

What are the Elements and Principles of design?

The elements of art and principles of design are the fundamental pieces that make up an artwork. Most works of art will make use of many or all of the elements and principles of art. We often judge art by how effectively the artist used these design fundamentals .

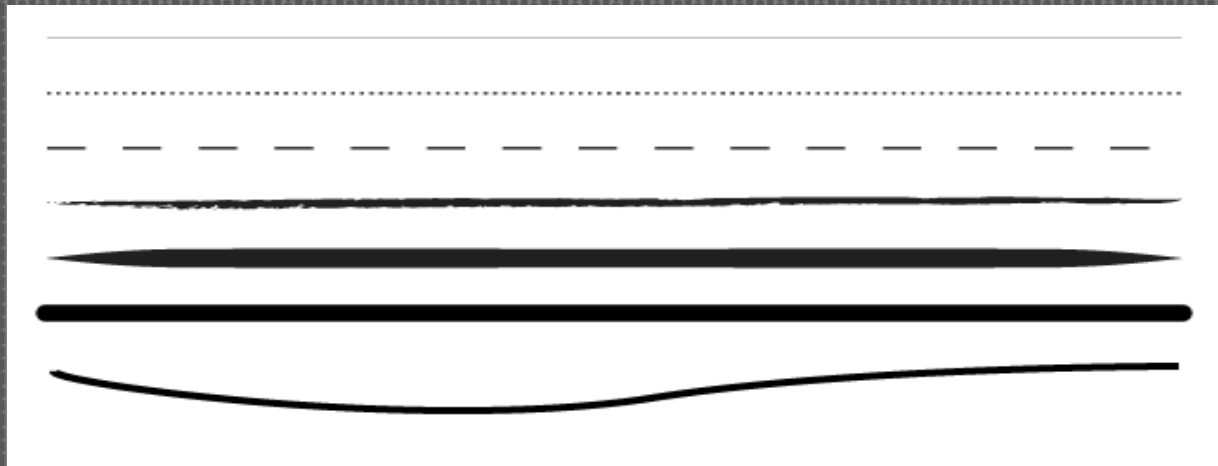
Elements and Principles of design

- Rules a designer follows to create an effective composition that clearly delivers a message to the audience.
- The ways an artist organize the elements of art to create a wide range of effects.
- Artists and creators make more powerful works when they utilize the principles of art.
- The elements and principles of design are an artist's toolbox



Line - is the stroke of the pen or pencil but in graphic design, it's any two connected points.

Line is the most basic building block of formal analysis. Line can be used to create more complex shapes or to lead your eye from one area in the composition to another.

