**Elements and Principles of Design**

In the art world there are a set of standards by which all artists adhere to. These are known as the **Elements** and **Principles of Design**. In order for an artist to be successful and to be taken seriously, he/she must master these rules within their pieces.

**Elements of Design:**

**Line:** Refers to a continuous mark made on a surface by a moving point

**Colour:** Has Hue (the name of a colour), Intensity (the strength or purity of the colour), and Value (the lightness or darkness of a colour)

**Space:** Space is the area between, around, above, below, or within things. This creates depth and distance in a piece of art

**Form:** Enclosed volume e.g. height, width, and depth

**Shape:** An enclosed space defined by other elements. Shape is 2 dimensional, but it can be given the illusion of 3 dimensions when other elements are used

**Texture:** This term refers to the surface quality or feel of an object within a piece of art. Texture can be simulated (the illusion of the texture) or real (the actual feel of an object i.e. sculpture)

**Value/Gradation:** the gradual change from light to dark. The lightness and darkness of a colour

**Principles of Design**

**Balance:**

Symmetrical Balance- Evenly spaced on either side of the composition

Asymmetrical Balance- Unevenly spaced on either side of the composition

**Movement:**

Blurred Movement- the object is blurred to show motion in the piece

Lines to a Focal Point- Lines in the piece that draw the eye to a specific point

**Emphasis:**

It is a focal area that your eyes are drawn to in the piece

**Contrast:**

When two focal points in the piece battle for your attention i.e black and white

**Rhythm:**

When an object in a piece is repeated, however it may not have the exact same look. This allows the eyes to glide over the piece in a specific direction

**Variety:**

With variety there is more than one focal point as the eyes jump from one object to the next in the piece

**Unity:**

Much like Variety, there is no real focal point. Each element uses similar shape, and colour in the piece

**Proportion:**

The use of different sized objects to create depth and atmosphere in the piece.

**Pattern:**

This is when the exact same object is used over and over again