

Elements and Principles of Design

For Clothing, Home Improvement, Visual Arts and Sewing & Needle Arts. Youth must explain how the specified element is used in the exhibit. While not evaluated or given a higher ribbon placing for using more than one element, youth may discuss additional elements used in the exhibit.

Members in grades:

4-6 are responsible for using a minimum of one design element within their exhibit.

7-8 are responsible for using a minimum of two design elements within their exhibit.

9-10 are responsible for using a minimum of one art principle and the elements used in the selected principle.

11-12 are responsible for using a minimum of two art principles and the elements used in the selected principles.

Design elements are line, shape, form, color, and texture. Art principles are balance, proportion, rhythm, emphasis, and unity. Information on elements and principles of design for visual art can be found at:

<https://store.extension.iastate.edu/Product/Design-Exploring-the-Elements-and-Principles>

Brief Explanation of design elements & art principles;

Design Elements:

Design has individual elements which are part of every item. These include:

- 1. Line** - horizontal, vertical, dotted, zig-zag, curved, straight, bold or fine. These show direction and lead the eye.
- 2. Shape** - such as circle, square, triangle, and freeform. Objects can be one shape or a combination of shapes.
- 3. Color** - hue, value, and intensity. This refers to the color, the lightness/darkness, and the rightness/dullness respectively.
- 4. Texture** - the surface quality of an item. How it feels or would feel if touched. (Smooth, slick, shiny, rough, raised, bumpy, fuzzy, grainy, soft, hard)
- 5. Space** - this refers to the area that a shape/form occupies and the background in which we see it. Positive space is made of the shapes and forms. Negative space is the background.

Art Principles:

These are the directions or guidelines for mixing the design elements. They include:

- 1. Rhythm** - how the eye moves from one design point to another. (i.e. Repeating color, shape, texture, line, or space. Varying size of objects, shapes, lines. Using progression of colors from tints to shades.)
- 2. Proportion** - the relationship between one part of a design and another part or the whole design. It is a comparison of sizes, shapes, and quantities.
- 3. Emphasis** - the accent or point of interest. Created by using a contrasting color, using a different or unusual line, making shapes very large or very small, using a different shape, using a plain background.
- 4. Balance** - gives a feeling of stability. 3 Types: Symmetrical – the same on both sides; Radial – has a center point like a tire, a pizza, or a daisy; Asymmetrical – creates a feeling of equal weight even though the sides do not look the same.
- 5. Unity** - a feeling that all parts belong together or look right together.