Elements of art
Principles of design
LINE
A line is a mark that has length and direction, made on a surface by moving a point.

COLOR
Determined by the hue, value and intensity of light that is reflected, transmitted or emitted from a surface.

VALUE
Value describes how light or dark a tone, or color, appears.

SHAPE
A shape is a flat enclosed area that has two dimensions—length and width.

TEXTURE
Texture refers to the tactile qualities of a surface, either actual or implied.

PATTERN
Pattern refers to the repetition of a design element, which establishes a visual beat.

BALANCE
Balance is the impression of equilibrium in a composition.

EMPHASIS
Emphasis is a technique which draws attention to an area or areas in a composition.

UNITY
Unity is achieved when the components of a work of art are perceived as harmonious.

SCALE
Scale is the relationship of size or quantity of objects in or around an artwork.

CONTRAST
Contrast is the difference between elements that creates interest and tension.

TEXTURE
Space is the area between and around objects in art that results in the illusion of depth.

TEXTURE
Form is a three dimensional object or the illusion of a three dimensional object on a flat surface.

SCALE
Rhythm refers to the suggestion of motion through the use of various elements.