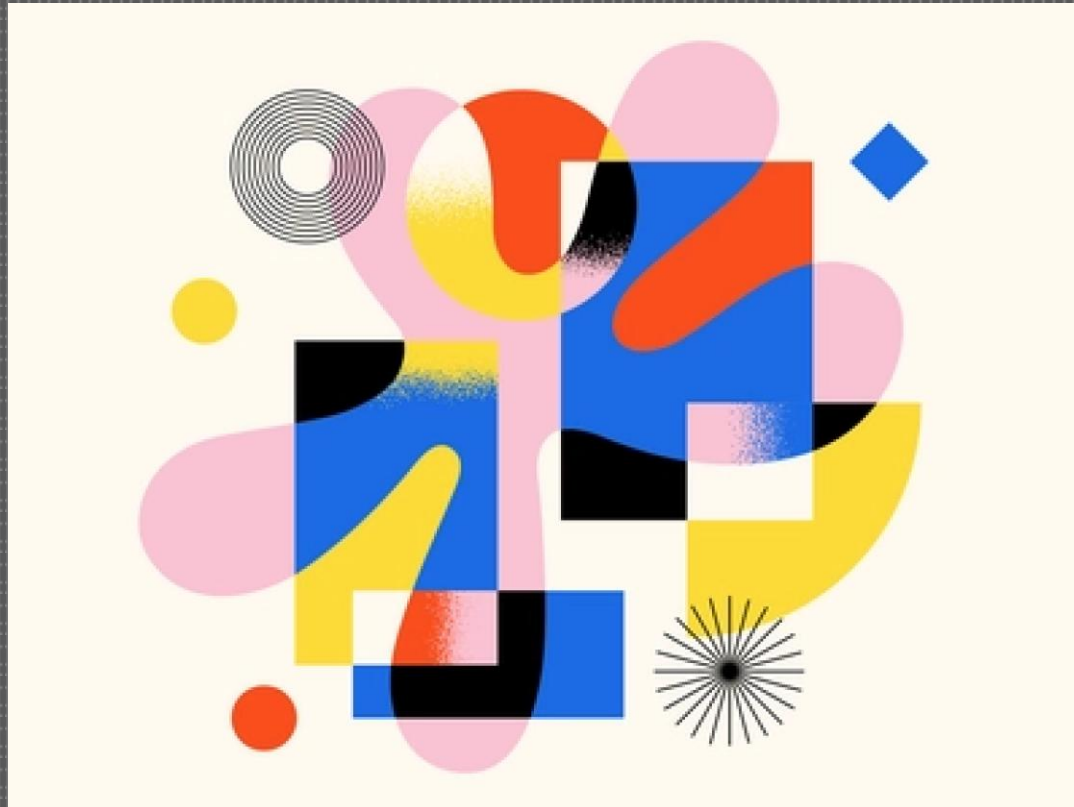


Color - is one of the most obvious elements of design-Color creates a mood within the piece and tells a story about the brand. Every color says something different, and combinations can alter that impression further.



color has three properties—hue, value, and intensity. Hue is the name of a color. Value is a color's lightness or darkness, which is altered when black or white is added. Intensity refers to the intensity of a color, often measured by boldness or dullness.

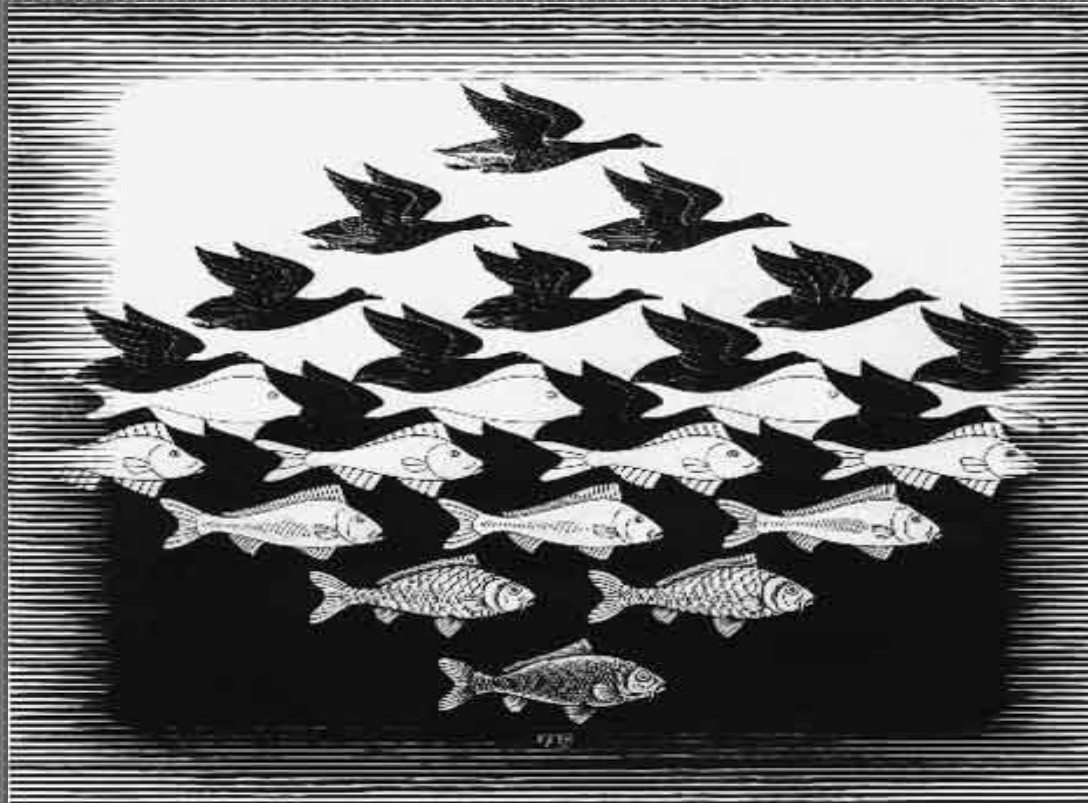
Shapes - geometric or organic, everything is ultimately a shape, so you must always think in terms of how the various elements of your design are creating shapes, and how those shapes are interacting.



