**Elements & Principles of Design**

**PRINCIPLES OF ART**: Balance, emphasis, movement, proportion, rhythm, unity, and variety; the means an artist uses to organize elements within a work of art.

**Rhythm** A principle of design that indicates movement, created by the careful placement of repeated elements in a work of art to cause a visual tempo or beat.

**Balance** A way of combining elements to add a feeling of equilibrium or stability to a work of art. Major types are symmetrical *and asymmetrical.*

**Emphasis (contrast)**

A way of combining elements to stress the differences between those elements.

**Proportion** A principle of design that refers to the relationship of certain elements to the whole and to each other.

**Gradation** A way of combining elements by using a series of gradual changes in those elements. (large shapes to small shapes, dark hue to light hue, etc)

**Harmony** A way of combining similar elements in an artwork to accent their similarities (achieved through use of repetitions and subtle gradual changes)

**Variety** A principle of design concerned with diversity or contrast. Variety is achieved by using different shapes, sizes, and/or colors in a work of art.

**Movement** A principle of design used to create the look and feeling of action and to guide the viewer’s eye throughout the work of art.

**ELEMENTS OF ART**: The visual components of color, form, line, shape, space, texture, and value.

**Line** An element of art defined by a point moving in space. Line may be two-or three-dimensional, descriptive, implied, or abstract.

**Shape** An element of art that is two-dimensional, flat, or limited to height and width.

**Form** An element of art that is three-dimensional and encloses volume; includes height, width AND depth (as in a cube, a sphere, a pyramid, or a cylinder). Form may also be free flowing.

**Value** The lightness or darkness of tones or colors. White is the lightest value; black is the darkest. The value halfway between these extremes is called middle gray.

**Space** An element of art by which positive and negative areas are defined or a sense of depth achieved in a work of art .

**Color** An element of art made up of three properties: hue, value, and intensity.

• Hue: name of color

• Value: hue’s lightness and darkness (a color’s value changes when white or black is added)

• Intensity: quality of brightness and purity (high intensity= color is strong and bright; low intensity= color is faint and dull)

**Texture** An element of art that refers to the way things feel, or look as if they might feel if touched.