

Name
Class
Date

ELEMENTS AND PRINCIPLES OF DESIGN

Elements:

- **Line**
Linear marks or edges where shapes meet
- **Shape**
Self contained geometric or organic form
- **Direction**
Lines have direction – horizontal, vertical or oblique
- **Size**
Relationship of one shape to another
- **Texture**
Surface quality of shape, rough or smooth, physical or visual
- **Color**
There are primary, secondary and tertiary colors; also called hue
- **Value**
Lightness or darkness of color, also called tone

Principles:

- **Balance**
How size and color of objects balance each other
- **Gradation**
Can produce linear and aerial perspective, adds interest/movement
- **Repetition**
Variation adds interest, repetition without variation is monotonous
- **Contrast**
Juxtaposing opposing elements: color, tone, direction
- **Harmony**
Satisfying effect of combining similar elements
- **Dominance**
Adds interest, can be applied to more than one element
- **Unity**
Relating elements to idea being expressed, visual linking

Visual Examples:

