

# The Principles of Art

Organize the Elements of Art

*Create Visual Comfort & Interest*

# Quick Review The Elements of Art

## Basic Building Blocks of Art

❖ Line



❖ Color



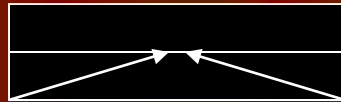
❖ Shape (2D)



❖ Form (3D)



❖ Space



❖ Texture



❖ Value



# Why Use The Principles of Art?



## LOST Grey Tabby



## Blue Collar

Call: (805) 222-1111  
Any time day or night

- Which sign is clearer? Which pet is more likely to be found?
- The sign on the left does not use the Principles of Art, the sign on the right does.

3/18/2026

# Why Use The Principles of Art?



Advertisers use the Principles of Art to get their message across



# Principle of Art: BALANCE

Similar amount of information in two parts

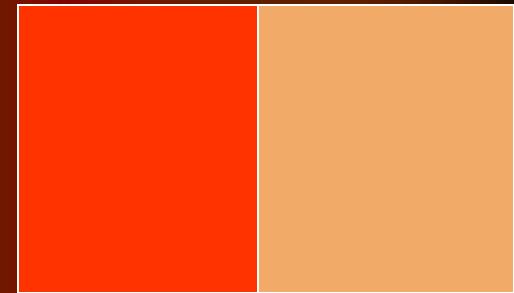
## ❖ Symmetrical

is exactly equal on both sides



## ❖ Asymmetrical

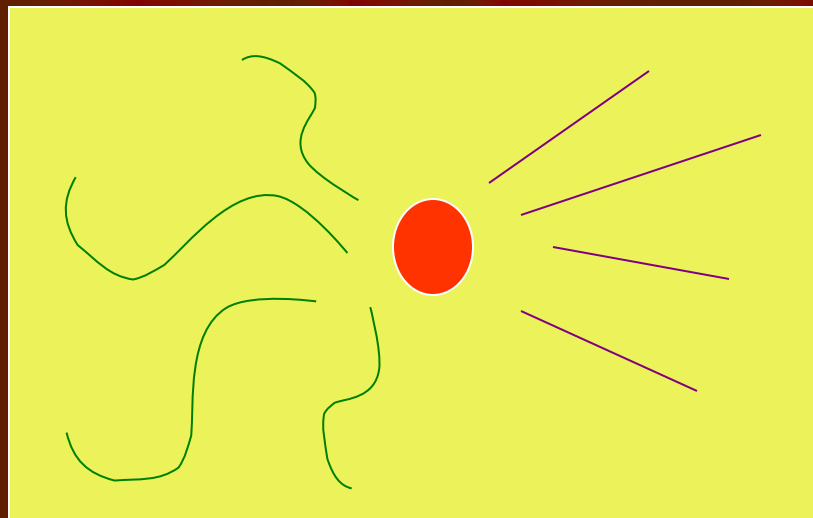
unequal but balanced through color and/or design



# Principle of Art: MOVEMENT

Leads the eye to the focus of the image

color, value (light to dark), long shapes, and lines guide the eye



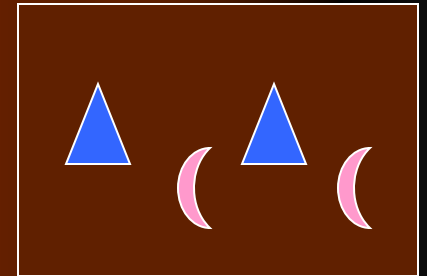
# Principals of Art: RHYTHM/REPITITION/PATTERN

The same element is used over and over



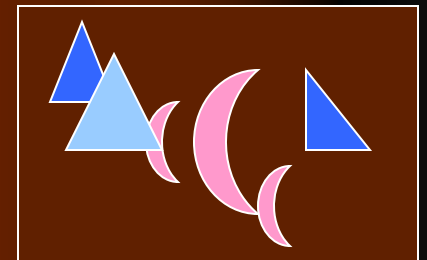
Regular

repeating in a pattern



Irregular

repeating with no regular pattern



# Principles of Art: CONTRAST/VARIETY

Creates excitement (opposite of sameness = boring)

Uses different Elements of Art together: sharp and soft edges, pattern and space, dark and light, bright and dull color, warm and cool color, smooth and rough texture, organic and geometric shapes.





# Principal of Art: EMPHASIS

The focus on an area

Using the Elements of Art/Design

(line, color, shape, form, space, value & texture)



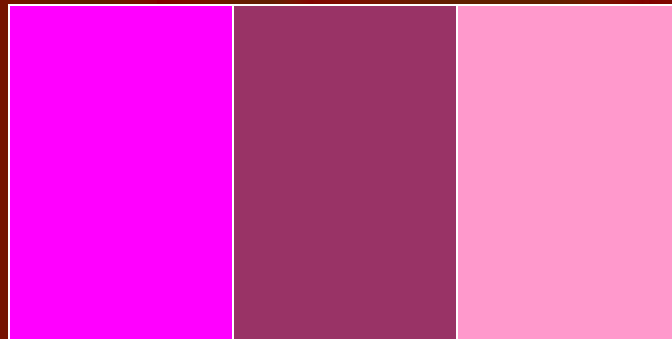
# Principal of Art: HARMONY/UNITY

Looks like it belongs together

Makes sense of the image, brings it together.

(opposite of chaos)

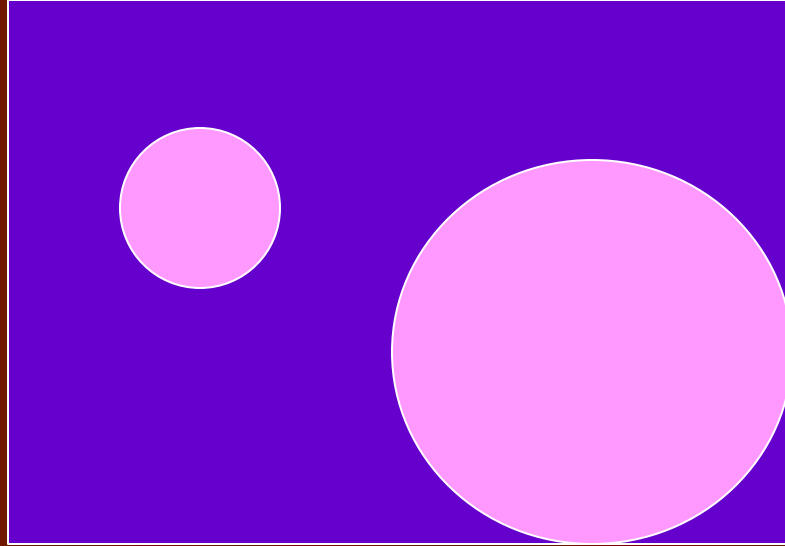
Uses same or similar Elements of Art/Design  
(line, color, shape, form, space, texture, & value)



# Principles of Art: PROPORTION/SCALE

The size of objects compared to one another

Example: A large pattern on fabric  
can overwhelm a piece of clothing or furniture.



# Principles of Art:

## FIGURE GROUND RELATIONSHIP

What you notice

The FIGURE(S) is/are the recognizable part we pay attention to, the positive shape(s).

The GROUND is everything that is not the figure(s).



# THE PRINCIPLES OF ART SUMMARY

## Organize the Elements of Art

- In a Pleasing Composition.
- Composition is how art is organized.

1. BALANCE: Similar amount of information in two parts



2. MOVEMENT: Leads the eye to the focus of the image



3. RHYTHM/REPITITION/PATTERN: The same element used over & over



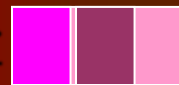
4. CONTRAST/VARIETY: Opposite of sameness



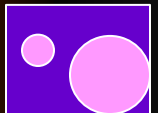
5. EMPHASIS: The focus on an area



6. UNITY: Looks like it belongs together



7. PROPORTION/SCALE: The relative size of objects to one another



8. FIGURE GROUND RELATIONSHIP: What you notice



3/18/2020



# REVIEW

- 1) List the Principles of Art
- 2) Describe each of the Principles of Art

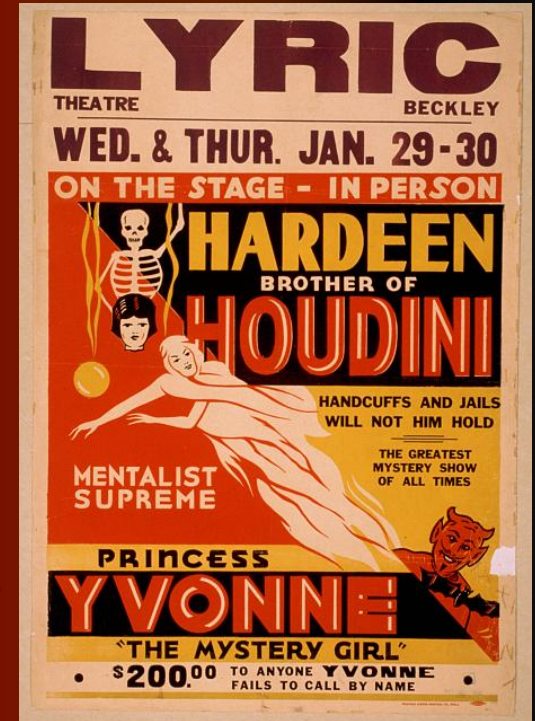
# Assignment I: Rule Poster

(26 points)

