

DESIGN ELEMENTS & PRINCIPLES

from Linda Hutchinson
with credit to Alex Powers

The design elements are the tools of the artist's trade. They are:

1. Shape (pattern, form, mass, object, subject matter)
2. Value (light and dark, tone, tint)
3. Space (the Illusion of three-dimensional depth and two-dimensional flatness)
4. Edges (blurred and sharp, lost and found)
5. Color Temperature (warm and cool)
6. Texture (surface variation)
7. Line (drawing)
8. Color Hue (spectrum classifications: red, yellow, blue, etc; local and arbitrary hues)
9. Color Intensity (brightness)

The design principles are the organizing aesthetic Ideas that guide your use of elements in a painting. They are:

1. Dominance (emphasis, focal point)
2. Movement (rhythm, directions, gesture, transition)
3. Variety (contrast, conflict, tension)
4. Unity (harmony, balance)