**Theme Dictionary: Elements & Principles of Design & Image Development**

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| **Elements of Design:** the elements of design create every object around us. (colour, line, volume, movement, space, texture, typography, value. |
| **Principles of Design:** the planned use of the visual elements to achieve a desired effect. Principles of design include pattern, symmetrical balance, radial balance, asymmetrical balance, contrast, emphasis, movement, rhythm and unity. |
| **Image Development Strategies:** processes that transform ideas and experiences into visual image. Image-development strategies include elaboration, repetition, simplification, abstraction, multiplication, superimposition, fragmentation, animation, serialization, stylization, rotation, reversal, point of view, magnification, minifaction, juxtaposition, distortion, exaggeration & metamorphosis. |

**Abstraction:** an image- development strategy that reduces a subject to its essential visual elements (e.g., lines, shapes, colours).

**Animation**: an image- development strategy that gives human characteristics to nonhuman forms.

**Artist’s statement**: a written or spoken account concerning the aims, influences, and background of the artist’s work. Such statements are often posted next to an image in an exhibition.

**Balance**: a principle of design concerned with the arrangement of one or more of the elements so that they give a sense of equilibrium in design and proportion (e.g., balance of shapes or colours, lightness and darkness). Balance includes:

* symmetrical balance —the image is equal on both sides of an imaginary line (e.g., a butterfly, a human face)
* asymmetrical balance —each side of the image are different but equal (e.g., a large shape on one side and several small shapes on the other)
* radial balance —the design radiates from a central point (e.g., a wheel, a mandala, a cross-section of a piece of fruit)

**Context**: circumstances influencing the creation and interpretation of a visual artwork dance, drama, or music work. Context includes social, cultural, historical, and personal circumstances (e.g., age, sex, gender, belief systems, socio-economics, environment and geography, socio-political, trends and fashions, technology, migration).

**Contrast**: a principle of design that juxtaposes strongly differing uses of one or more of the visual elements for effect.

**Distortion:** an image-development strategy used to misrepresent and pull out of shape part or all of the components of an image.

**Emphasis:** A principle of design concerned with making one or more elements stand out in such a away as to appear more important or significant.

**Exaggeration:** An image-development strategy used to enlarge, intensify, and make abnormal some or all of the components in an image.

**Form:** the visual element that pertains to an actual or implied three-dimensional shape of an image. Forms may be geometric (ex. Sphere, cube, pyramid) or organic (ex. Animal forms)

**Found objects:** Every objects incorporated into or used to create and image.

**Fragmentation:** an image-development strategy used to detach, isolate, or break up some or all of the components in an image.

**Juxtaposition:** an image-development strategy used to place, side by side, two or more images or elements in a way that changes the meaning or effect of each.

**Magnification:** an image-development strategy used to increase the apparent size of some or all of the components in an artwork.

**Metamorphosis:**  an image- development strategy used to change one form or image into another.

**Minification:** an image-development strategy used to decrease the apparent size of an image.

**Movement:** a principle of design concerned with creating a feeling of action or a series of actions, and with guiding a viewr’s eye through an image.

**Multiplication:** an image-development strategy using repetition or to create an image or series of images.

**Pattern:** a principle of design concerned with repetition of one or more of the elements in a regular, planned and purposeful way.

**Point of View:** an image-development strategy used to position the viewer relative to the created image. (ex worm’s eye or birds eye view.)

**Repetition:** a principle of design that uses the regular movement or repetition of one or more elements of an image for effect.

**Reversal:** an image-development strategy used to turn inside out, invert, transpose, or convert to the opposite an effect in all or a portion of the image.

**Rhythm:** a principle of design that uses the regular movement or repetition of one or more elements of an image for effect.

**Rotation:** an image-development strategy used to revolve, move, or rearrange an image or parts of an image.

**Serialization**: an image-development strategy whereby an image is made less complex by the elimination of detail.

**Simplification:** an image-development strategy whereby an image is made less complex by the elimination of detail.

**Space:** a visual element that pertains to the real or illusory 3D expanse in which an image or the components of an image exist or appear to exist.

**Superimposition:** an image-development strategy involving the placement of one component over another; overlapping or merging some part of an image.

**Tone:** a visual element that pertains to the effect of lightness and darkness on one or more parts of an image.

**Unity:** a principle of design concerned with the arrangement of the elements of an artwork to create a coherent whole.

**Value:** a visual element that pertains to the relative lightness and darkness of colour in an image.