

Elements and Principles of Design. These are posters that are posted up in the Art Room.

Elements of Design - the building blocks used by artists to create a work of art.

Line - is a mark with greater length than width. Lines can be thick or thin; organic or straight.

Shape - is a closed line. Shapes can be geometric, like squares and triangles; or organic, like free-form or natural shapes. Shapes are flat and can express length and width.

Forms - are three-dimensional shapes expressing length, width, and depth. Balls, cylinders, boxes, and pyramids are forms.

Space - is the area between and around objects. The space around objects is often called negative space; negative space has shape. Space can also refer to the feeling of depth. Real space is three-dimensional; in visual art, when we create the feeling or illusion of depth, we call it space.

Color - is light reflected off of objects. Color has three main characteristics: hue (the name of the color, such as red, green, blue, etc.), value (how light or dark it is), and intensity (how bright or dull it is).

White is pure light; black is the absence of light and are often considered neutrals.

Texture - is the surface quality that can be seen and felt. Textures can be rough or smooth, soft or hard. Textures do not always feel the way they look; for example, a drawing of a porcupine may look prickly, but if you touch the drawing the paper is still smooth.

Principles of Design - describes the ways that artists use the elements of art in a work of art.

Balance - is the distribution of the visual weight of objects, colors, texture, and space. If the design was a scale, these elements should be balanced to make a design feel stable. In symmetrical balance, the elements used on one side of the design are similar to those on the other side; in asymmetrical balance, the sides are different but still look balanced. In radial balance, the elements are arranged around a central point and may be similar.

Emphasis - is the part of the design that catches the viewer's attention. Usually the artist will make one area stand out by contrasting it with other areas. The area could be different in size, color, texture, shape, etc.

Movement - is the path the viewer's eye takes through the work of art, often to focal areas. Such movement can be directed along lines, edges, shape, and color within the work of art.

Pattern - is the repeating of an object or symbol all over the work of art.

Repetition - works with pattern to make the work of art seem active. The repetition of elements of design creates unity within the work of art.

Proportion - is the feeling of unity created created when all parts (sizes, amounts, or number) related well with each other. When drawing the human figure, proportion can refer to the size of the head compared to the rest of the body.

Rhythm - is created when one or more elements of design are used repeatedly to create a feeling of organized movement. Rhythm creates a mood like music or dancing. To keep rhythm exciting and active, variety is essential.

Variety - is the use of several elements of design to hold the viewer's attention and to guide the viewer's eye through and around the work of art.

Unity - is the feeling of harmony between all parts of the work of art, which creates a sense of completeness.

Shading Unit Vocabulary.

Value - refers to the lightness or darkness of a color. "Gray scale"

Contour line - the line which defines a form or edge. an "outline"

Composition - placement or arrangement of visual elements in a work.

Geometrical division - dividing the image into geometric sections.

Gradation - gradual changes from a light value to dark or vice versa.

Painting Unit Vocabulary.

Color Theory - In the visual arts, color theory or colour theory is a body of practical guidance to color mixing and the visual effects of a specific color combination.

Primary colors - a group of colors from which all other colors can be made by mixing.

Secondary colors - a color resulting from the mixing of two primary colors.

Tertiary or Intermediate colors - a color created by mixing a primary with a secondary.

Triad color scheme - A triadic color scheme uses colors that are evenly spaced around the color wheel.

Monochromatic schemes - schemes are derived from a single base hue and extended using its shades, tones and tints.

Analogous schemes - are groups of three colors that are next to each other on the color wheel.

Complementary schemes - colors directly opposite each other in the color spectrum, such as red and green or blue and orange.

Impressionism - 1860s–1920's Art movement that used visible brush strokes, open composition, and an emphasis on the changing qualities of light.

Art Nouveau - 1890–1910's Art movement that was the beginning of graphic design. Incorporated words, imagery, and composition.

Regionalism - 1930–1940's Art movement that was inspired by Artists environment such as cityscapes, rural life, and everyday experiences. Iowa Artist Grant Wood is an excellent example of a Regionalist Artist.