

## Notes on Design with Leslie Parsons

In 2 D work, artists use **The Principles of Design** and **The Elements of Design**.

Principles of Design are the relationships between the individual elements of the design whole.

1. Balance
2. Rhythm or repetition
3. Pattern
4. Movement
5. