2D Design

Elements and Principles

Introduction
Design Principles

• Harmony
• Variety
• Scale/Proportion
• Balance
• Movement/Rhythm
• Dominance
• Economy
Harmony

- A principle of organization in which parts of a composition are made to relate through commonality--repeated or shared characteristics, elements, or visual units. Harmony is the opposite of variety.
Variety

• Differences achieved by opposing, contrasting, changing, elaborating, or diversifying elements in a composition to add individualism and interest. Variety is an important principle of organization; the opposite of harmony.
Scale/Proportion

• The association of size relative to a constant standard or specific unit of measure related to human dimensions. For example, the Statue of Liberty’s scale is apparent when seen next to an automobile.
Balance

- A visual sense of equilibrium between areas of implied weight, attention, attraction, or moments of force.
Movement/Rhythm

• Eye travel directed by visual pathways in a work of art. Movement is guided by harmonious connections, areas of variety, the placement of visual weights, areas of dominance, choices in proportions, spatial devices, and so on.
Dominance

• The principle of organization in which certain visual elements assume more importance than others within the same composition or design. Some features are emphasized, and others are subordinated. Dominance is often created by increased contrasts through the use of isolation, placement, direction, scale, and character.
Economy

• The distillation of the image to the basic essentials for clarity of presentation (or)
• The elimination of everything not essential for greater clarity.
Elements of Art/Design

- Line
- Shape
- Value
- Texture
- Color
Line

• The path of a moving point made by a tool, instrument, or medium as it moves across an area. A line is usually made visible because it contrasts in value with its surroundings.
Shape

- An area that stands out from its surroundings because of a defined or implied boundary or because of differences of value, color, or texture.
Value

- The relative degree of lightness or darkness
- The characteristic of color determined by its lightness or darkness or the quantity of light reflected by the color
Texture

• The surface character of a material that can be experienced through touch or the illusion of touch. Texture is produced by natural forces or through an artist’s manipulation of the art elements.
Color

• The visual response to different wavelengths of sunlight identified as red, green, blue, and so on; having the physical properties of hue, intensity, and value.

• We will not study color in the class.
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