

Elements of Design

Linda Aman

Elements of design: line, shape, form, color, value, texture and space

Line- a moving mark that can be made straight or curved even dotted

Shape- a line that makes geometric shapes (such as square, triangle, or rectangle etc.)
Or organic shapes (such as free form curvilinear shapes, usually in nature leaves, Trees, clouds or animals etc.)

Form- something that looks like you can walk around it (3D)

Color- warm, cool or neutrals

Value- lightness or darkness (contrast)

Texture- how an object feels or looks like it feels (rough, smooth)

Space- a way to show distance with things, an area between, also positive and negative

Principles of Design

Principles of design: balance, movement, rhythm, contrast, emphasis, pattern and unity

Balance- how things are arranged (equal/unequal) (symmetrical/asymmetrical)

Movement- how your eye travels through the art

Rhythm- visual repetition of elements over and over, many times a musical feel

Contrast- the differences in values, colors, textures etc. for create visual interest

Emphasis- the main thing your eye sees, the focal point, center of interest

Pattern- planned or random repeating of colors, lines, shapes, etc

Unity- how the eye sees harmony, everything fits together and looks right

Other principles to consider-

Proportion
Composition
Variety
Harmony