

## ELEMENTS OF ART & PRINCIPLES OF DESIGN

### ELEMENTS OF ART

*are the building blocks you use to create art.*

**LINE**- any open ended mark.

**SHAPE**- any closed line can be a shape. There are 2 types of shapes:

**Geometric shape** (triangle, rectangle, square etc.)

**Organic shapes** - shapes that aren't confined to any rules. (amoeba, random shape)

**TEXTURE**- is the way something feels or looks like it would feel.

**VALUE**- the light and dark elements of a work of art. Highlights, shadows, shades are a range of values.

**COLOUR**- hue

**FORM** - form is a three dimensional shape.

**SPACE** - there are 2 types of space. Positive space - where something is...  
Negative space - where something isn't...

## PRINCIPLES OF DESIGN

*are the blueprints that put the blocks together to create a work of art.*

**BALANCE**- visual weight of an object.

There are 3 types of balance; symmetrical, asymmetrical and radial

a) symmetrical - when objects appear exactly the same on either side of an axis.

b) asymmetrical balance is when 2 sides appear to have the same visual weight even when they are not equal in size or shape.

c) radial balance - when objects are balanced by “radiating” from a central point. This is usually a circular composition.

**PATTERN**- repetition or a predictable sequence of objects

**MOVEMENT**- dynamics in a work of art. How it appears to move, or how the viewer's eye moves around the art.

**UNITY**- using objects of similar colour, shape, texture or size to come together to make a whole.

**RHYTHM**- using repetition and pattern to organizing work so it looks like it has movement.

**CONTRAST**- how different and similar objects are to one another. Highest contrast is black and white. Highest contrast in colour are complementary colours. Low contrast is black & grey. Low contrast in colour would be analogous colours.

**EMPHASIS**- also known as dominance. What the viewer notices first in your work. The focal point, primary subject or main area of interest.