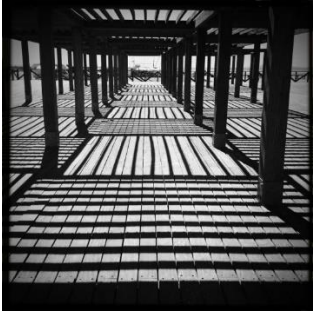
















# Art elements and design principles

The elements of art are the "building blocks" of art. This is the vocabulary we use to describe works of art. In practice, the elements are commonly seen in combination with each other. Design principles are the arrangement of the elements.

Element	Description	Descriptive Words
<p><b>Line</b>  <i>Bold black horizontal and vertical lines created from the shadows. Vertical pillars that become smaller leading your eye towards the distant horizon line.</i></p> 	<ul style="list-style-type: none"> <li>• A mark made by a moving point.</li> <li>• Has greater length than width</li> <li>• Directs the eye – horizontal, vertical, diagonal, curvy, zig-zag</li> <li>• Can be actual obvious lines or the borders or edges of shapes.</li> </ul>	<p>Horizontal, vertical, diagonal, curved, patterned, contour, Implied, actual, broken, blurred, controlled, freehand, fuzzy, interrupted, meandering, ruled, Short, straight, thick, thin, wide, jagged, severe, harsh, uneven, sensitive, subtle, spiralling, simplistic, complex, directional, descriptive, expressive, bold, fine, sensuous, flowing, fluent, lively, connected, detached</p>
<p><b>Shape/ Form</b>  <i>Repeated flat silhouetted shapes.</i></p>   <p><i>3D form of the Sphere and brickwork, with a flat triangular rooftop</i></p>	<ul style="list-style-type: none"> <li>• A contained area.</li> <li>• Can be geometric - square, triangle, circle</li> <li>• Can be organic - leaves, humans, puddles</li> <li>• Shapes are 2-dimensional and flat. (circle)</li> <li>• Forms are 3-dimensional with height, width and depth. (sphere)</li> <li>• Used to create a sense of space and substance.</li> </ul>	<p>Curvaceous, angular, elongated, amorphous, isomorphic, closed, open, distorted, flat, free form, geometric, organic, heavy, light, linear, massive, nebulous, balanced, regular, irregular, random, simplistic, complex, jagged, expressive, bold, dynamic, minimal, contour, sensuous, realistic, flowing, abstract, fluent, connected, detached, dynamic, juxtaposed</p>
<p><b>Tone/ Value</b>  <i>Low key lighting created by light filtered through the mist gives a soft calm effect through the use of tone.</i></p> 	<ul style="list-style-type: none"> <li>• Black and white and all the grays in between</li> <li>• Dark to light</li> <li>• Can add drama and impact to composition.</li> <li>• Can give a sense of timelessness</li> <li>• Monochromatic</li> </ul>	<p>Subtle, contrasting, muted, dramatic, dark, light, medium, sensitive, even, controlled, monotone, flat, bold, minimal, dreary, sensuous, soft, muted, harsh, soothing, chiaroscuro ("light dark", used to describe the skilful balance of light and dark in an artwork), sfumato (no harsh outlines present)</p>
<p><b>Texture</b>  <i>Shiny beetle on rough wood</i></p> 	<ul style="list-style-type: none"> <li>• The surface quality</li> <li>• How an object feels, or how it looks like it feels.</li> <li>• Adds interest! Sense of sight and sense of touch involved.</li> </ul>	<p>Actual, corrugated, bumpy, flat, furry, gooey, leathery, prickly, rough, sandy, sticky, shiny, simulated, smooth, soft, tacky, velvety, wet, fine, coarse, uneven, waxy, sensitive, rustic, rugged, descriptive, bold, minimal, sensuous, tactile, slippery, stippled, crazed</p>
<p><b>Colour</b>  <i>Vibrant Complementary colours, red and green</i></p> 	<ul style="list-style-type: none"> <li>• Artistic term is HUE</li> <li>• Need light to see colour</li> <li>• Primary, secondary, intermediates</li> <li>• Warm and cool, complementary</li> <li>• Use colour schemes to enhance appeal or make impact.</li> </ul>	<p>Brash, bold, pale, earthy, naturalistic, bright, calm, clear, cool, exciting, garish, warm, cool, contrasting, greyed, muted, multi-coloured, pale, polychromatic, monochromatic, primary, secondary, tertiary, complementary, triad, subdued, tinted, dusty, vibrant, saturated, vivid, dynamic, romantic, bright, subtle, controlled, pastel, sensitive, random, neutral, expressive, flat, psychedelic, minimal, tonal, rich, lacklustre, soft, natural, confronting, juxtaposed</p>

