**Elements and Principles of Design**

A design is an arrangement, a way of organizing something. The six **elements of design** are line, shape, form, space, color, value, texture, and space. They are what we as artists organize. They are the tools we use.

**Elements of Design**

**Line / Linea**



Line isa mark on a surface that describes a shape or outline. It can create texture and can be thick and thin. Lines can be horizontal, vertical or diagonal, straight or curved, thick or thin.

**Color / Colores**



Color is light reflected off objects. The 3 **primary colors** (used to make all colors) are **RED, YELLOW,** and **BLUE.**  **Cool colors** are made mostly of green, blue and violet (purple). This family of colors is called cool because they remind you of cool things like a cool forest or a cold lake. **Warm colors** are made mostly of red, orange and yellow. This family of colors is called warm because they remind you of warm things like the sun or fire.

**Texture / Textura**



Texture is the surface quality that can be seen and felt. Texture can be real or implied by different uses of media. 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.

**Shape / Figura**

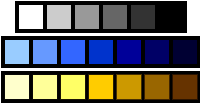


Shapes are flat and 2-dimensional.with no form or thickness. Shapes can be geometric like squares and circles; or organic, like free-formed shapes or natural shapes like a flower or leaf. Shapes are flat and 2-dimensional.

**Forms / Formas**



Forms are 3-dimensional shapes, expressing length, width, and depth. It is the illusion of a 3-D effect that can be implied with the use of light and shading techniques.  Balls, cylinders, boxes, and pyramids are forms.



**Value / Valor**

Value is the degree of lightness or darkness in a color; the relation of light and shade in an artwork. Value can be used with color as well as black and white.

**Space / Espacio**



Space is the area between and around objects. The space around objects is often called negative space and the object is positive.

The **principles of design** are how we organize or use the tools. The principles of design are balance, movement, rhythm, contrast, emphasis, pattern, and unity.

**Principles of Design**

**Emphasis / Emfasis**



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

**Balance / Balance**



Balance is the distribution of the visual weight of objects, color, texture, and space. 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 visually, but still look balanced.

**Unity / Unidad**



Unity is the feeling of harmony between all parts of the artwork creating a sense of completeness. Unity helps the design to be seen as one design instead of randomness all around your design

**Pattern / Patron**



Pattern is the repeating of an object or symbol all over the artwork. Artists create pattern by repeating a line, shape or color over and over again.

**Contrast / Contraste**



Opposition or contrasting of different forms, lines, or colors in a work of art that adds intensity to produce a dynamic composition. Contrast shows the difference between elements and can be used as a background to bring objects out and forward in a design. It can also be used to create an area of emphasis.

**Movement / Movimiento**



Movement is the path the viewer’s eye takes through the artwork, often to the focal point. Such movement can be directed along lines edges, shape, and color within the artwork. It can be the suggestion of motion in a design as you move from object to object by way of placement and position.

**Rhythm / Ritmo**



Rhythm is created when one or more elements of design are used repeatedly to create a feeling of organized movement. Like music or dancing, rhythm in artwork will have a flow of objects that will seem to follow a beat.