

# **ELEMENTS & PRINCIPLES OF DESIGN**

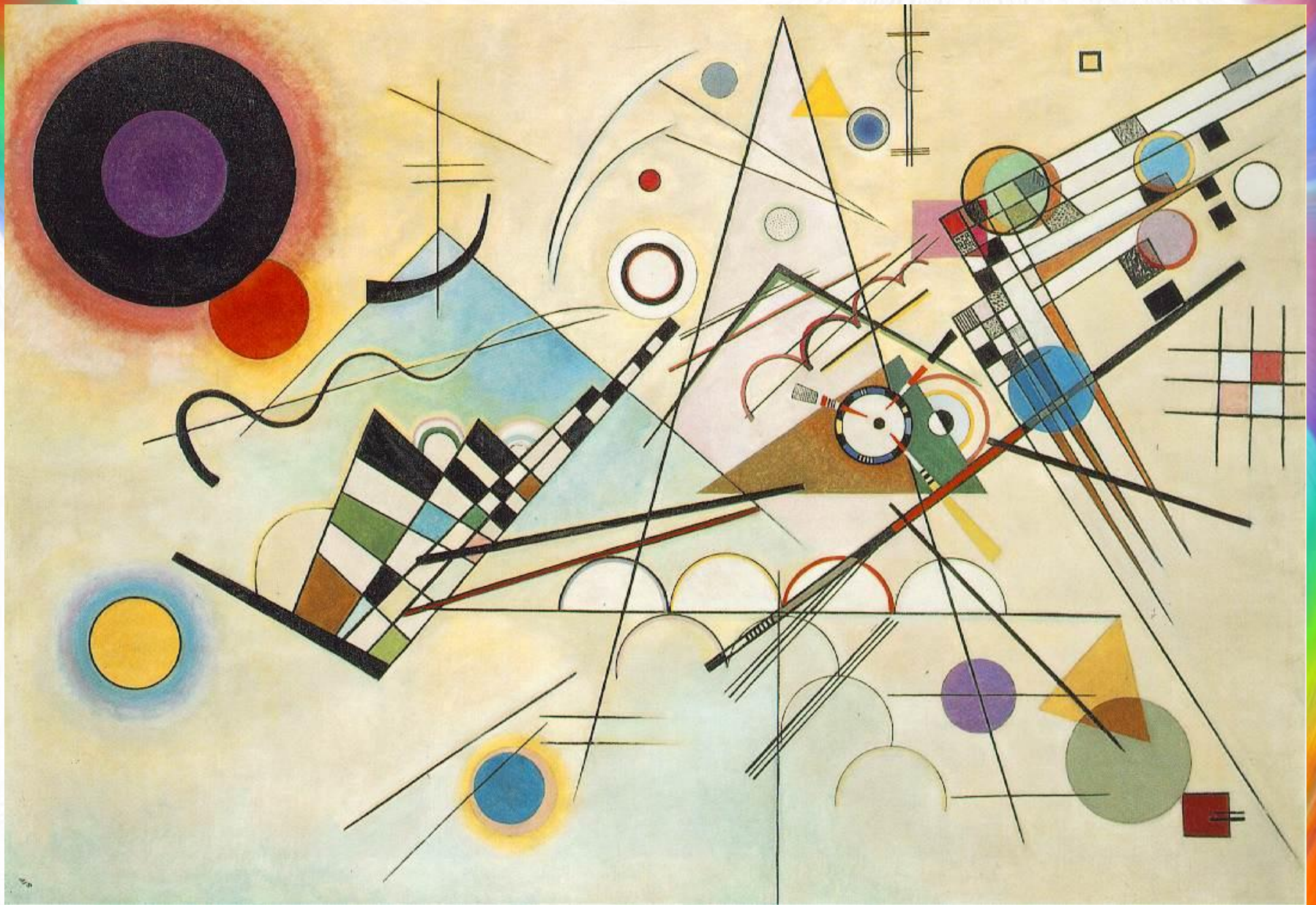
Notes that will save you from failing  
the class at the end of the semester...

# VOCABULARY YOU NEED TO KNOW

- **2-D Design** - Artwork that is on a flat surface such as drawing and painting... Has Height and width.
- **3-D Design** - Artwork that has height, width, and depth such as sculptures.
- The difference between 2D & 3D design is that 3D objects have depth and take up space.

