

# Elements and Principles of Design

(Visual Art, Home Improvement, Clothing)

## Elements of Design

### Color

Name the colors (hue.)  
Are the colors bright or dull (intensity)?  
Are the colors light or dark (value)?  
How do the colors make you feel?  
Why do the colors look good together?

### Line

Describe the lines – curved, straight, thick, thin, bold fine, horizontal, vertical, dotted, zigzag, etc.  
Do the lines lead your eye? Explain  
Do the lines show direction or outline an object or divide a space? Explain  
Do the lines create a mood? Explain

### Texture

Describe the texture – smooth, slick, shiny, rough, raised, bumpy, fuzzy, soft, hard, grainy, etc.  
Can you feel the texture or is it just visual?

### Shape/Form

Shapes are 2-dimensional. Are the shapes geometric or realistic or abstract?  
If your design has 3-dimensions it has form – describe the form(s). (Ex: ball, cylinder, pyramid, box)

### Space

Space is the amount of room you have.  
Describe the negative space (background)?  
Describe the positive space – the design?



## Principles of Design

### Balance

Are both sides of the design the same (symmetrical)?  
If they are not the same, they are asymmetrical, but do they feel balanced? Why?  
Or is the design radial? - arranged around the center point like a pizza, daisy or wheel?)

### Emphasis

What is the first thing you see? Why? (Examples are contrasting color, line or shape; larger or smaller shape; contrast from plain background)

### Rhythm

What makes your eye move around the design?  
(Repeating, gradually bigger, alternating, progression of colors)

### Unity

Why do parts of the design feel like they belong together?  
(Such as textures have similar feel; lines or shapes repeat; colors are harmonious)

### Proportion

How does the design fill the space?  
How do parts of the design relate to each other?