

# Elements and Principles of Design Help Sheet (Boone County)

(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.  
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 (balls, cylinders, pyramids, boxes.)

### **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 a 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, change of color)

### **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?