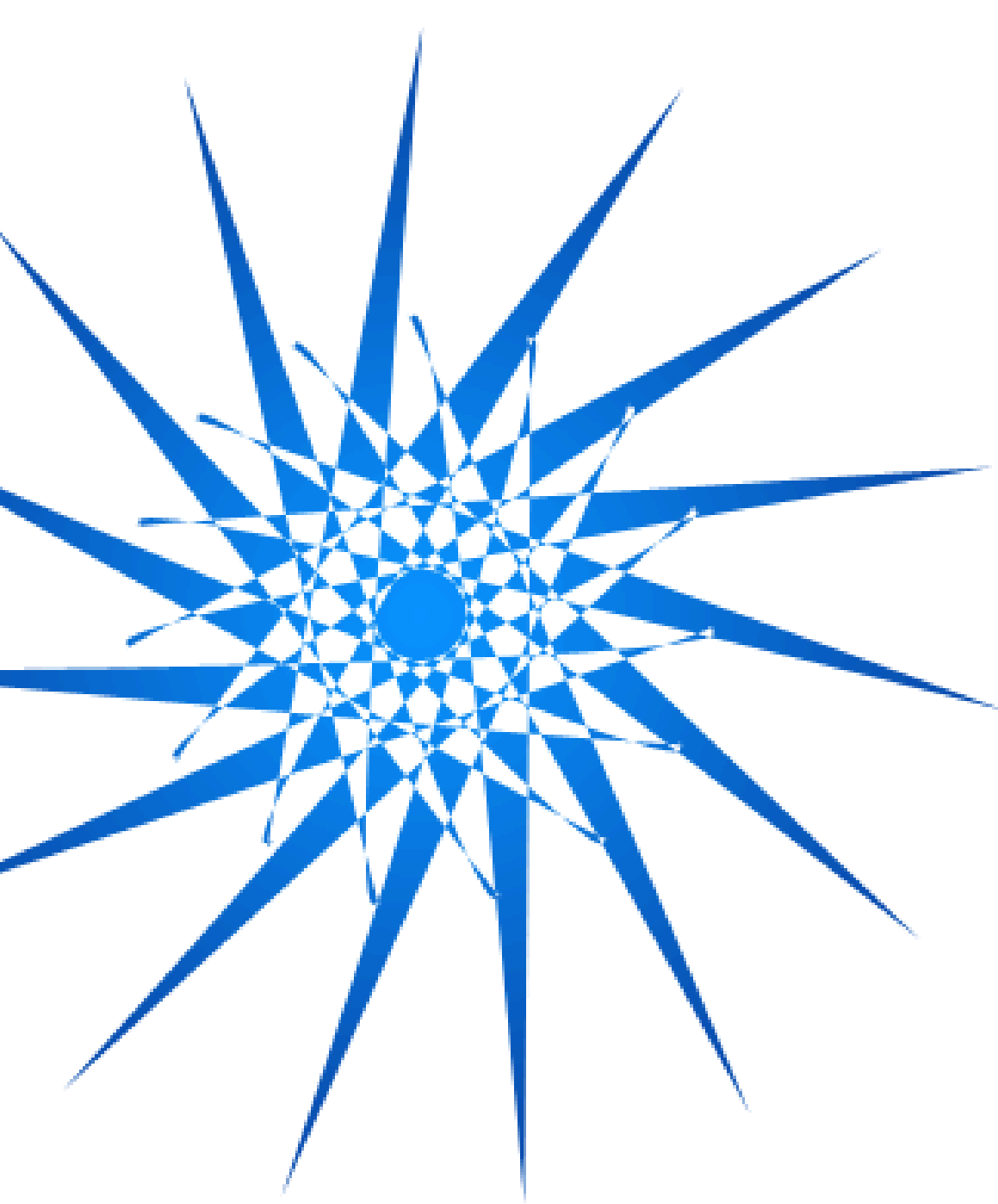
How do you feel when you look at this and why?



Portrays
Emotion



How do you feel when you look at this and why?



SHAPE

A 2-dimensional line with no form or thickness. Shapes are flat and can be grouped into two categories, geometric and organic.



