Lesson 3

Art Vocabulary

Elements of Art Vocabulary

1. **Color**: The visual cue that defines a space or line in the design. Colors can be red, blue, yellow, green, purple, orange, brown, black, white.

2. **Line**: A mark that creates direction and structure in an image. Lines can be thin, thick, curvy, straight, or broken.

3. **Shape**: A form that creates a distinguishable image in a space. Shapes can be circles, squares, triangles, or organic shapes (shapes that are natural and non-geometric).

4. **Value**: The light and dark shades of a color. The values of blue can be robin blue, royal blue, teal, cornflower, or turquoise.

Principles of Design Vocabulary

1. **Typography**: Words added to an image to give additional information to the viewer. Fonts can be printed, cursive, neat, crazy, embedded in an image or distinct from an image.

2. **Rhythm**: Showing a figure or object has energy or motion. This can be done using a repetition of colors, lines, shapes, or values.

3. **Unity**: The combination of elements to create a composition of a design that reflects the quality of a work. Elements must be carefully chosen to reinforce the main subject message.

4. **Proportion**: How a composition should look when reduced or enlarged in scale. Each design must use careful selection of elements when thinking about how big or small the final product will be.

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