1. On an 8 1/2" x 11" piece of paper or larger create a poster of a school or class rule. (5 points)
2. Cut-out colored construction paper scraps and pieces of magazines in shapes representing each of the Elements of Art (6 points)
3. Use all of the Principles of Art to organize the Elements (8 points)
4. Write how you used each Principle of Art with specific examples on the back of the poster (11 points)

Example: The orange thin rectangle is the Element of Art, line. I put it under the red sphere to add the Principal of Art, emphasis. Etc.

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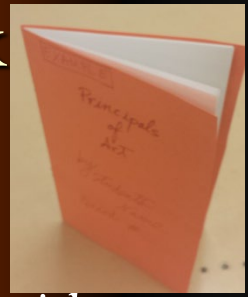


Triangle Poster  
Printing Co., 1931

# Assignment 2: Using the Principles of Art Book

NEATNESS COUNTS

(Total = 54 points)



1. Fold 2 - 8 ½" x 11" sheets of paper in half vertically. Cover them with a slightly larger piece of colored construction paper. Staple them together at the fold. Include a title & your name on the cover. (6 points)
2. Each page of the book will represent one of the Principals of Art. ( 8 points)
3. You will label, define & draw each Principles of Art. ( 16 points)
4. Draw one Principle of Art per page using all of the Elements of Art on each page. (8 points)
5. On each page, using complete sentences, write how you used that Principle & the Elements of Art with specific examples. (16 points)

Example: The Element of Art, line, is orange and it is around the red sphere to add the Principle of Art, emphasis. Red and orange are the Elements of Art, color, which are bright colors that also add to the Principal of Art emphasis. I used the Element of Art, value, to make the red circle look like a sphere and also uses the Element of art, space, because a sphere is 3D. I made little lines coming out of the sphere to look like hair which adds the Element of Art, texture.



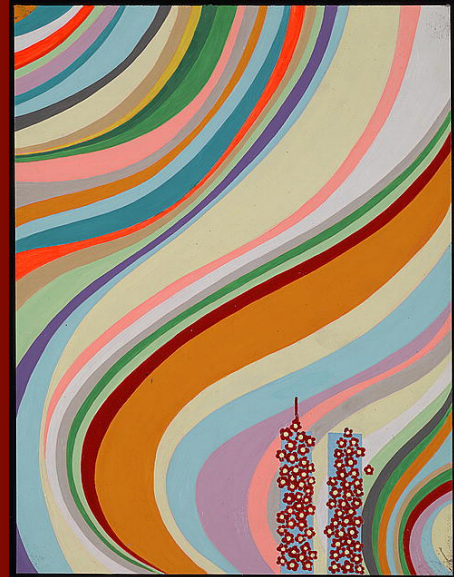
# Assignment 3: Analyzing

I. For each painting describe how each Principle of Art is used

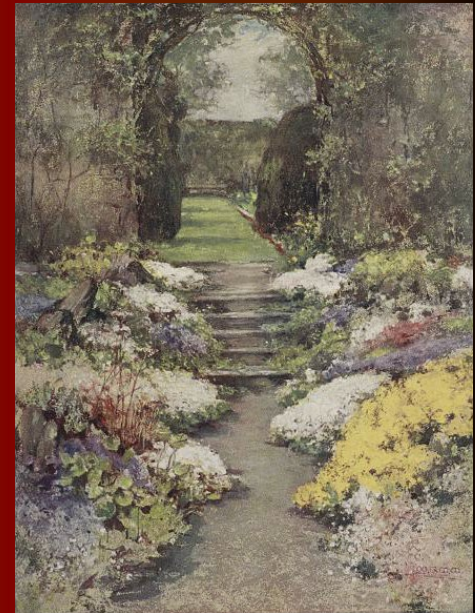
- Give very specific examples from the art.
- Use Complete sentences.

Example:

I. *Unity is achieved by having all of the lines curving in the same direction.*



Jen Kim, World Trade Center Covered with Flowers, 2001



Mary G. W. Wilson, Baberton, Midlothian, 1908

Scoring: 16 points per painting = 32 total

- 1 point for each correctly identified Principle used
- 1 point for the specific supporting information
- 2 points possible per Principle
- There are 8 Principles
- 16 points possible per painting
- ~~32~~ 32 points for both pictures combined

# REFERENCES

- Library of Congress: <http://www.loc.gov/index.html>