

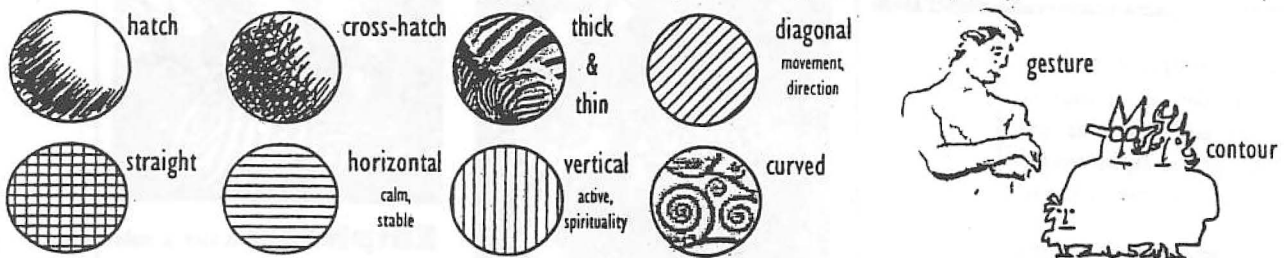
Elements & Principles of Art/Design -

Art is a powerful means of communication and like any language, art has its own special vocabulary and rules of grammar. The visual language is not made up of words. Rather it is made up of visual **elements & principles** which are terms that have been used to help artists and viewers of art organize artwork visually, discuss, analyze and critique artwork.

The **elements** are considered the building blocks of art. They are components or parts which can be isolated and defined in any visual design or work of art. They are the structure of the work, and can carry a wide variety of messages.

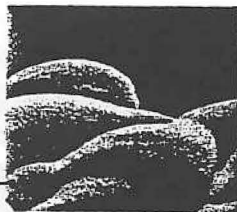
Line, Shape, Color, Form, Value, Space, Texture

Line is the path/mark made by the movements of a point/tool: a pencil, brush, stick, pen, etc., and suggests movement in a drawing or painting. Line can be expressive and can be described as nervous, soft, heavy, erratic, etc. Contour lines outline the edge of objects. Gesture lines are drawn very rapidly and indicate action or physical movement. Line can be used to create value or texture using a build up of lines as in hatching or cross hatching. There is an endless variety of types of lines. Some examples:



Shape/Form is an area set off by line, tone, color. It can be either positive (the subject) or negative (area around subject). Value can define form. Shapes can be:

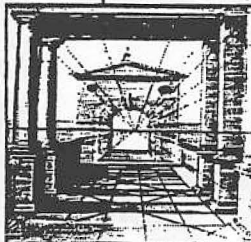
- Geometric
- Organic/Biomorphic
- Amorphous
- Abstract
- Representational



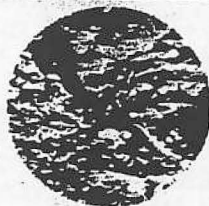
Value is the amount of light or dark in a color or tone. Differences in a hue or tone can range from the lightest to darkest, for example, white to black



Space is the distance between, around above, below and within things. You can create space on a 2-D surface by overlapping elements in a composition, using linear or aerial/ atmospheric perspective.



Texture is the surface quality, both actual (those which can be felt) or simulated/ implied (painted or drawn textures). Textures are all around us- a gravel path, tree bark, a cat's fur, a velvet pillow, a satin dress, a stucco wall.

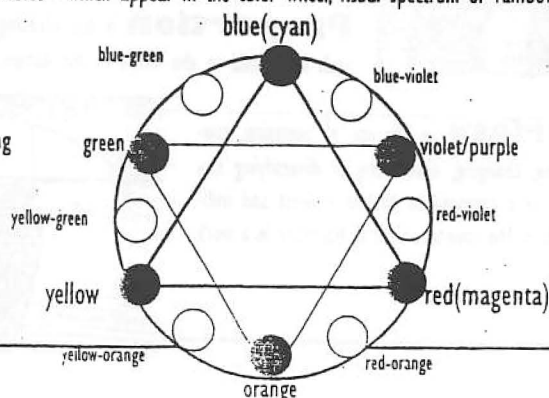


Color is made of light refracting off of an object (there is no color in the dark). Color mixing may be additive (mixing light) or subtractive (mixing pigment in paint). Colors are always brightest straight/unmixed. Hue is the term for the pure spectrum colors commonly referred to by the "color names" - red, orange, yellow, blue, green violet - which appear in the color wheel, visual spectrum or rainbow. *Black & White are not colors.

