

Elements & Principals of Design

WHAT MAKES YOUR DESIGN LOOK GOOD?

Elements of Art

The elements of art are the building blocks of an artistic creation.

- ❖ COLOR
- ❖ LINE
- ❖ SHAPE
- ❖ FORM
- ❖ SPACE
- ❖ TEXTURE

Color

What is perceived when light hits and reflects off an object.

Three properties of color are:

- ▶ Hue (name of a color),
- ▶ Intensity or saturation (strength of a color)
- ▶ Tint and Shade (lightness or darkness of a color)

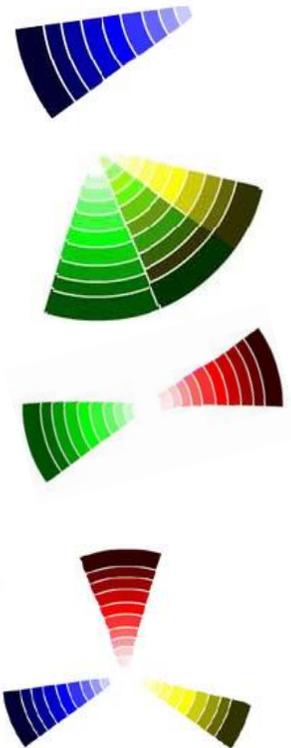


Warm
vs
Cool
Colors



Color Schemes

- ▶ Monochromatic - all the hues (tints and shades) of a single color
- ▶ Analogous - compatible color combinations that are neighbors on the color wheel
- ▶ Complementary - colors that are opposite each other on the color wheel. They contrast, enhance and intensify each other.
- ▶ Triadic - high-energy colors that are found by choosing three colors that are separated by 120 degrees on the color wheel.



Line

- ▶ A continuous mark made on a surface
- ▶ Lines can be long or short, straight or curved.
- ▶ Lines can be horizontal, vertical or diagonal.
- ▶ Lines in art can be thin, solid, dashed, thick, dashed or a variable width.



Straight Lines tend to create a sense of rigidity or stiffness.



Diagonal lines create tension and energy, like a bolt of lightning. These lines create a spiral.



Curved lines tend to be elegant and graceful

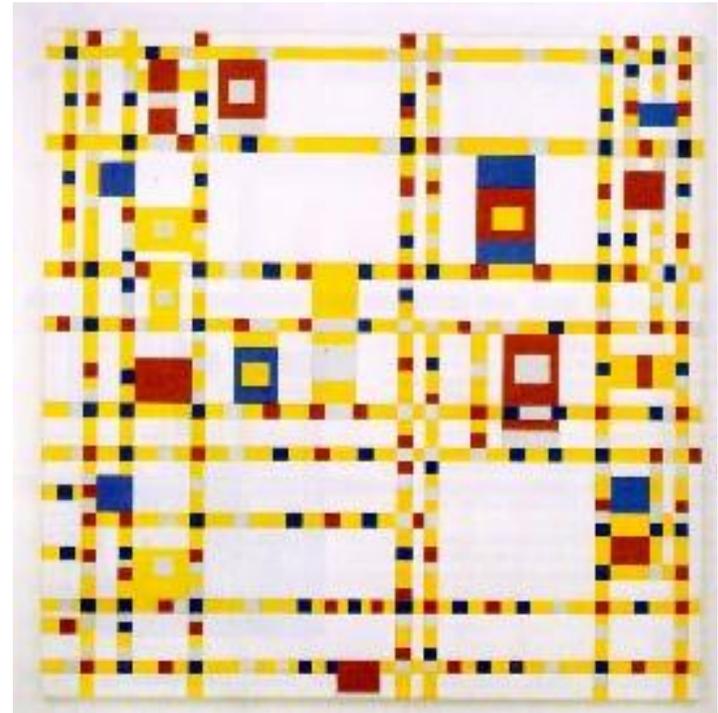


Sometimes lines are made of a series of dots or marks that the eye naturally follows.