Creates Form

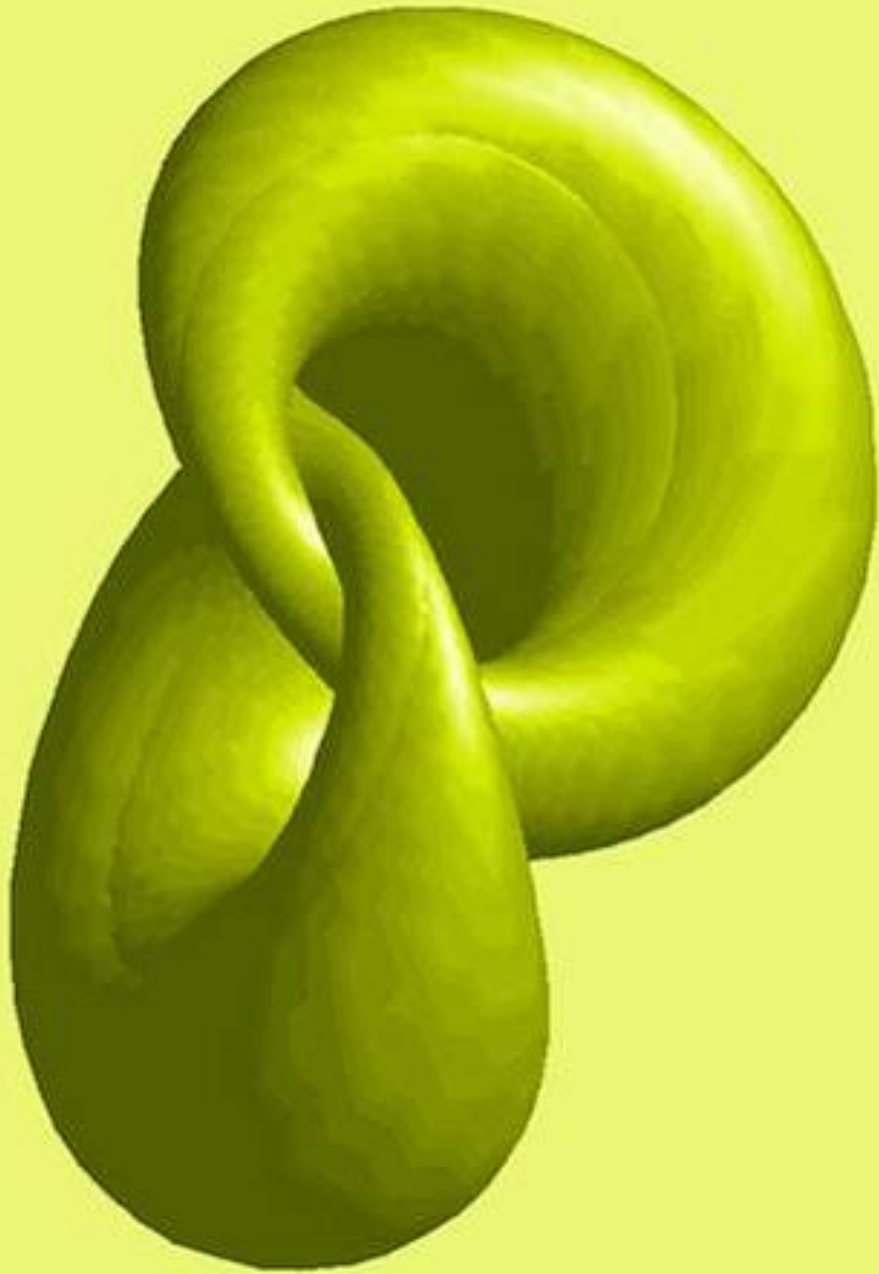
Creates focus



Creates a Story



BALANCE II. PORT HAWKS BURY, NS



FORM

A 3-dimensional object having volume and thickness. It is the illusion of a 3-D effect that can be implied with the use of light and shading techniques. Form can be viewed from many angles.

