Elements and Principlesof Design

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Elements of Design

1. Color
2. Line (vertical, horizontal, daigonal, circular and semi circular lines)
3. Silhouette (Outline)
4. Light
5. Pattern
6. Texture

Principles of Design

Pattern

A Regular Arrangement of alternated or repeated elements (Shapes, Lines, Colors or Motifs)

Contrast

The position of different elements of design in order to highlight their difference or create visual interest or focal point.

For eg : Rough- Smooth

        Light- Dark

Emphasis

1. Special attention/importance given to one part of a work of art.
2. Emphasis can be achieved through placement , contrast , color , size , repetition.
3. Relates the focal point
4. For e.g.- A dark shape in Light Composition

Balance

A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.

Harmony

The arrangement of the demands to give the viewer the feeling that all the parts of the piece form a coherent whole.

Rhythm / Movement

The use of recurring elements to direct the eye through the image , the way the elements are organised to lead the eye to the focal area. The eye can be directed.

Unity

All the parts of an image work together to be seen as a whole.

Variety

Using different elements in an image to create visual interest.

Thank You

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