Design Element & Art Principle Information Sheet

Please use this form as a reference to write your sentences.

**DESIGN ELEMENTS** are the basic visible parts to a design (the ingredients)

**LINE**...shows direction, leads the eye, outlines an object, divides a space, communicates a feeling or emotion. Types: horizontal, vertical, zigzag, curved, bold, fine

**SHAPE**...2-dimensional connected lines; Types: geometric, natural, abstract
Or **FORM**...3-dimensional shapes; Types: ball, cube, pyramid (i.e. sculpture)

**COLOR**... **hue** refers to the name of the color (red or blue); **value** tells the lightness or darkness of a hue; **intensity** refers to the brightness or dullness (strength) of a hue.

**TEXTURE**...The feel of a surface: Sandpaper is rough, Velvet is smooth; A tree stump could show rough outer bark and a smooth inner surface. The look of a surface: dull, shiny, soft, hard, raised, lowered.

**SPACE**... **Positive**: Actual area which an object or design occupies. Filled space in the design often is the shapes that make up the design. **Negative**: Background around an object or design

**ART PRINCIPLES** Procedure or guidelines for arranging the elements into a pleasing unified whole.

**BALANCE**...gives a feeling of stability, the placement of visual weights to create equilibrium

- **Symmetrical or formal**: the same number and sizes of shapes as the other side, like our bodies. Formal balance can become monotonous because your eye does not see a great deal of variety.
- **Radial**: the route or pattern that the eye follows. Designs have a center point (i.e. a tire, pizza, daisy flower)
- **Asymmetrical or informal**: Creates a feeling of equal weight on both sides, even though the sides do not look the same. Informal designs suggest movement & spontaneity. One side of the design is not exactly the same as the other.

**RHYTHM**...allows the eye to move from one part of a design to another part. Rhythm can be created by:
  a) Repeating a color, shape, texture, line, or space when designing.
  b) Varying the size of objects, shapes or lines in sequence (small to large).
  c) Using a progression of colors from tints to shades (light blue to dark blue).
  d) Shading from one hue to a neighboring hue (yellow to yellow-orange to orange to red-orange to red).

**EMPHASIS**... **a point of interest**: The quality that draws your attention to a certain part of a design first. Emphasis is created by:
  a) Using a contrasting color.
  b) Using a different or unusual line.
  c) Making a shape very large or very small.
  d) Using a different shape.
  e) Using plain background space.

**PROPORTION**...the comparison of size, shape, number.

**UNITY**...The feeling that all parts of a design **belong together**. a) Textures that have a similar feel add to unity. b) Lines and shapes that repeat each other show unity (curved lines with curved shapes). c) Colors that have a common hue are harmonious. d) Too much variety destroys unity. e) Nothing can be added or taken away without destroying the feeling of completeness.
Design Elements and Art Principle Form

Requirements:
Visual Arts & Home Improvement:
Jr. – 1 art principle, 1 design element
Int. – 2 art principles, 2 design elements
Sr. – 2-3 art principles, 2-3 design elements

Sewing & Needle Arts:
Jr. – design element line or color
Int. – 2 design elements
Sr. – 1 design element, 1 art principle

Design Elements

Line...

Shape...

Color...

Texture...

Space...

Art Principles

Balance...

Rhythm...

Emphasis...

Proportion...

Unity...