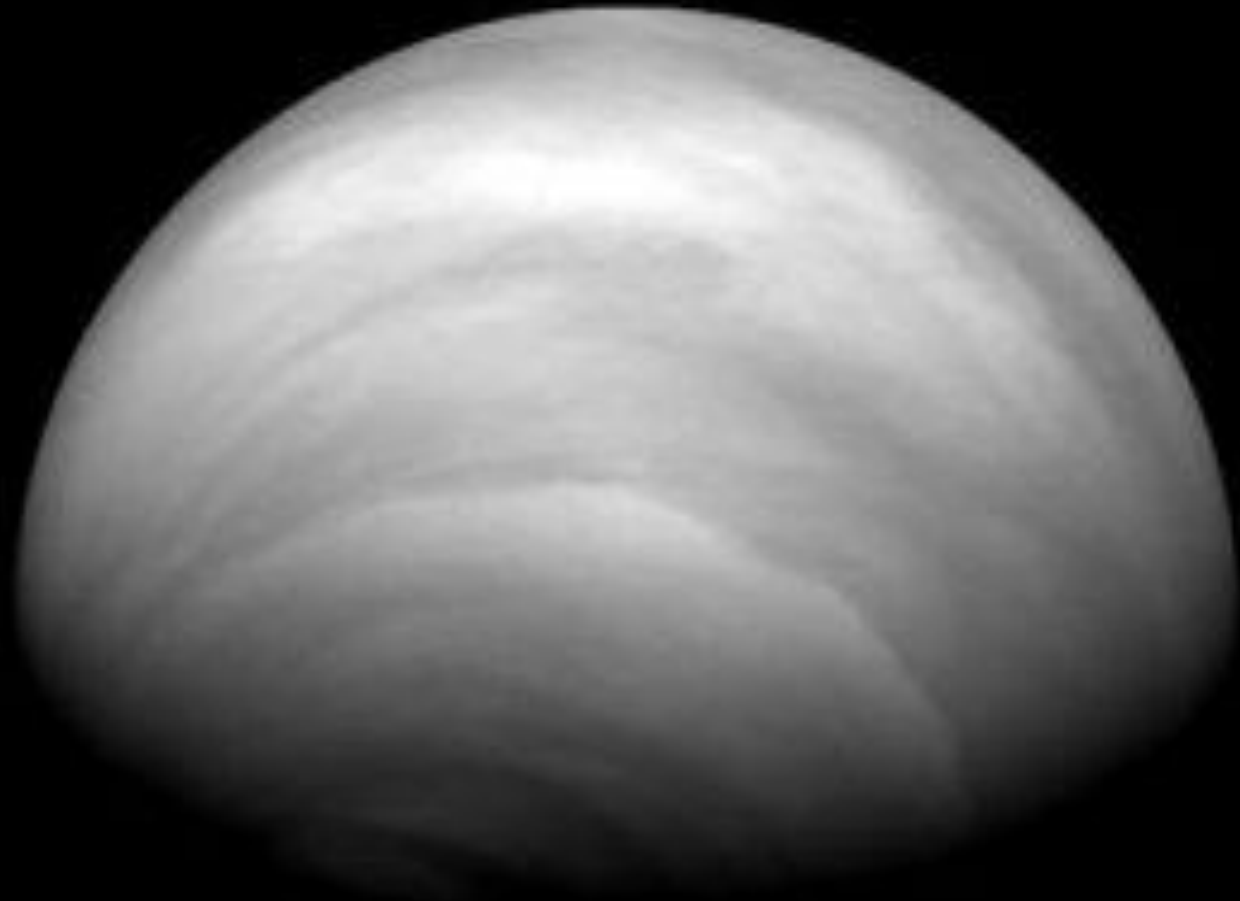


plerrcarreau.com

Creates Depth

Creates
Realism





VALUE

Sometimes combined with color, value describes the lightness (tint) or darkness (shade) of a color.

Allows for the visual effect of Form.



Creates
Contrast and
Focus

Creates mood





Creates Depth

Creates Realism



SIZE

Refers to variations in the proportions of objects, lines or shapes.



- Tells a story



Creates
Focus



Creates
Emotion/Mood





Steven Fernandez

SPACE

The use of space and room in a piece of art. **Positive space** is the space taken up by objects. **Negative space** is the distance between objects.



Creates Mood/Emotion



How do you feel when you look at this image and why?



How do you feel when you look at this image and why?



How do you feel when you look at this image and why?

Principles

Laws of Design



EMPHASIS

Emphasis (also called focal point) is where the focus is concentrated through design principles or meaning. It makes an element or object in a work stand out. To use emphasis in an artwork is to attract the viewer's eyes to a place of special importance in an artwork.

colour



balance



line



size



BALANCE

Balance is arranging elements so that no one part of a work overpowers, or seems heavier than any other part. Two different kinds of balance are symmetrical and asymmetrical.

- Symmetrical (or formal) balance is when both sides of an artwork, if split down the middle, appear to be the same.



Sense of Structure and Formality



Sense of Order



Adds tension



Asymmetrical (or informal) balance is when both sides of an artwork, if split down the middle, appear to be different. – the visual weight is heavier on one side.



