

The Elements & Principles of Design

The Elements and Principles of Design are fundamental concepts, **a system that provides Guidelines** which can be used to create a good design or composition. Often these are not consciously used to begin the design but come into play as the design is being created or if a design is not working or looks like something is not quite right but you don't know what, using these principles may help you solve the problem.

Classifications of the Elements & Principles, although very similar, are not always the same depending upon the field of study, the source of the information and the artist. For our Tatting Designers Class, we will use the version in the chart below:

Elements of Design Are the components or building blocks	Principles of Design Are used to assemble, arrange & organize the Elements
<ul style="list-style-type: none">• Line/Point• Shape or Form• Space• Texture• Color• Value	<ul style="list-style-type: none">• Alignment & Proximity• Balance• Contrast/Opposition• Emphasis• Repetition, Pattern & Rhythm• Size, Scale, Proportion

By applying the Principles to the Elements any of these can be created:

- A Focal Point/Center of Interest
- Dominance
- Movement/Flow
- Consistency
- Variety
- Interest
- Emotional Response or a Mood

Resulting in a good Design having:

Visual Impact: the way that elements of a design are visually combined and arranged; with effective placement and divisions of space.

Harmony: A consistent, orderly, or pleasing arrangement of parts.

Unity: When all elements combine creating a sense of Balance, Harmony & Wholeness.