Design principle	Description
<p><b>Balance</b></p>  <p><i>Symmetrical</i>                      <i>Asymmetrical</i>                      <i>Radial</i>                      <i>Crystallographic</i></p>	<ul style="list-style-type: none"> <li>• Balance is a sense of stability in the body of work.</li> <li>• It can be created by repeating the same shapes and by creating a feeling of equal weight.</li> <li>• Without balance, a design feels off-kilter, inconsistent, and unsettling.</li> </ul>
<p><b>Unity</b></p> <p><i>The repeated shapes of the boats are all the same size giving the composition a sense of unity.</i></p> 	<ul style="list-style-type: none"> <li>• Unity is when all the parts are equal. There are no outstanding objects that stand out.</li> </ul>
<p><b>Contrast</b></p> <p><i>Contrast is created with the low sun hitting the birds against the black building and the black birds in shadow against the overblown white sky.</i></p> 	<ul style="list-style-type: none"> <li>• Refers to the opposites and differences in the work.</li> <li>• You can achieve variety by using different shapes, textures, colours and values in your work.</li> </ul>
<p><b>Movement</b></p> <p><i>The camera is moving with the cyclist, causing the rest of the objects in the frame to blur, creating a sense of movement.</i></p> 	<ul style="list-style-type: none"> <li>• Movement adds excitement to your work by showing action and directing the viewer's eye throughout the picture plane.</li> <li>• Rhythm is a type of movement that is seen with repeating shapes and colours. Alternating lights and dark also give a sense of rhythm</li> </ul>
<p><b>Emphasis/ Focal Point</b></p> <p><i>The bright yellow against the grey cement tiles leads your eye to rest on the fire hydrant creating a focal point.</i></p> 	<ul style="list-style-type: none"> <li>• Emphasis in a composition refers to developing points of interest to pull the viewer's eye to important parts of the body of the work.</li> </ul>
<p><b>Space</b></p> <p><i>Only the foreground is in focus creating a shallow depth of field.</i></p>  <p><i>Strong use of positive and negative space.</i></p> 	<ul style="list-style-type: none"> <li>• The area used or unused in a composition.</li> <li>• Positive space - the area the objects/subject takes up.</li> <li>• Negative space – the area around, under, through and between.</li> <li>• Gives the photo a 3-dimensional feeling. (depth)</li> <li>• Foreground (closest), middle ground and background (farthest).</li> <li>• Can be open, crowded, near, far, etc.</li> </ul>
<p><b>Repetition Pattern and Rhythm</b></p> 	<ul style="list-style-type: none"> <li>• An element that occurs over and over again in a composition.</li> <li>• Can repeat the element in a consistent pattern</li> <li>• Can repeat the element in a variation of the pattern.</li> </ul>
<p><b>Proportion / Scale</b></p> <p><i>The horse in the foreground is much larger than the horses in the middle ground and again in the background. It demonstrates scale and a sense of proportion that creates depth in the image.</i></p> 	<ul style="list-style-type: none"> <li>• Refers to the relative size and scale of the various elements in a design</li> </ul>