How to Think About Images
The Elements and Principles of Design

As a professionl artist you need a vocabulary to discuss and analyse works of art (film sequences, digtal images, photos, painting etc). All professions have a vocabulary that is used to discuss whatever the profession does. For artists' the vocabulary includes the elements and princples of design. Knowledge of these helps you communicate with other professional artists as well as follow and give directions in a professional environment.

Depending on what book you look at and what specific area of art that you are in, the terminology of the elements and principles may vary. Art is not like science, it's much more subjective and flexible. The list of elements and principles used in this class are simplifed.

The Elements:
Color
Texture
Line
Shapes

The Principles:
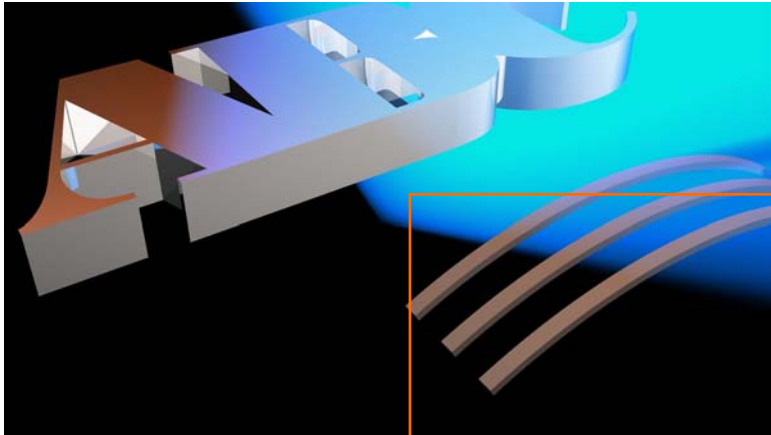**Balance**
Emphasis
Rhythm
Unity

Think of the elements as the "stuff" that you use to make your art. Think of the principles as how you will use the stuff. For example:

In this image I have taken **shape** elements and using the principle of emphasis made a visual statement. The shapes "24" and "ABC" dominate the image. They are given **emphasis** through their size because they are the important elements in this composition not the bands in the background.

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Throughout the ABC News intro the element of **color** is used. The color blue adds **unity** to the sequence. Unity is one of the principles of design. The color scheme is a simple monochromatic (one color)and crosses over the entire sequence .

Lines are also used in the sequence. They are placed side by side in a Rhythmic pattern. Lines are elements of design and rhythm is a principle of design.

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