# MORE VOCABULARY

- **Abstract** - Not realistic; often based on something real
- **Aerial/atmospheric perspective** - the effect of distance shown through changes of color or haziness
- **Collage** - groupings of different textures, objects, and materials glued down
- **Composition** - the manner in which the forms, lines, and colors are arranged in an artwork



Abstract art by Kandinsky (also non-objective)

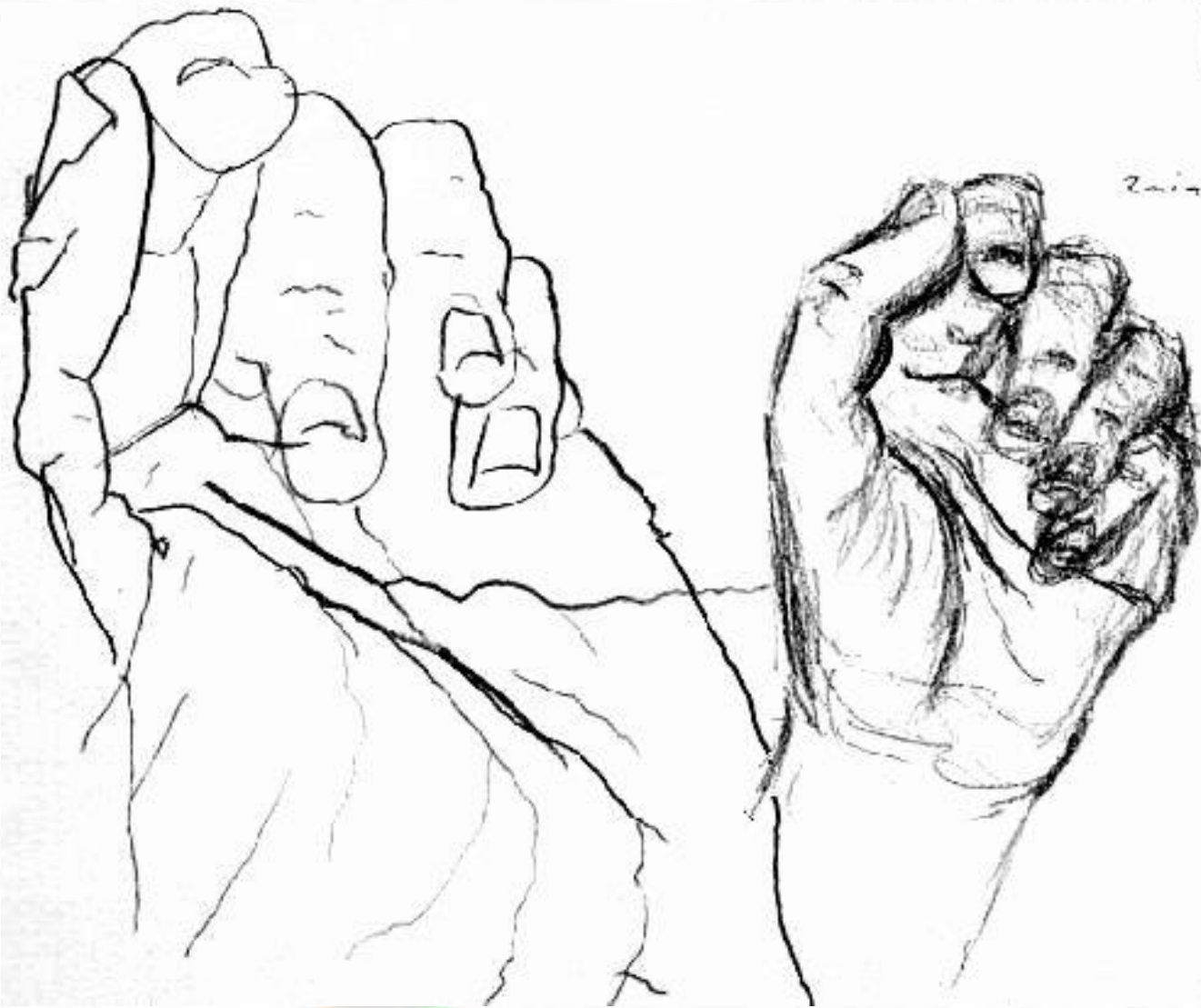


Atmospheric Perspective by Bierstadt

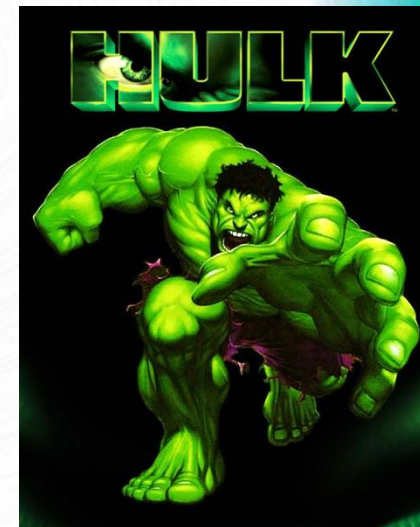


Collage by  
Rauschenberg

- **Contour** - an outline drawing of a form or object
- **Crosshatch** - to create differences in value through a crossed series of lines
- **Design** - the organization of The Elements in an eye pleasing way
- **Drawings** - usually work that is done in pen, pencil, charcoal, etc. on paper
- **Foreshortening** - the technique of distortion in perspective in order for the object to appear three dimensional



Contour drawing of hands



Foreshortening by Mantegna

- **Linear perspective** - a technical system that allows depth to be shown on a 2-D surface
- **Media** - what you use to create with i.e. pencils, paint, pastels, etc.
- **Mixed media** - work that is done with a varieties of medias i.e. paint, drawings, collage, etc.
- **Modeling** - varying the values to suggest a 3-d quality to a subject
- **Nonobjective** - an abstract artwork not based on anything in reality



NON-OBJECTIVE  
BY ROTHKO

- **Paint** - pigment held together with binder i.e. oil paint is pigment with an oil based binder.
- **Still life** - a composition featuring inanimate objects such as flowers or food



Still Life by  
Cézanne

# Elements of design - the pieces to the puzzle

## LINE

is the path of a moving dot. Here are examples of different types of lines...

vertical



horizontal



diagonal



curved



angular



zig zag



bent



straight



interrupted



thick



thin



parallel



cross-hatched



spiral



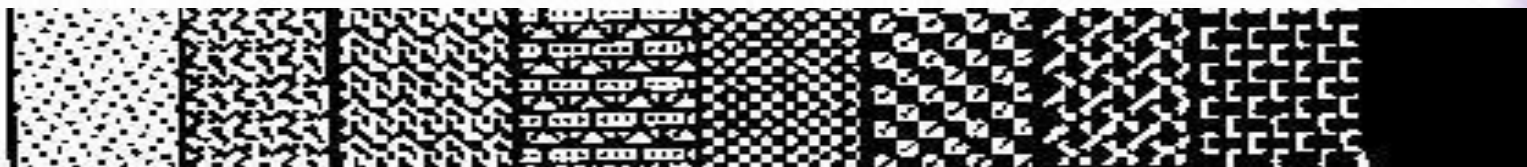
Line does not always have to be seen to be there.  
This is known as an IMPLIED line.



Franz Marc -- The Yellow Cow

# VALUE

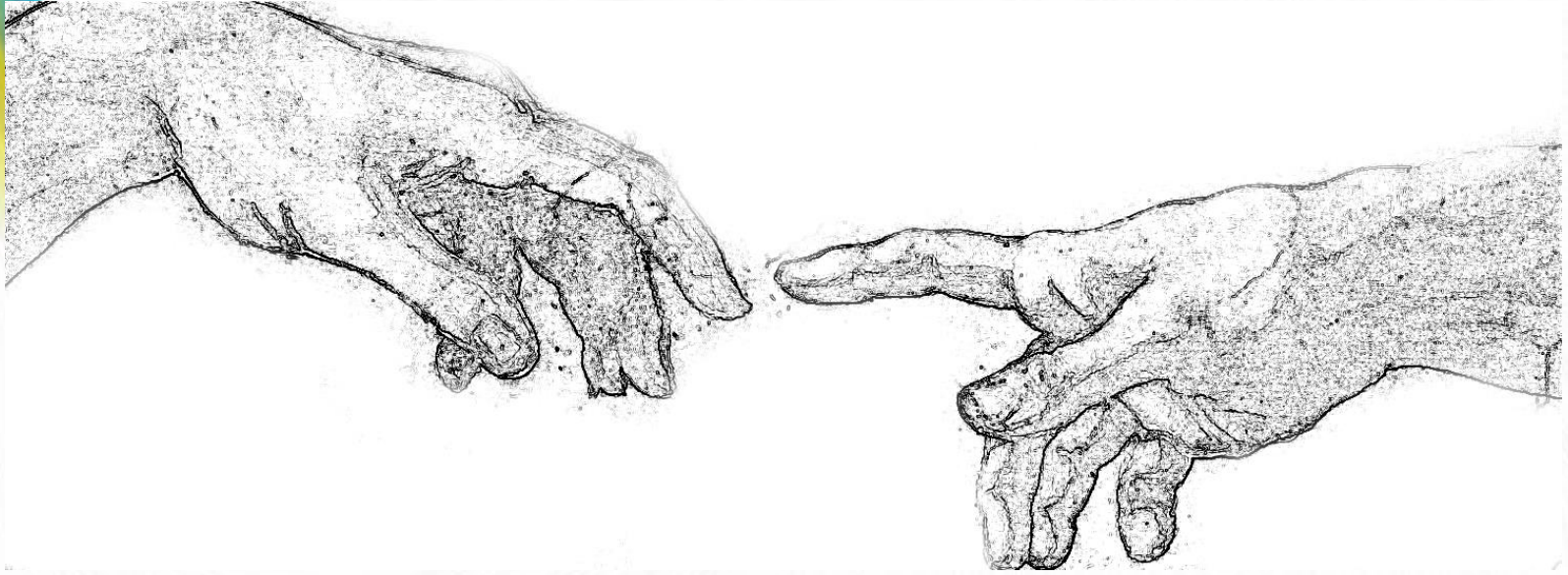
- the differences of a color ranging from the lightest to the darkest. Here is an example of what value looks like...



Value can make or break an drawing or painting. The more value a drawing or painting has, the better the artwork will look.



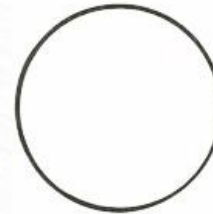
Value turns things from FLAT to WEIGHTED.



# SHAPE & FORM

Shapes are 2-D or flat.

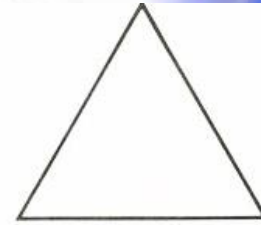
The area is enclosed by an outline. Shapes can be geometric, biomorphic, abstract...



circle



square



triangle



diamond



rectangle



oval

Forms are 3-D. Forms have height, width, and depth. Forms can also be geometric, biomorphic, abstract...



sphere



cone



cylinder



cube

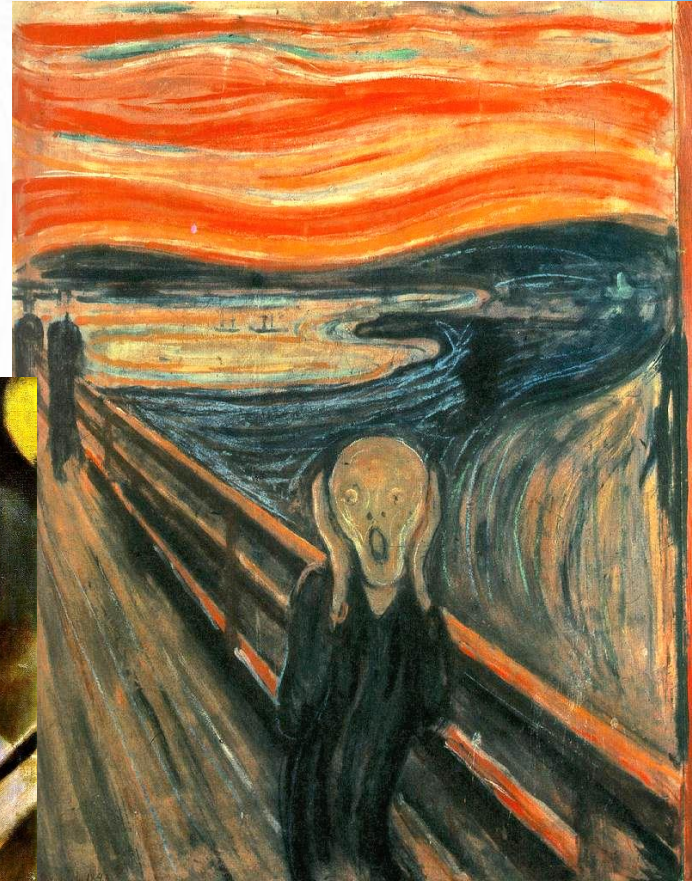
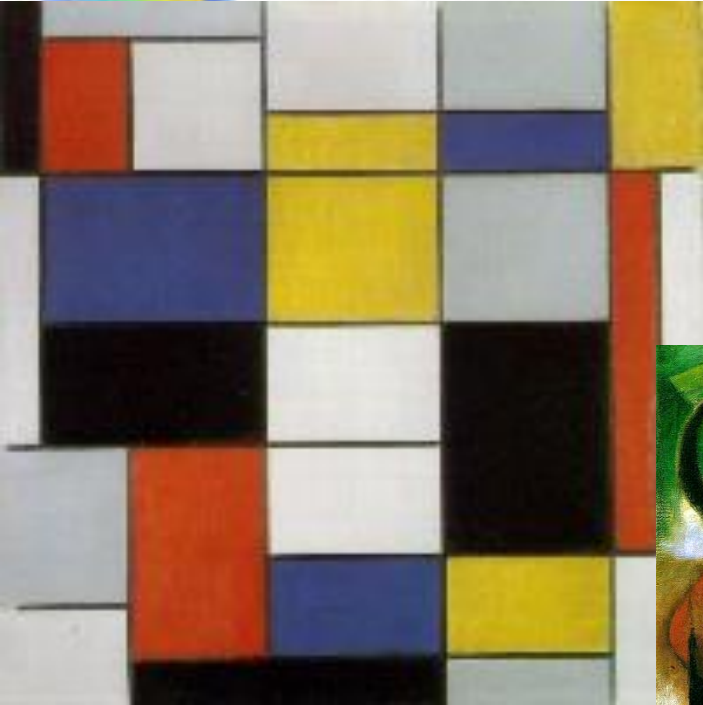


pyramid



slab

Some shapes aren't shapes at all. Those are known as amorphous shapes.



# TEXTURE

Can be real or implied.

Real textures are those that can be felt.

Implied textures are those that can be drawn or painted to look like a real texture.

This is an example of texture using scratchboard.



# SPACE (NOT OUTER SPACE)

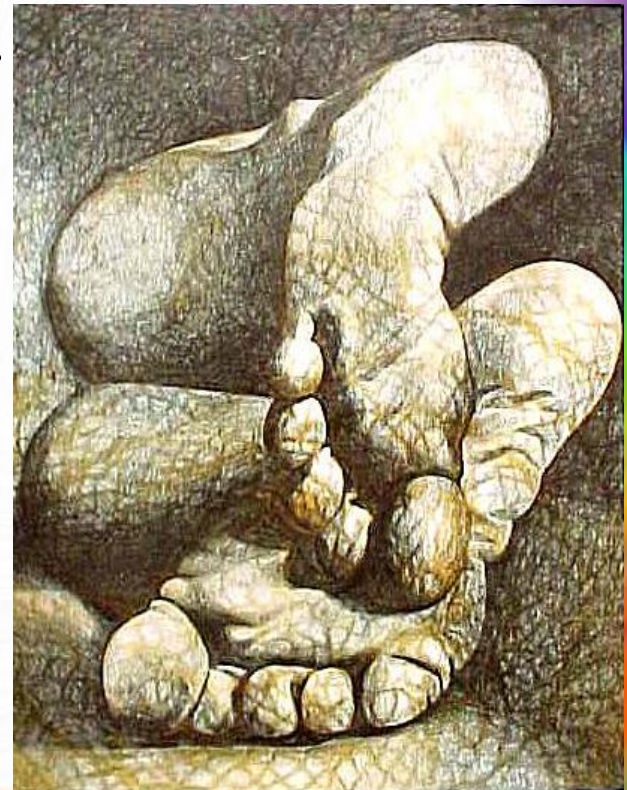
Shallow space has very little perspective with nothing overlapping.

Actual space has overlapping shapes, differences in object size, and differences in colors and values.



Positive Space:  
What you draw/what is actually there.

Negative Space: What is left empty/ air



# COLOR

The way an object reflects or emits light into the eye.

The primary colors are Red, Yellow, and Blue.

The secondary colors are Orange, Green, and Violet (purple).

Hue is another word for color.

The color wheel is a circle in which colors are organized. It was invented by Sir Isaac Newton.

Shade - adding black to a color such as navy blue.

Tint - adding white to a color such as pink.

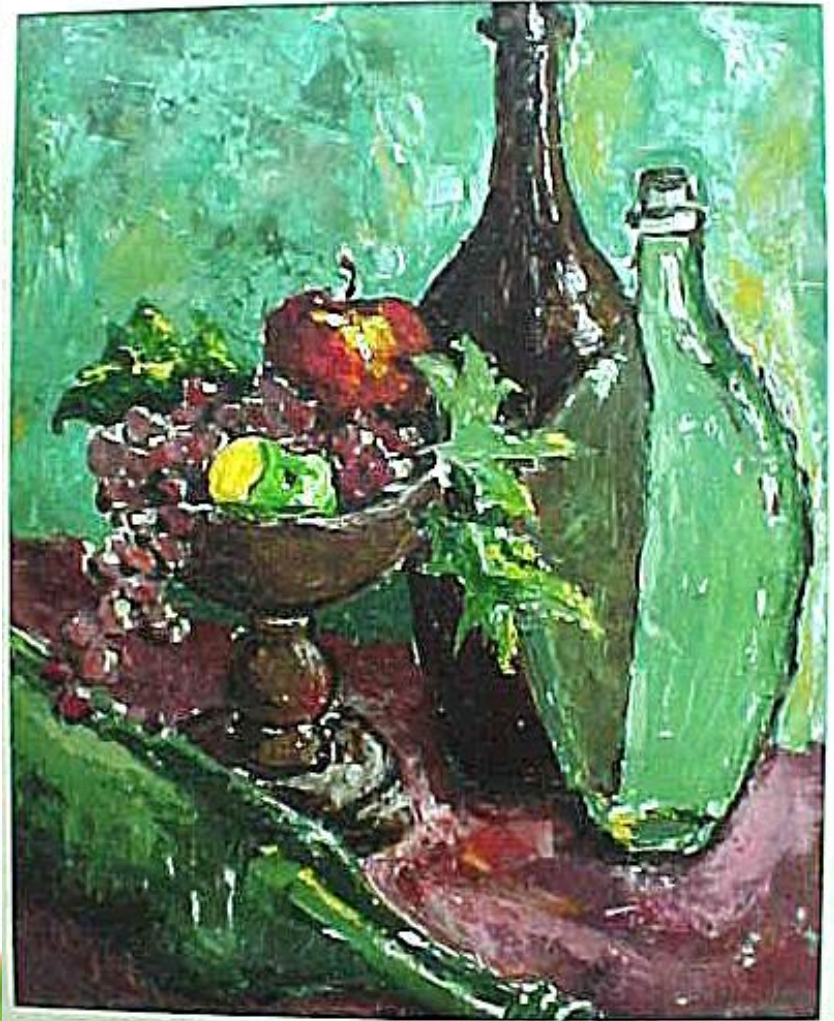
# Elements of Design

- Line
- Value
- Shape & form
- Texture
- Space
- Color

Principles of Design - The ideas to put the elements together with

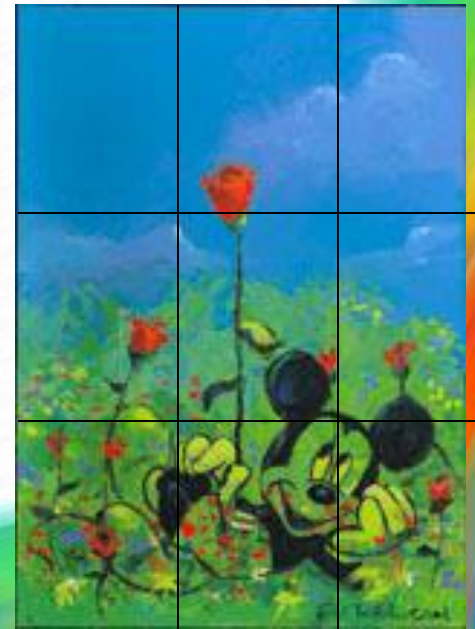
**EMPHASIS** Is

given to the center of interest. It can be dark, light, big, small, colorful, or dull. It's the first thing people can look at. It can be anything to anyone. Basically, the focal point.



## More on Emphasis...

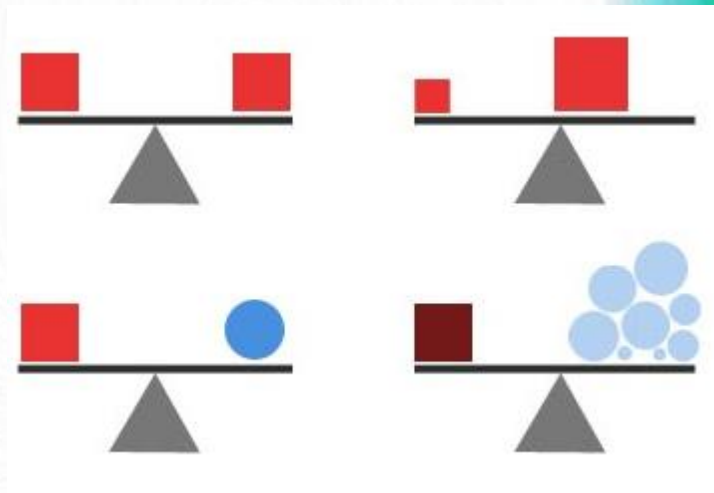
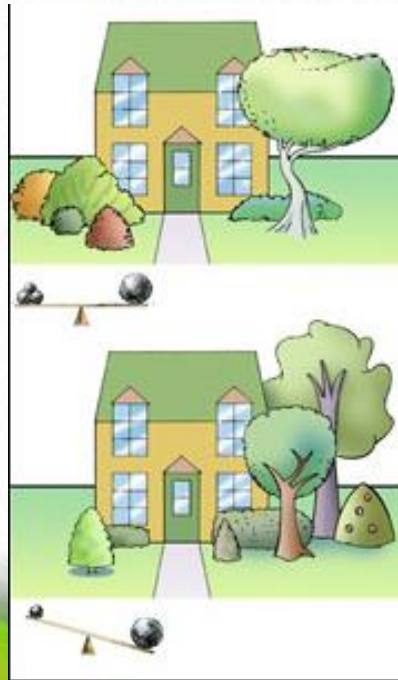
The center of interest can be anywhere within the composition. A general rule is the "Rule of Thirds". Imagine the paper with a HUGE tic-tac-toe board over it. You can put the main object anywhere, in any box or line but NOT in the middle square. Putting the main object in the middle makes the picture "boring".



# BALANCE

Symmetrical balance -  
The same on both sides.  
Very little differences.

Asymmetrical balance -  
achieved through  
unequal distribution but  
visually looks even.

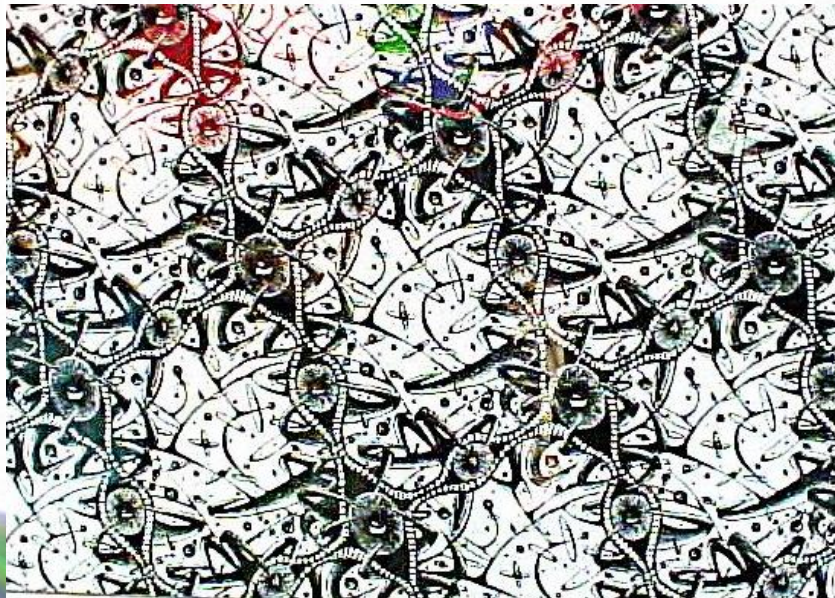


# REPETITION

repeating elements or creating patterns causes a visual rhythm

Pattern - created by repeating the same element to create an overall design.

Rhythm - repeating similar elements throughout the composition for smooth visual transitions.



# UNITY



is the harmony of all the elements; Using the right amount of variety and proportion...

Proportion - size and scale of the various elements

Variety - differences in the elements that give interest to the composition.

# The principles of design

- Emphasis (focal point/center of interest)
- Balance (symmetric & asymmetric)
- Repetition (by pattern or rhythm)
- Unity (using proportion and variety)