Form is an element of art closely related to shape. Like shape, form can be geometric or organic. However, unlike shape, form is always three-dimensional. A form is measurable by length, width, and height, and encloses volume.



Space - The parts of the site that are left blank, whether that's white or some other color, help to create an overall image.



Space is the area between and around objects. Increasing or decreasing the amount of space around an object affects the way we view that object.

Texture is the surface quality that can be seen and felt. Textures can be rough or smooth, soft or hard. Textures are often implied. For instance, a drawing of a rock might appear to have a rough and hard surface, but in reality is as smooth as the paper on which it is drawn.



Meret Oppenheim, *Object*, 1936, fur-covered cup, saucer, and spoon, cup 4-3/8" in diameter; saucer 9-3/8" in diameter; spoon 8" long, overall height 2-7/8" (The Museum of Modern Art).

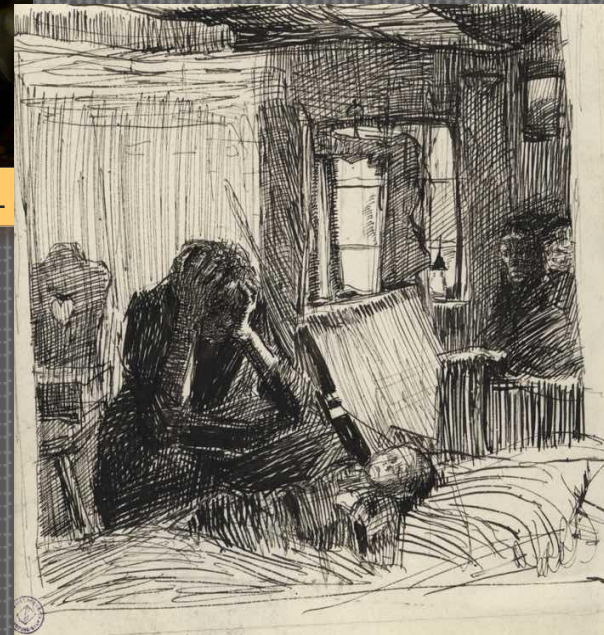


CONTRAST

- light and dark colors
- smooth and rough textures
- large and small shapes
- Contrast can be used to create variety, visual interest, and drama in an artwork.



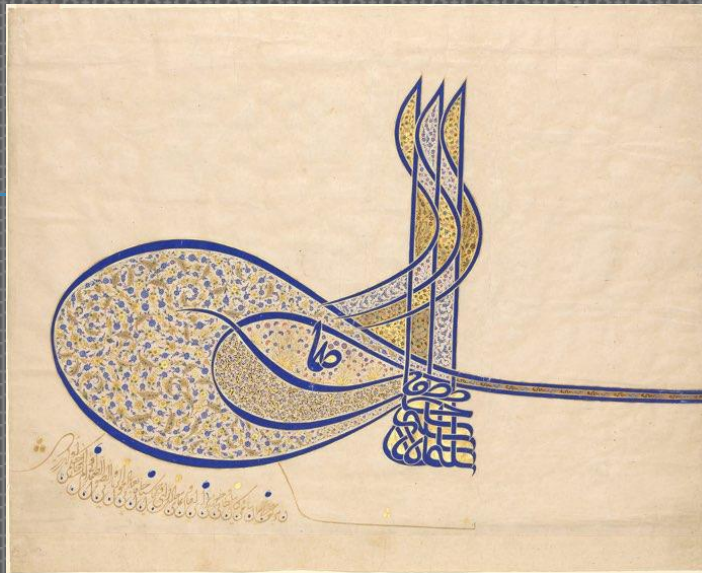
Caravaggio, *Crucifixion of St. Peter*, 1601



