Elements of Design

**Line**: The path of a moving point, that is, a mark made by a tool or instrument as it is drawn across a surface.

**Shape**: is a two-dimensional form that takes up an area. A shape is a contained form that stands out from the space next to or around it because of a defined or implied boundary.

Two types of shape:

1) **Geometric shape**: such as circles, triangles, or squares, and tend to be precise and regular, conform to the rules of geometry (most common shape in man-made world)

2) **Organic shape**: irregular, often curved or round, relaxed (most common shape in nature), however geometric shapes do exist in nature, such as in honeycombs, seashells, snowflakes.

**Mass**: In graphic arts is the illusion of weight or density, also refers to the physical bulk of a solid body of material. Interchangeable with volume, that is the quality of height, width and depth in an object.

**Space**: Can be described as the area occupied by or surrounding an artwork. The space of an artwork can be the **actual space** it takes up (a component of 3D works and, often 2D works) or **implied space** (creating the illusion of a 3D space on a 2D surface).

**TIME AND MOTION:**

**Time**: can be described as a non-spatial continuum in which events occur in succession. Non-spatial, meaning does not happen in real space, time does not take up physical space and is something that we cannot see. Is known as the fourth dimension. Even though we can’t see time artists can illustrate the concept of time by stopping or manipulating time and motion.

**Motion**: Distance over time. In art, motion can be literally expressed through **actual motion** or suggested by **implied motion**.

**Light**: is what makes the visual arts visual. Everything we see is made visible by radiant energy called light. Artists use light as both an element within an artwork (implied light) and as an actual element of an artwork, either as a medium or to enhance how a piece looks.

**Color**: The visual response to the wavelengths of light, identified as red, green, blue, exc. All colors have three distinct properties.
COLOR PROPERTIES:
• All colors have three properties: hue, value, and intensity:
  (1) Hue: The characteristic of a color that causes it to be classified as red, green, blue, etc. It is the particular wavelength of spectral color that is given a name. It is the name of a color.
  (2) Value (brightness): is the lightness or darkness of a color. The easiest way to change the value of a color is to add white or black. When black is added to a hue, we call that a shade of that hue; and when white is added to a hue, it produces a tint of that hue. (You can also add a darker or lighter color, such as adding yellow to a color will make it lighter, adding violet to a color will make it darker)
  (3) Intensity (also saturation): refers to the purity of a hue or color.

Texture: The tactile qualities of a surface that you can experience through the sense of touch, or the visual representations of those qualities.

Principles of Design

Unity and Variety
Unity - is the appearance or conditions of oneness
Variety – is the appearance of visual diversity

Balance is the achievement of equilibrium with in a composition.
Symmetrical Balance- having two sides of a composition that are identical to each other
Asymmetrical Balance- a composition with different elements on the right and left, or top and bottom

Emphasis and Subordination are methods used to direct visual attention throughout a composition.
Emphasis- elements that assume more importance than other elements in the same composition or design.
Subordination- refers to neutral areas, of lesser interest, that can be thought of as a visual rest.

Contrast
Is the comparison of strongly dissimilar elements.

Repetition and Rhythm
Repetition- the act of repeating visual elements
Rhythm- the regular recurrence of elements with related variations

Scale and proportion
Scale is the size relation of one thing to another
Proportion is the size relationship of parts to a whole

Directional Forces
Visual movement created by strong lines that form a path for the eye to follow.