**Elements & Principles of Design**

**Art elements are the building blocks manipulated by artists to create artworks.**

**Elements of design:**

* **Line**
* **Tone**
* **Texture**
* **Colour**
* **Shape (2D) & form (3D)**

**In terms of films the elements may also include:**

**Movement, sound, time & light.**

**The principles describe the ways these elements are arranged and /or constructed to express, evoke and communicate feelings.**

**Principles of design:**

* **Balance:** Weighting of elements within the composition (symmetrical, asymmetrical)
* **Contrast:** Visual differences(dramatic, strong, minimal, subtle)
* **Emphasis:** Feature of particular significance(dominating, focal, enlarged)
* **Focal point:** The point in the artwork to which you are drawn
* **Harmony:** Visual balance
* **Juxtaposition:** Describes how objects are place next to each other to create a sense of contrast
* **Pattern:** Repetitive or random dots, points, shapes that creates decoration
* **Proportion:** Comparativeratio of objects within the composition
* **Repetition:** Replicated elements (patterned, rhythmical, sequential)
* **Space:** Sense of depth (positive, negative, open, flat, enclosed, hollow, structured, contained, angular, compact, ordered)
* **Scale:** Comparative size of objects
* **Unity:** harmony of visual elements that make up the composition
* **Variety:** difference in texture, shape, tonal variation etc.

**Elements of Design Vocabulary**

Some adjectives to help you increase/enhance your Vocabulary …

**Lines can be:**

* Vertical/Horizontal
* Blurred/Crisp
* Heavy/Light
* Soft/Hard
* Thick/Thin
* Varied/Regular
* Straight/Curved
* Smooth
* Spiky/Gentle
* Dotted/Dashed
* Continuous/Broken
* Raised/Recessed
* Diagonal
* Zig-zagged/Flowing
* Delicate/Bold
* Thick/Thin

**Textural qualities can be:**

* Smooth/Rough
* Varied/Regular
* Shiny/Matte
* Flat/Knobbly
* Complete/Eroded
* Ridged/Smooth
* Gritty/ Sleek
* Opaque/Transparent
* Glazed/Jagged
* Slick /Impasto
* Velvety /Harsh
* Sandy/Silken
* Subtle/Harsh
* Abraded,
* Barbed, Blemished, blistered, bristly,
* Channelled, chapped, carved, coagulated, coarse, corrugated, cottony, cratered, crocheted, cut
* Dense, dented, distended, downy,
* Embossed, encrusted, engraved, etched, even
* Feathery, filmy, flat, fine, fleecy, fluted, foamy, frothy, fuzzy
* Gelatinous, granular, gravelly, gritty, grooved,
* Hairy, hirsute
* Imprinted, incised, indented, inlaid, inscribed,
* Jagged,
* Knitted, knobbed
* Lustred, lined,
* Matte, metallic
* Ornamented
* Padded, patterned, pierced, pitted, pleated, pliable, pocked, pockmarked, pointed, pointy, polished, pulpy,
* Ragged, rasped, raw, Razor sharp, ribbed, ridged, rigid, rough, rutted
* Sandy, scarred, scored, scraped, scratched, sculptured, Searing, Serrated, sharp, sheen, shiny, silky, sleek, slick, slimy, slippery, smooth, sodden, soft, spiky, spiny, spongy, springy, stamped, steely, stiff, stubbly,
* Tarnished, tessellated, thick, thin, thorny, tiled,
* Unadulterated, undulating, uneven, unyielding
* Varnished, veneered,
* Woollen, Woolly, Woven

**Colour (Hue) can be:**

* Shade: Hue plus black
* Tint: Hue plus white
* Primary: red, blue, yellow
* Secondary: violet, orange, green
* Tertiary: tan, brown, khaki green, created by mixing the 3 primary colours together in different quantities
* Analogous: colours side by side on the colour wheel, e.g. red, red/orange
* Complementary: colours that are opposite on the colour wheel, e.g. Red/green
* Monochromatic colours: variations of the one colour or hue
* Polychromatic: variations of many colours
* Cool colours: blues, greens, violets
* Warm colours: reds, oranges, yellows
* Neutral colours: black, white, greys

**Surface Colour can be:**

* Pure/Blended
* Muted/Vibrant
* Bright/Subdued
* Solid/Broken
* Soft edge/Hard edge
* Flat/Layered
* Distressed/Smooth
* Neutral/Multi-coloured
* Subtle/Bold
* Resonating/Quiet
* Pale
* Earthy/ Acidic
* Naturalistic
* Pastel
* Sombre

**Tone can be:**

* Neutral/Gradational
* Dramatic/ Subtle
* Dark key tone/Light key tone
* Contrasting/Gradual
* Chiaroscuro/Sfumato
* Subtle/Contrasting
* Muted/Dramatic
* Theatrical/Gradated

**Shape/Form can be:**

* Organic/Geometric
* Closed/Open
* Idealised/Natural
* Suspended/Anchored
* Abstract/Realistic
* Ambiguous/Clear
* Curvaceous/ Angular
* Elongated/Cropped
* Irregular/Regular