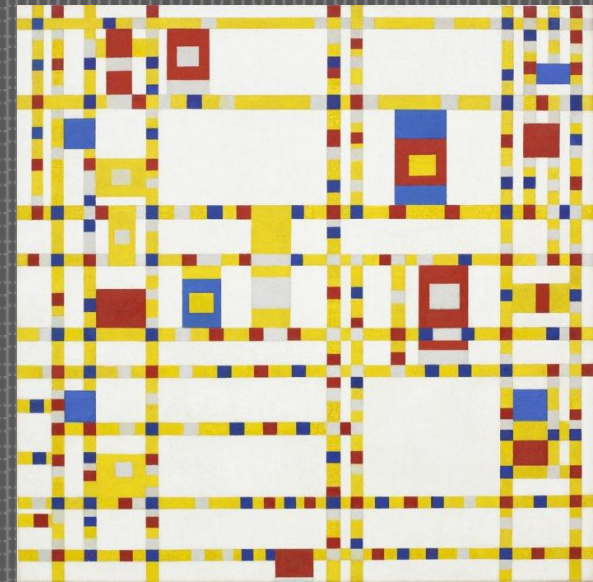
Käthe Kollwitz, *Misery*, 1897

RHYTHM

- movement or action of the design
- is usually achieved through repetition of lines, shapes, and colors
- It creates a visual tempo in artworks
- provides a path for the viewer's eye to follow.



Tughra (Official Signature) of Sultan Süleiman the Magnificent (r. 1520–66)



Piet Mondrian, *Broadway Boogie Woogie*, 1942-43

SCALE

- art describes the size of one object in relation to another
- refers to our perception of perspective and proportion
- Artworks that look realistic are scaled similarly to real world objects.
- Scale in art can also refer to the overall size of the work.



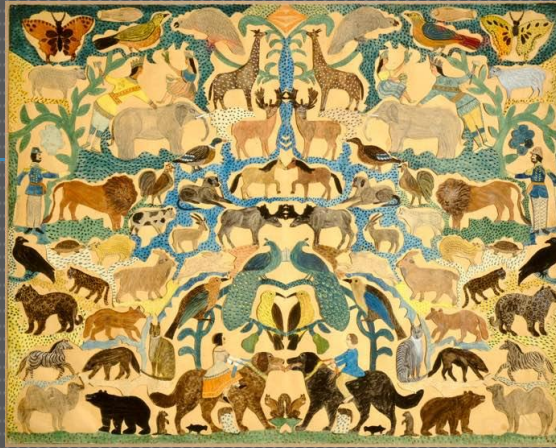
Andrew Wyeth, *Christina's World*, 1948



René Magritte, *Les valeurs personnelles (Personal Values)*, 1952

BALANCE

- refers to the distribution of weight in a composition.
- actual weight is a factor in sculpture and architecture
- refers to the visual heaviness of shapes and forms in an artwork.
- affects the equality and tension of the composition and can lend a feeling of calm or chaos to the work.



American, *Cutout of Animals*, second quarter 19th century



England, *Charger of Charles II in the Boscobel Oak*, c. 1685



James Abbott McNeill Whistler, *Arrangement in Grey and Black No.1*, 1871

SYMMETRICAL BALANCE

- An artwork with symmetrical balance is well-balanced and looks even and stable.
- When one side of an artwork mirrors the other, it has absolute symmetry. When the symmetrical balance is not exact, it is called bilateral symmetry.



American, *Cutout of Animals*, second quarter 19th century

ASYMMETRICAL BALANCE

- An artwork with asymmetrical balance is “heavier” or “lighter” in some areas, looks unstable, and can make the viewer uncomfortable.
- Asymmetric balance adds a dynamic look to artworks and often draws attention to focal points in the composition.



