

# Art & Design 101

## 4

## Basic Principles of Art

Balance, Scale, Proportion, Unity and Variety

### ► Balance - visual weight

#### Balance



*Implied Meaning - Consistency, beauty, harmony*

#### Imbalance



*Implied Meaning - Inconsistency, creates sense of inequality/discord*

### ► Scale/Proportion

#### Scale - big/small



*Big*

#### Proportion - relative size



*Small*

*Implied Meaning - Perspective often changes meaning dramatically and can connote significance, discrepancies, value over competition, etc.*

### ► Unity and Variety

#### Unity - visually related



#### Variety - relieves boredom of unity



*Implied Meaning - Since the eye notices small differences, this can be used to show object/idea relation (unity) or draw attention/show differences between elements (variety)*



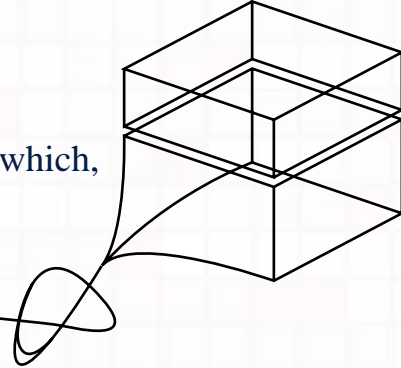
# Formal Elements of Design

*Line, Shape, Form, Space, Texture, Light, and Color (see additional Color handout)*

- ▶ **Line** - basic design element (a “moving dot”)

A **line** describes a **shape**.

A **form** can be a shape or collection of shapes which, in turn, take up **space**.



- ▶ **Texture** - surface quality of objects



*Smooth*

*Implied Meaning - Consistent, easy, malleable, soft, friendly*

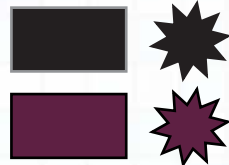


*Prickly*

*Implied Meaning - Dynamic, difficult, intractable, harsh, unfriendly*

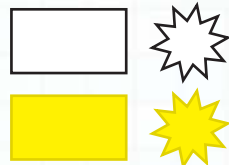
- ▶ **Light** - used to elicit emotion or draw the eye’s attention

Darkness



*Implied Meaning - Bad, hidden, misunderstood, complex, “shadowed”*

Brightness



*Implied Meaning - Good, open, easy to understand, simple, “bring into the light”*