Shape

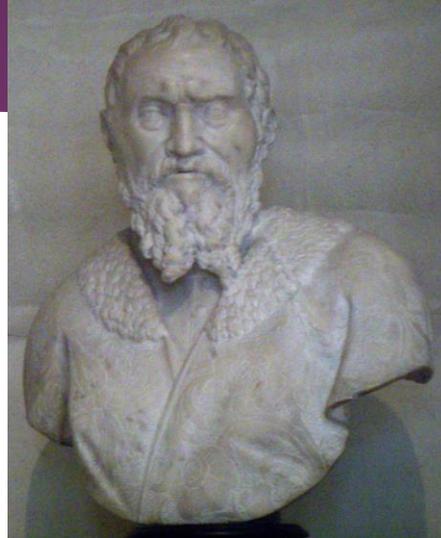
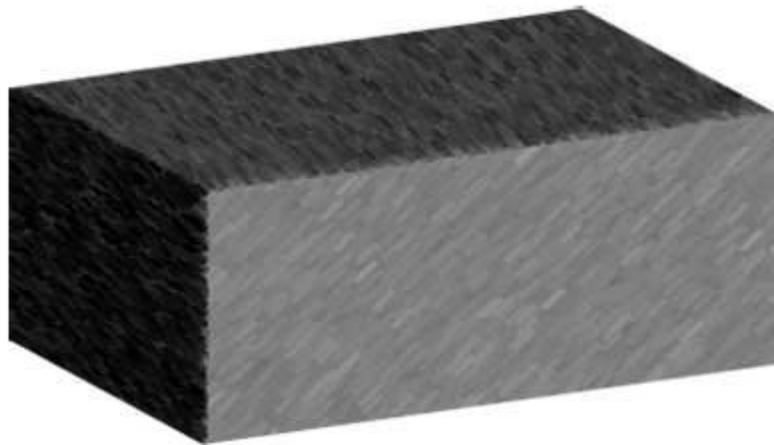
Two-dimensional objects (circle, square, rectangle, triangle) that enclose space.

- ▶ Geometric
- ▶ Organic



Form

- ▶ Three-dimensional objects that encloses and takes up space

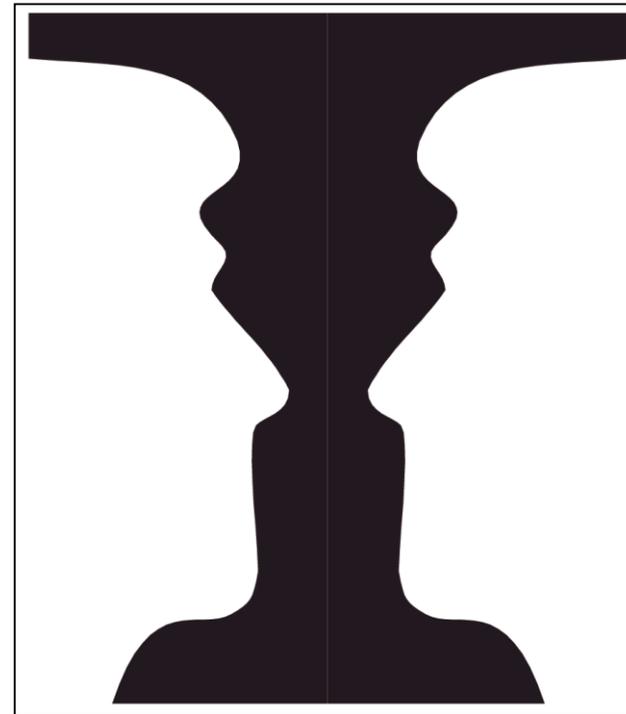


Space

Distances or areas around, between or within components of a piece.

