

ELEMENTS OF DESIGN: the component parts necessary to create any work of art.

POINT - The simplest of elements. Point is the most brief visual statement that can be made

LINE - The path between two points. Lines can define the boundaries of shape.

SHAPE - Two-dimensional quality of form. It has height and width but not depth.

SPACE - Expanse within which all things are contained. The distance, interval or area between elements in the picture plane.

TEXTURE - The representation of or the actual quality of a surface. **PATTERN** - The repetition of a visual element or module in a regular and anticipated sequence.

VALUE - The ACHROMATIC scale (without color) from white through gray to black. The relative lightness and darkness of a color.

COLOR - The term for the combined qualities of HUE, VALUE and INTENSITY.

PRINCIPLES OF DESIGN: they organize the elements and through them structure the composition.

HARMONY- A combination of parts into a proportionate or orderly whole. Unity with variety, variety with unity.

BALANCE - A visually favorable distribution of ELEMENTS on either side of a central axis (or FULCRUM) giving the impression of a visual equilibrium within the PICTURE PLANE. (Ex. symmetrical vs. asymmetrical balance)

REPETITION - Using the same visual element over again within the same composition.

RHYTHM / MOVEMENT - Rhythm is regular repetition.

EMPHASIS/FOCAL POINT -The perceived focus of Interest (CENTER OF INTEREST)

PROPORTION / SCALE - The comparative relation between parts in respect to one another in size, amount, similarity difference (etc,) and to the whole. Ex. Dominance and Sub-dominance. The varying levels of Hierarchy within the picture plane.