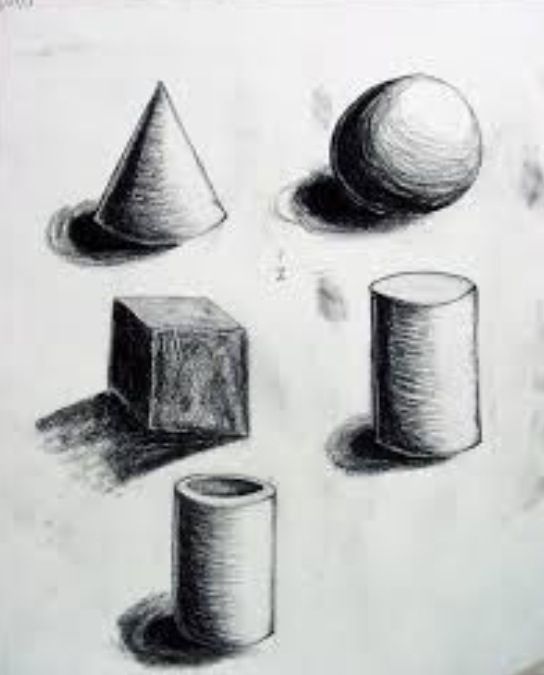
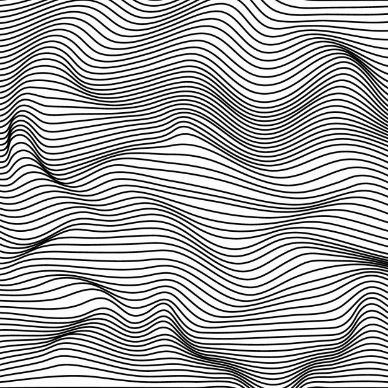
*Elements of Design*

**Colour**: What your eyes see when light is reflected off a natural or man-made object. (Primary - Red, Yellow, Blue; Secondary- Orange, Green, Purple; Tertiary- R-O R-P Y-O Y-G B-G B-P)



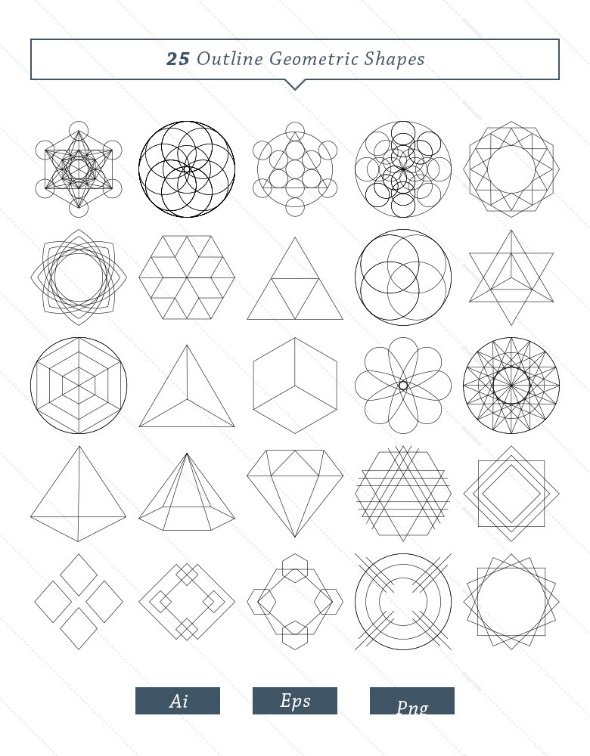
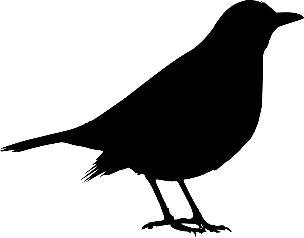
**Form**: An object that can be defined in three-dimensions (Height, Width, Depth)

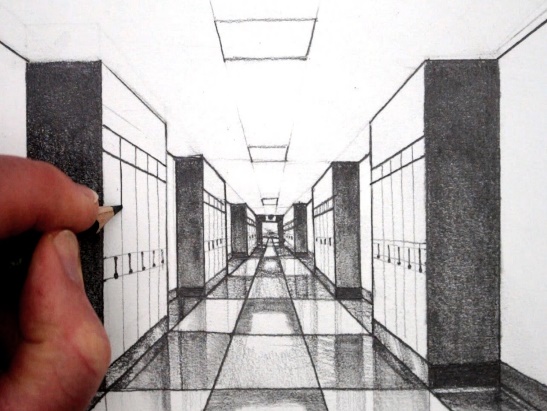


**Line**: The ends don't meet. Two dimensional (pencil and paper); 3-D like a wire sculpture; implied (the edge of a shape)

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**Mass:** Volume that has (or gives the illusion of having) weight, density and bulk

**Shape**: Defined by lines that connect (Organic=free-flowing, irregular OR Geometric=regular: ie triangle, circle, etc.)