● Primary colors are three hues from which we can theoretically mix all hues

● Secondary colors are made by mixing two primary hues red+yellow=orange

○ Intermediate/Tertiary colors are a mixture of a primary and a secondary yellow+green= yellow green



Complementary- opposites on color wheel

Analogous- colors side by side on the color wheel: red, red-violet, violet

Monochromatic- variations of one hue mixed with black & white

Cool colors-Blue, Violet, Green

Warm colors-red yellow, orange

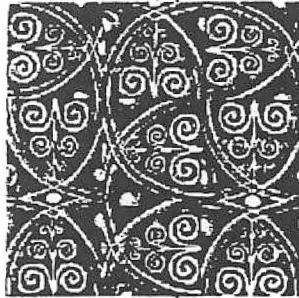
If you want to use a language, simply knowing the vocabulary is not enough. You must also know the rules of grammar for the Language. The **principles** are the rules which govern how artists organize the elements to create a work of art. They are concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work. The principles on this page have been grouped by commonalities.

Balance, Movement, Rhythm, Contrast, Emphasis, Pattern, Unity, Variety, Repetition, Proportion

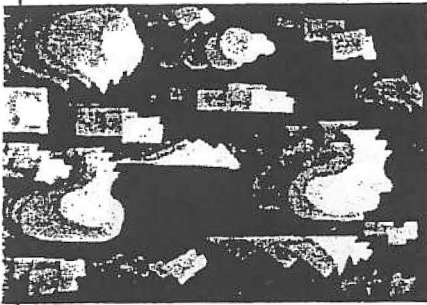
Repetition

is the use of line, color or motif in more than one place in a composition

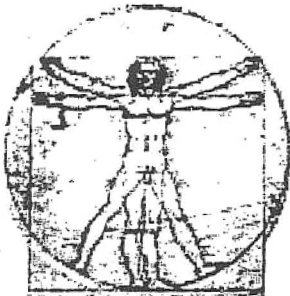
Pattern is created through a repetitious use of the same element to create an overall design.



Rhythm is the repeated use of similar elements such as color, line, or shape to make a work of art seem active, avoid monotony or to suggest vibration. Rhythm depends largely upon pattern and movement to achieve its effects.



Balance is the equilibrium of various elements within the work of art. Arranging elements so that no one part overpowers, or seems heavier than any other part.



Symmetrical/Formal Balance- equal balance on each side of an imaginary middle line.

Asymmetrical/Informal Balance- balance achieved through unequal distribution on each side of and imaginary middle line.

Radial Balance- occurs when elements in a work are positioned around a center point..

Movement is used to create the look and feeling of action and to guide a viewer's eye throughout a work of art or to a focal point.



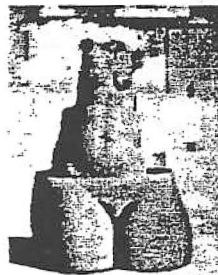
Contrast is the use of opposites in close proximity.



Emphasis is used to make one thing- a focal point, in a work stand out. It is given to a center of interest, which might be the largest, brightest, or lightest subject.

Unity is the arrangement of all the visual elements in a composition to create a feeling of completeness and wholeness.

Harmony is the blending of elements to create a more calm, restful appearance



Proportion is the pleasing relationship of all parts to each other and to the whole of the design.

Variety is the use of opposing, contrasting, changing, elaborating or diversifying elements in a composition to add interest and individualism. The counterweight to harmony in a work of art.

