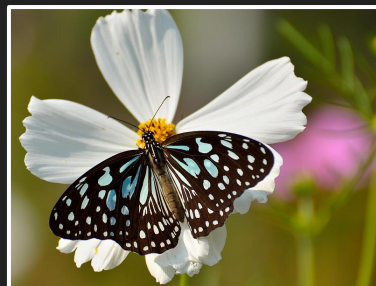# Elements of Design

The Tools to Make Art

Elements of Design

- Line
- Shape
- Space
- Value
- Texture
- Color

Line

Line can mean a few different things. Leading lines can move your viewer's eyes throughout a photograph – diagonals are great. Repeating lines that fade into the background will bring the viewer's back into the picture. Lines aren't always straight; the "line" of a model's body can create an "S" shape that will lead the viewer's eye all along her body and through the image.

Line
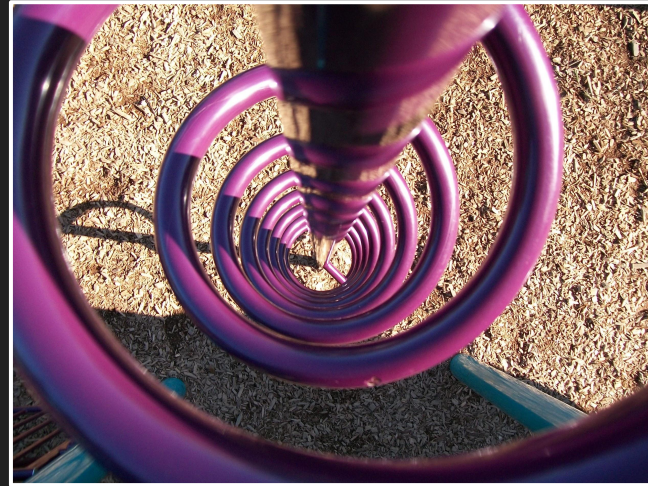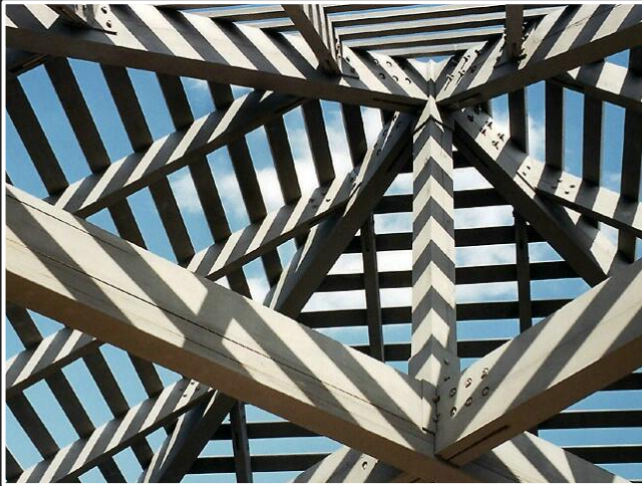
Shape

An enclosed space defined by a line or by contrast to its surroundings. Shapes are two-dimensional (flat): circle, square, triangle, organic blob, etc. *In everyday usage, the word 'shape' is also used to talk about three-dimensional form, often as something of a shorthand for referring to the two-dimensional outline or silhouette of the object. When discussing art, your meaning will be clearer if you reserve using 'shape' to talk about two-dimensional shapes on a plane.*

Shape

Shapes or objects within the frame as a focal point

Space

Space is another element that gives depth to your image. All images should have some kind of foreground, middleground and/or background. Space also refers to positive and negative space in your photo.

1) Positive space is taken up by something such as your subject.

2) Negative space is what is in between all the positive space. Negative is an "empty" or "blank" space, which may still have something in it.

©MBE
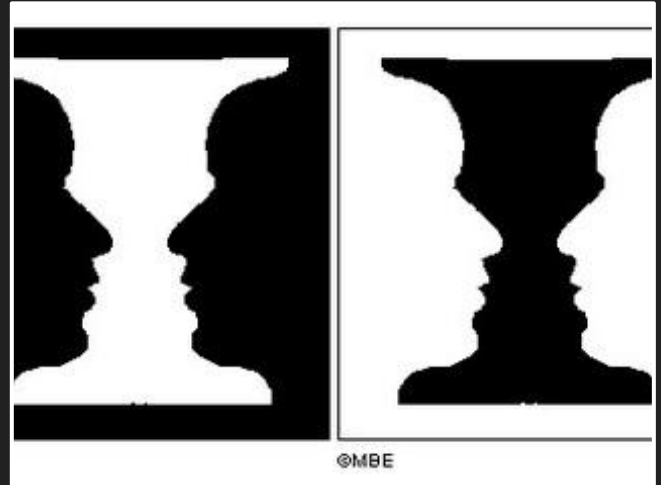
Space

Could argue that images must relate or demonstrate Rule of Thirds.

Value

The <u>degree of lightness or darkness of an area</u>. Tone varies from the bright white of a light source through shades of gray to the deepest black shadows. <u>How we perceive the tone of an object depends on its actual surface lightness or darkness,</u> color and texture, the background and lighting. Tone is may be used broadly ('global tone') to denote the major planes of an object; realist artists use 'local tone' to accurately denote subtle changes within the plane.

Value

Light vs dark
in an image

Texture

Texture is the <u>surface quality</u> of a shape – rough, smooth, soft hard glossy etc. This can be a 2-dimensional (flat) shot or can have depth.

<u>Texture can be used to accent an area</u> so that it becomes more dominant than another.

Texture is defined as the surface characteristics of a material that can be experienced through the sense of <u>touch or the illusion of touch</u>.

In visual images, actual textures can be used, such as cloth, boxes, small objects, and natural items.

Texture

Texture may be a macro close up detailing texture or a wide shot.

Color

Color is a <u>property of light</u> that is visible when light is emitted or reflected. The color of the light is determined by the wavelength.

Primary Colors - Red, Blue, Yellow

Secondary Colors - Violet, Green Orange

Complementary Colors - Opposites (Blue/Orange)
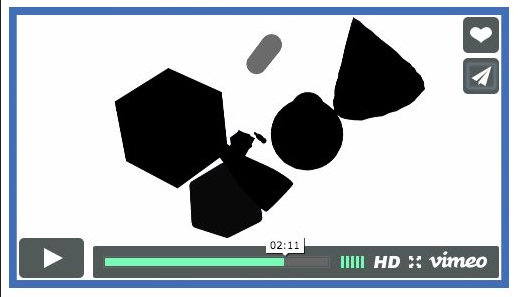
Monochromatic - White, Gray, Black, Pop Color

Color

Color may be a pop of a single color or a variety of colors playing off one-another to either draw attention or isolate items.

Elements of Design: Brands

https://vimeo.com/32944253

The Elements of Design
(the tools to make art)

Line		Horizontal, vertical, diagonal Straight, curved, dotted, broken Thick, thin
Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)
Space		The area around, within, or between images or parts of an image Relates to perspective Positive and negative space
Value		The darkness or lightness of a color. White added to a color makes it a *tint*. Black added to a color makes it a *shade*.
Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry)
Colour		Refers to the wavelengths of light Refers to hue (name), value (lightness/darkness), intensity(saturation, or amount of pigment), and temperature (warm and cool) Relates to tint, tone and shade

This review sheet was edited from Wando High School and does not include Type.

The Principles of Design
(how to use the tools to make art)

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be acheived through placement, contrast, colour, size, repetition... Relates to focal point.
Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Proportion/ Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/ Movement		The use of recurring elements to direct the movement of the eye through the artwork. There are five kinds of rhythm: random, regular, alternating, progressive, and flowing. The way the elements are organized to lead the eye to the focal area. Movement can be directed for example, along edges and by means of shape and colour.