Space can be:

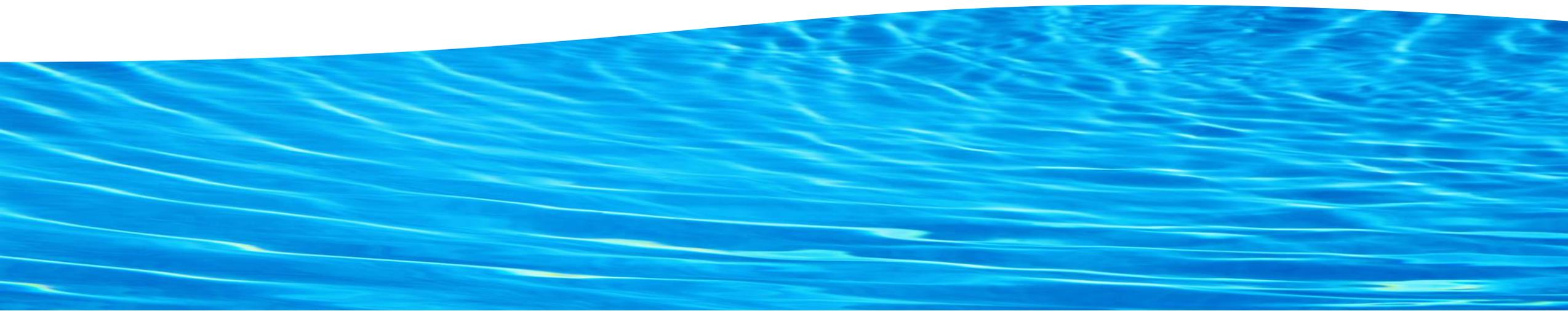
- ▶ *positive (created by objects) or negative (space around the objects)*
- ▶ *open or closed*
- ▶ *shallow or deep*
- ▶ *two-dimensional or three-dimensional.*
- ▶ *Just an illusion created through light and shadow*



The use of “white space” or negative space is very important in any design

Texture

- ▶ The surface quality or feel of an object: Smooth, bumpy, etc.
- ▶ Visual Texture is the illusion of a three-dimensional surface. It refers to the way something appears to feel.



Principles of Design

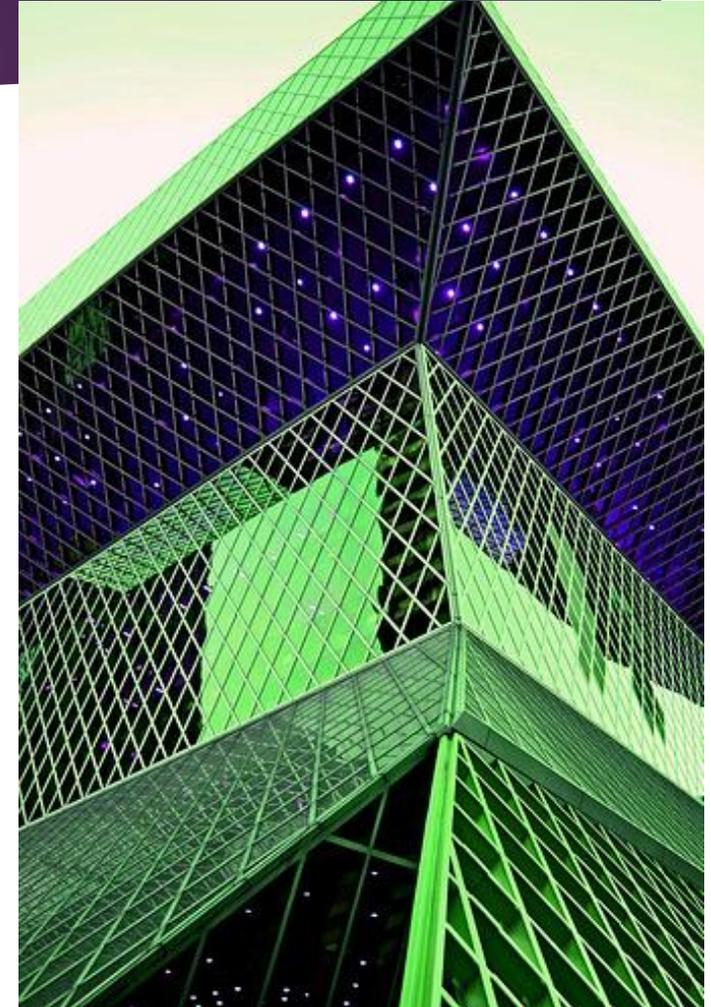
The ways in which the elements of art are organized are referred to as the principles of design.

