

## THE ELEMENTS AND PRINCIPALS OF DESIGN

### THE ELEMENTS:

LINE  
COLOUR  
VALUE  
SHAPE AND FORM  
SPACE  
TEXTURE

#### DEFINITIONS: ELEMENTS:

**LINE:** An element of design that may be two-dimensional (pencil on paper), three-dimensional (wire on rope), or implied (the edge of a shape or form)

**COLOR:** An element of design that which is derived from light. The sensation of color is aroused in the human mind by the way our vision responds to the different wavelengths being reflected from the surface of the object.

**VALUE:** An element of design that relates to the lightness and darkness of a color or tone.

#### SHAPE AND FORM:

**Shape:** An element of design that is two-dimensional and encloses area. Shape can be divided into two basic classes: geometric (square, triangle, circle) and organic (irregular in outline).

**Form:** An element of design that is three-dimensional and encloses volume (cube, sphere, pyramid, cylinder and free flowing). Similar to shape which encloses area.

**SPACE:** An element of design that indicates areas in a drawing (positive and negative) and/or the feeling of depth in a two-dimensional work if art.

**TEXTURE:** An element of design that refers to the surface: whether it is rough, smooth or soft, for example. It can be actual or implied.

### THE PRINCIPALS:

BALANCE  
UNITY  
CONTRAST  
EMPHASIS  
PATTERN  
MOVEMENT AND RHYTHM

#### DEFINITIONS: PRINCIPALS

**BALANCE:** A principle of design that refers to the equalisation of elements in a work of art. There are three kinds of balance: symmetrical (formal), asymmetrical (informal), and radial.

**UNITY:** A principal of design that related to the sense of oneness or wholeness in a work of art.

**CONTRAST:** A principle of design that relates to differences in values, colors, textures, and other elements in a work of art to achieve emphasis and interest.

**EMPHASIS:** A principal of design by which the artist may use opposing sizes, shapes, contrasting colors and other means to place greater attention on certain areas or objects.

**PATTERN:** A principle in design by which combinations of lines, colors and shapes are used to show real or imaginary things. Pattern may also be achieved by repeating a shape.

#### MOVEMENT AND RHYTHM

**Movement:** A principle of design that refers to the arrangement of parts in a work of art to create a slow to fast movement of your eye through the work.

**Rhythm:** A principle of design that indicates a type of movement in an artwork design, often by repeated shapes or colors.