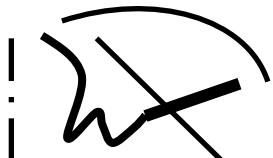


# The Elements of Design

(Each of these is a tool to make art)

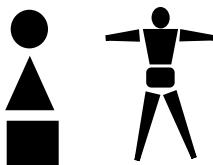
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## Line



Line describes contour or gesture, and may be horizontal, vertical, diagonal, straight, broken, curved, jagged, thick, thin, lyrical, structural, decorative, symbolic.

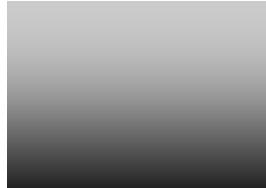
## Shape



Appear 2-dimensional (flat)

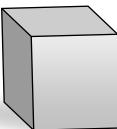
Can be geometric (square, triangle, circle) or organic

## Values



How light or dark a colour appears. The tonal values of colours can be checked by removing the colour in photo editing software, and by training ones eye to see it.

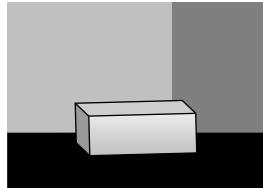
## Form



Appear 3-dimensional because values & perspective are added to shapes

Can be geometric (cube, cone, sphere) or organic (all other forms)

## Space



The area around, within, or between shapes and objects.

Planes and division of space

Positive shapes are the objects themselves. Negative shapes are created by spaces between positive shapes.

## Texture



The feel of a surface, such as smooth, rough, furry, soft, hard

Implied - appears to have texture, yet flat to the touch

Literal - mediums or paint used to create actual physical texture

## Colour



Hue - name, such as 'blue'

Value - the lightness or darkness of a hue

Intensity - brightness, saturation, amount of pigment

Temperature - warm and cool

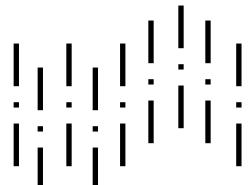
## Composition Basics

# The Principles of Design

(How to use the tools to make art)

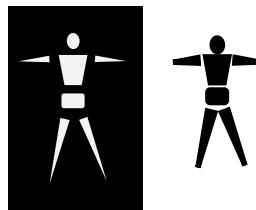
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### Pattern & Repetition



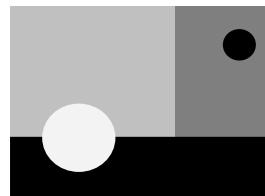
Intervals at which related elements occur throughout the piece of art, such as line, shape, texture and colour. Since our eye searches for related elements, pattern & repetition contribute to rhythm & movement.

### Contrast



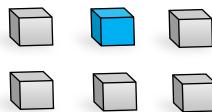
Using 'opposites' within the elements of design in order to draw attention to their differences and/or create visual interest. For example, dark vs light values, intense vs neutral colour, soft vs hard edges, large vs small shapes, or thin vs thick lines.

### Balance



Draw a visual line down the middle and compare left to right, top to bottom. A feeling of balance results when the elements are arranged symmetrically or asymmetrically to create the impression of equality in visual weight or significance. Unbalanced can feel unsettling (and works well when used intentionally).

### Emphasis



Special attention is given to one or more parts of a painting, sometimes being a primary or secondary focal area. Emphasis can be achieved using many of the elements and principles of design, such as shape, colour, space, value, contrast, & scale.

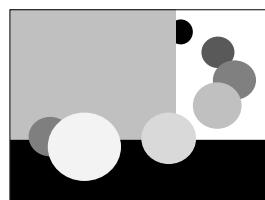
### Scale & Proportion



Scale - denotes the size, number & placement of objects in relation to their environment.

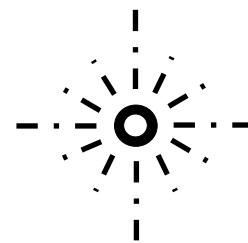
Proportion - size relationships of all parts of a whole.

### Rhythm & Movement



Controls the speed & direction of eye movement, which then affects the viewer's response and interpretation. All elements & principles, along with gradation, edges & viscosity can be used to create rhythm & movement.

### Unity & Harmony



The arrangement of elements to give the viewer the feeling that all the parts of the composition form a coherent, unified, whole. If a piece is too diverse it can be difficult to read or feel too busy. If a piece is too unified it can be boring and predictable.