- ❖ BALANCE
- ❖ EMPHASIS
- ❖ PROPORTION
- ❖ MOVEMENT
- ❖ VARIETY
- ❖ UNITY

Balance

Balance refers to the visual weight in a picture and how it is divided.

- ▶ Symmetrical Balance
- ▶ Asymmetrical Balance



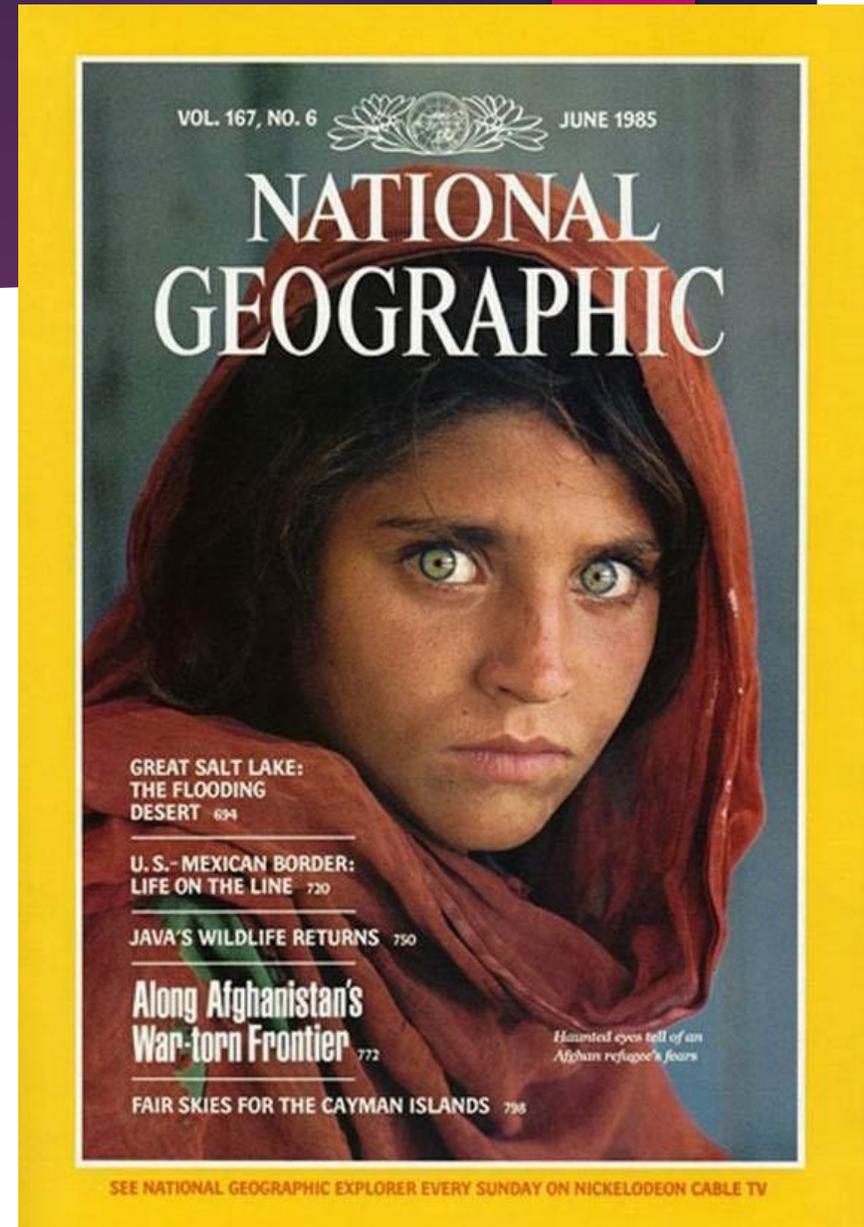
Emphasis

- ▶ Used to make something stand out, like dark next to light



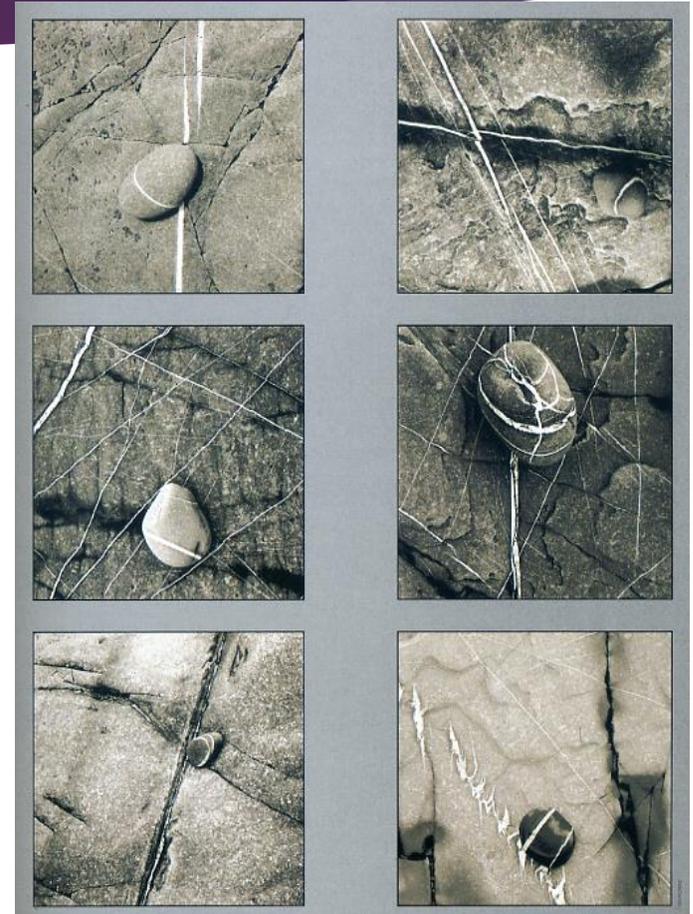
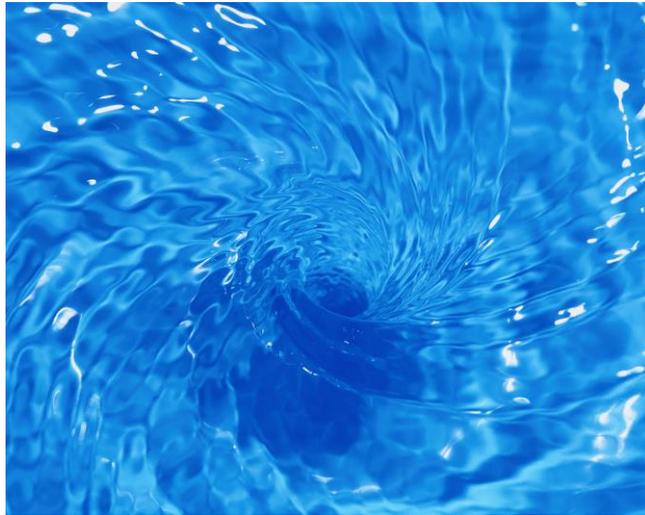
Proportion

