

Design Thinking

Elements and Principles



Art and Design

Like Cake!

- Elements are the ingredients.
- Principles are how the ingredients are mixed together.

This equals a Composition!



The Elements of Design

(the tools to make art)

Line		Horizontal, vertical, diagonal, straight, curved, dotted, broken thick, thin.
Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)
Form		3D (three dimensional), Geometric (cube, sphere, cone), Organic (all other forms such as: people, animals, tables, chairs, etc).
Colour		Refers to the wavelengths of light. Refers to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool). Relates to tint, tone and shade.
Value		The lightness or darkness of an image (or part of an image).
Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry).
Space		The area around, within, or between images or parts of an image (relates to perspective). Positive and negative space.

The Principles of Design

(how to use the tools to make art)

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.
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.
Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements 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 organized to lead the eye to the focal area. The eye can be directed, for example, along edges and by means of shape and colour.
Unity		All parts of an image work together to be seen as a whole.
Variety		Using different elements in an image to create visual interest.

China



Hung Liu, "Dynasties" 2012, mixed-media



Japan

Mori Yoshitoshi, "Seated Fudo Myoo" 1981, Showa period, stencil print, color ink on paper

Korean

“Tiger and Magpies” 19th-20th century, Joseon period, color ink and gold on paper



Composition Types



Abstract



Landscape



Still Life

Create a Composition

- What type of composition would I like to create?
- Will my composition be an abstract basic design using shape and color?
- Will my composition be a landscape?
- Will my composition be a still-life from my imagination?
- What elements and principles do I want to use to engage my viewers?