

Balance

the impression of equilibrium in a pictorial or sculptural composition.

Often referred to as symmetrical, asymmetrical, or radial

Color

All come from the three primaries
and black and white.

They have three properties
– hue, value, and intensity

Emphasis

refers to the created center of interest,
the place in an artwork where
your eye first lands

Line

The path of a point
moving through space

Pattern

refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat

Rhythm / Movement

Rhythm or movement refers to the suggestion of motion through the use of various elements

Scale / Proportion

Proportion is the size relationship of parts to a whole and to one another.

Scale refers to relating size to a constant, such as a human body

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Shape/Form

Shape implies spatial form and is usually seen as 2D.

Form has depth, length, and width and resides in space; seen as 3D

Space / Perspective

Space refers to the area in which art is organized. Perspective is representing a volume of space or a 3-dimensional object on a flat surface

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Texture

refers to the tactile qualities of a surface (actual)
or to the visual representation of such surface qualities (implied)

Unity

is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion

Value

Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast