

Elements of Art & Design

Source: www2.oberlin.edu/amam/asia/sculpture/documents/vocabulary.pdf

The visual components of color, form, line, shape, space, texture, and value.

Line	An element of art defined by a point moving in space. Line may be two- or three-dimensional, descriptive, implied, or abstract.
Shape	An element of art that is two-dimensional, flat, or limited to height and width.
Form	An element of art that is three-dimensional and encloses volume; includes height, width AND depth (as in a cube, a sphere, a pyramid, or a cylinder). Form may also be free flowing.
Value	The lightness or darkness of tones or colors. White is the lightest value; black is the darkest. The value halfway between these extremes is called middle gray.
Space	An element of art by which positive and negative areas are defined or a sense of depth achieved in a work of art.
Color	An element of art made up of three properties: hue, value, and intensity. Hue: Name of color Value: Hue's lightness and darkness (a color's value changes when white or black is added) Intensity: Quality of brightness and purity – High intensity = color is strong and bright; low intensity = color is faint and dull
Texture	An element of art that refers to the way things feel, or look as if they might feel if touched.

Ten Principals of Art

Source: www.theartist.me/infographics/10-principles-of-art/

Understanding art can appear intimidating to the untrained eye. However, there are several simple key principles of art, and once you understand these, the vast pleasure of art-viewing begins to open up before you.

Balance	Balance refers to the weight of objects, and their placement in relation to each other. It's a sense of stability you might feel from elements in alignment. This can take three forms: symmetrical, asymmetrical and radial. Symmetrical balance refers to the exact mirroring of objects across an axis (i.e. an invisible line on the page). Asymmetrical balance is the opposite of this- when objects do not mirror each other perfectly, shifting the balance to one side or the other of the axis. This is often done to highlight an object in relation to another. Radial balance is when objects are distributed all around a central point.
Proportion	Proportion is the size of objects in relation to each other, or within a larger whole. This could be natural (e.g. a nose which fits onto a face the way you would expect it), exaggerated (e.g. a nose that is vastly over or undersized), and idealized, in which parts have the kind of perfect proportion that you just don't see occurring naturally.
Emphasis	Emphasis is an extension of these first two principles: it is when contrast, placement, size, color or other features are used to highlight one object area, or other elements of the artwork. Used to draw attention – a focal point – or accentuate a feature.
Variety	Variety is a sense of difference between elements of an artwork – the opposite of unity, or harmony. Variety adds a sense of chaos to a work, and this is often used to highlight certain powerful emotions. When unity is used instead, it immediately calms – though this can also lead to being boring!
Harmony	In following up on Variety, harmony is the use of related elements. This might be similar colors, shapes, sizes of objects, etc. It's about repetition and a relationship between elements. This creates a sense of connection between the objects, creating a sense of flow. Harmony is one of the most important aspects when it comes to principles of art.
Movement	This indicates the direction your eye takes as you view the work – in what order does your eye travel? If emphasis is used, this often means you start with this element first and travel away from it. The movement inherent in the image is important, as it tells you a story through the use of lines (whether they are literal or implied).
Rhythm	This can also be thought of as a kind of relationship between patterned objects. Rhythm is often the use of regular, evenly distributed elements – they could occur in slow, fast, smooth or jerky intervals, and this tells you something about the feelings invoked. Like listening to an upbeat pop song versus a slow ballad, the arrangement of notes creates a kind of pattern you naturally respond to. The important part is recognizing the relationship between the objects.
Scale	It might sound similar to proportion, but they differ slightly: scale is about the size of objects, but in relation to what you'd expect them to be in reality. If an object occurs in a natural scale, then the object is the size we would expect to find it. Diminutive refers to an object being smaller than expected, and monumental is when the object is much larger.
Unity	Not to be confused with harmony, unity is the overall cohesion of the work. You might achieve this through any kind of grouping of objects. Any kind of similarity will help to strengthen the sense of unity you feel when looking at a series of objects.
Repetition	This is the pattern itself. A combination of shapes, colors, or other elements recurring across the composition. Objects might be repeated such that they slowly get smaller, or slowly change color – where the pattern starts and stops is important! Patterns usually evoke feelings of security and calm.

In all, these ten principles of art combine and contrast to create the effects we respond to visually. By breaking down the elements, we begin to understand more about the intention or meaning of art.