Sense of movement



Informality



Tells a story



UNITY HARMONY

The quality of wholeness or oneness that is achieved through the effective use of the elements and principles of art.



line





line



Line

Shape



colour



Pattern



texture





VARIETY CONTRAST

The quality or state of having different forms or types. The differences which give a design visual and conceptual interest: notably use of contrast, emphasis, difference in size and color.

line



shape

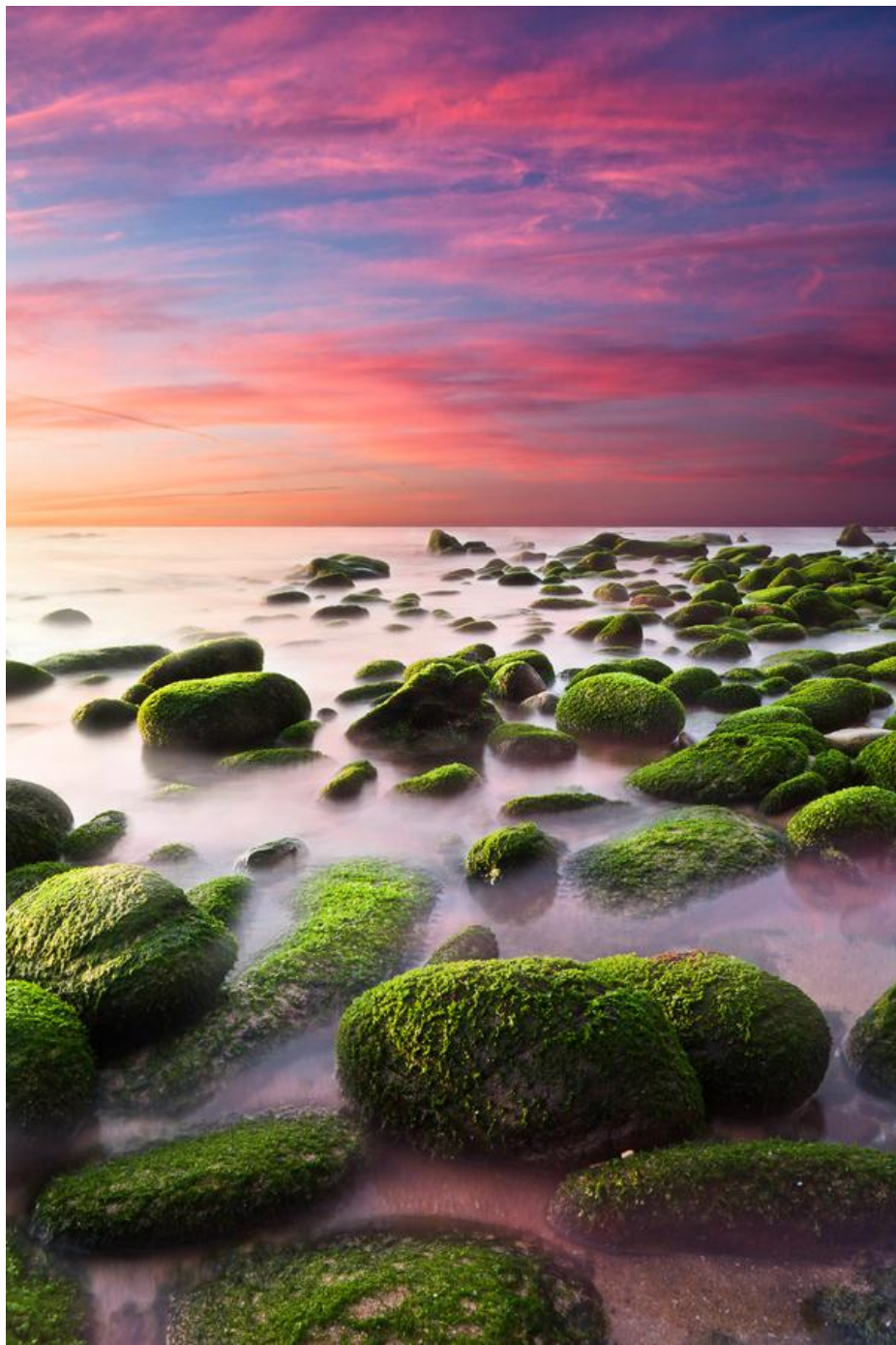


colour





texture





MOVEMENT

Action, or alternatively, the path the viewer's eye follows throughout an artwork.













PATTERN RHYTHM

Pattern and rhythm is showing consistency with colors or lines. It is indicating movement by the repetition of elements. Rhythm can make an artwork seem active.