James Abbott McNeill Whistler, *Arrangement in Grey and Black No.1*, 1871

RADIAL BALANCE

- An artwork with radial balance is arranged around a central component.
- Forms and objects in a radially balanced composition appear to radiate out of the circular focal point of the artwork.



England, *Charger of Charles II in the Boscobel Oak*, c. 1685

UNITY

- also known as “harmony”
- is a design principle that refers to the cohesiveness of an artwork—how whole, consistent, and complete it appears
- pleasing combination of elements to create a harmonious composition.



Fernando Botero, *The Musicians*, 1991

EMPHASIS

- refers to the area of an artwork that dominates attention or draws interest.
- It is often the place a viewer looks first.
- Artists create emphasis by contrasting the elements of art, such as colour or shape.



Francisco Goya, "The Third of May 1808", 1814

MOVEMENT

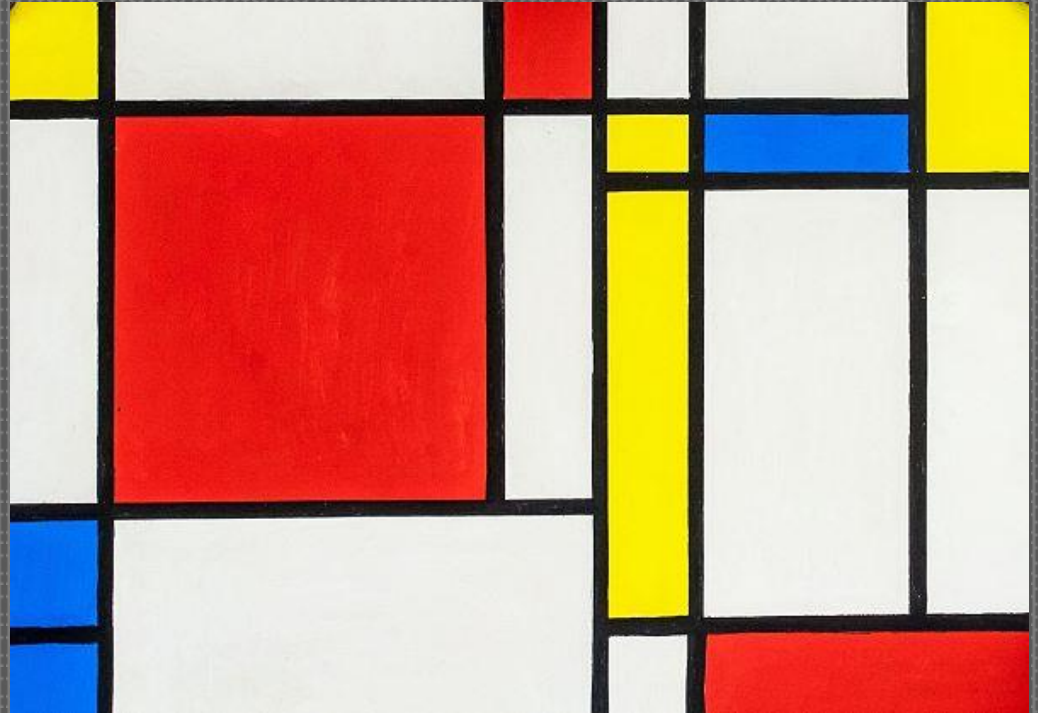
- refers to how an artist depicts movement using the elements and principles of art.
- refers to the visual flow of an artwork, indicated by the path a viewer's eyes take as they look at the artwork.



Hokusai, *Ejiri in Suruga Province*, 1830

PATTERN

is the uniform repetition of any of the elements of art or any combination. Anything can be turned into a pattern through repetition. Some classic patterns are spirals, grids, weaves.



Piet Mondrian he has used irregular shapes and colors to create paintings that have become classics.



Roy Lichtenstein used irregular changes and shapes to create his artwork entitled "Woman with flowered hat".

VARIETY

- refers to the elements of a composition that differ from one another.
- creates visual interest and energy.
- a lot of variety can make an artwork look busy or overwhelming.



Wassily Kandinsky, Der Sturm, Volume 10, Number 7, 1919

Thank you!

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