**Space**: The distance between identifiable points or planes. Illusion of depth (Perspective, Overlapping, Size, Position)

**Texture:** Surface quality; Tactile texture (touch); Visual texture (see); Examples (Smooth, Rough)

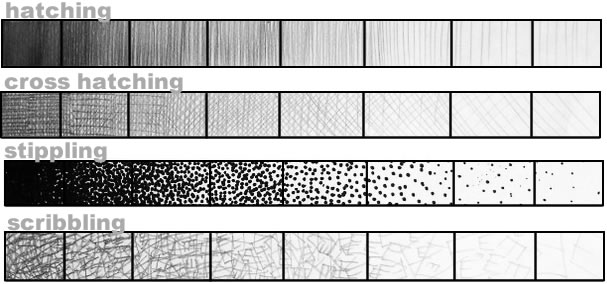
**Time and motion:** communicating a passage of time (telling a story, a series of events). Also motion: Implied (Blur lines,etc) and Kinetic (Moves)

**Value:** lightness and darkness of an area

Smooth pencil shading

Stippling (dots)

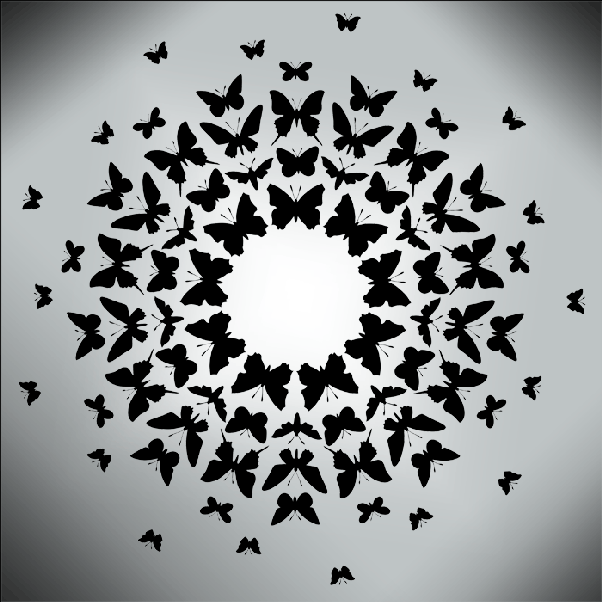
Hatching (lines)



*Principles of Design*

**Symmetrical balance**: mirror image (same on both sides)

**Asymmetrical balance:** Different on either side, but has a visual balance through shapes, colours, density, etc…



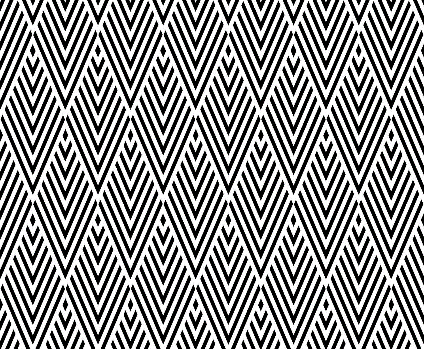
**Radial balance:** Comes from the centre of the work & often creates a circle



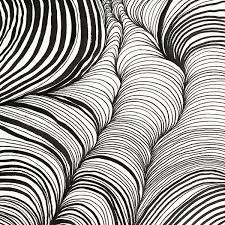
**Contrast:** Opposites (often elements or art) for example: texture, colour, shapes…

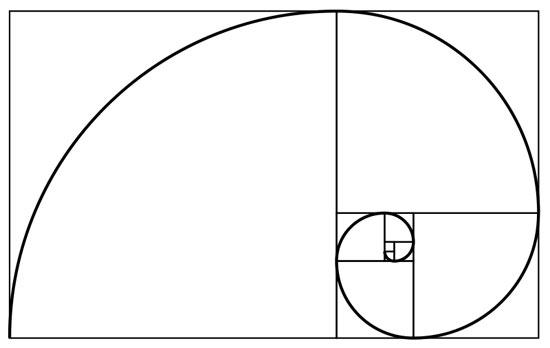


**Emphasis:** Intentionally drawing your attention to a specific area (similar to focal point)



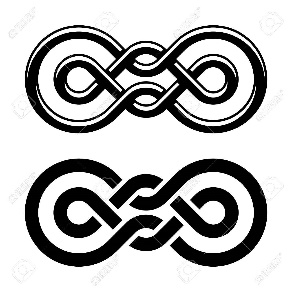
**Pattern:** Elements that are repeated in a predictable way (like wallpaper)

**Rhythm**: Repetition of elements (not as predictable as pattern) & often size or shapes can be altered



**Proportion:** size comparisons, measurements

**Scale:** Monumental = important & Small= intimate or insignificant. Artist uses scale to tell a story or send a message



**Unity:** Everything fits, it looks like it all belongs together



**Variety:** Diversity of different ideas, mediums and/or elements in a work



**Movement:** The viewer's eye is led through a work of art in an organized way. There is often a focal point. The artist through lines, edges, shapes, or colours can direct movement.