- ▶ The size of objects; large next to small



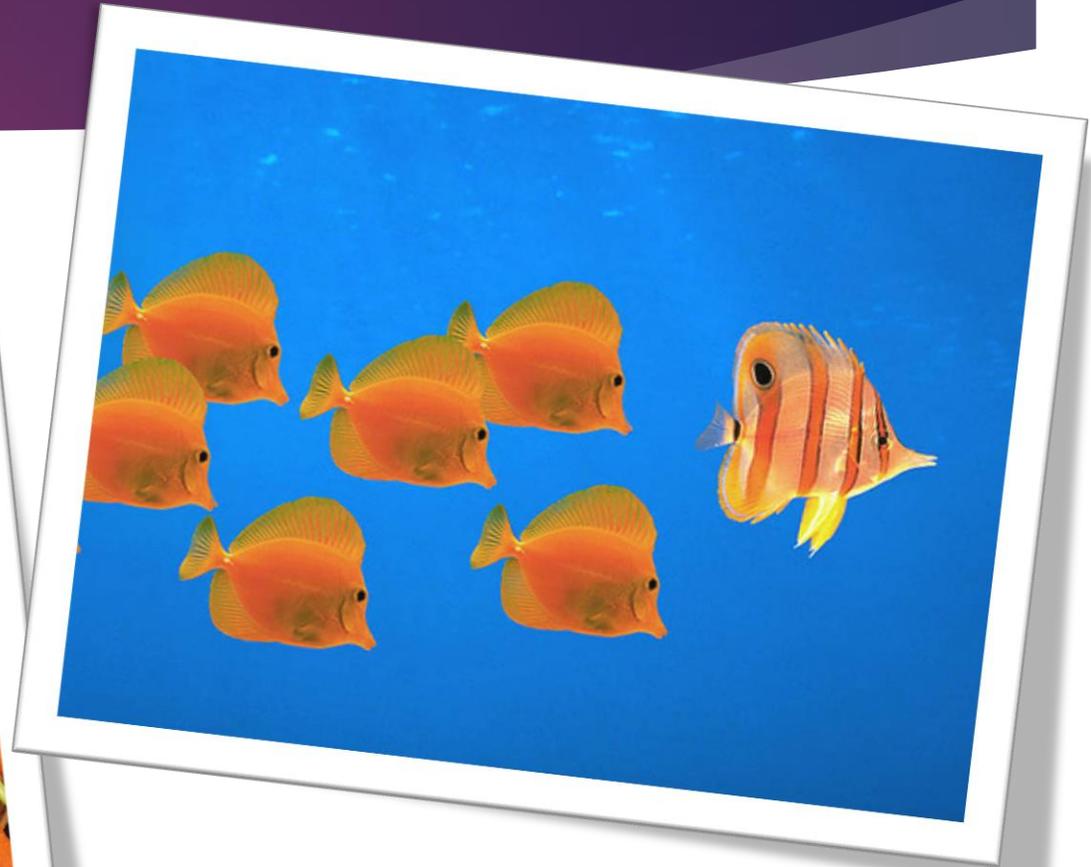
Movement

- ▶ The visual flow that creates a sense of motion and guides the viewers' eyes and includes repetitive elements.
- ▶ Rhythm



Variety

- ▶ The use of different or contrasting elements to add interest



Unity

How all the aspects of a design work together



FALL DANCE

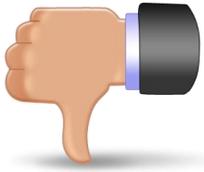
Tickets
\$3.00

Friday, October 29
4:30 - 6:30
BCMS Cafetorium

Students who buy a ticket before the dance, can wear their SCHOOL APPROPRIATE costumes.

Tickets are sold during lunch starting Friday, Oct 22nd

Please see Mrs. Chase or Mrs. Werbeck for questions



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WHERE: BCMS CAFETORIUM
WHEN: FRIDAY, OCTOBER 29
TIME: 4:30 - 6:30

STUDENTS WHO BUY A TICKET BEFORE THE DANCE, CAN WEAR THEIR SCHOOL APPROPRIATE COSTUMES

TICKETS ARE \$3.00 (SOLD DURING LUNCH STARTING FRIDAY, OCT 22ND)

PLEASE SEE MRS. CHASE OR MRS. WERBECK FOR QUESTIONS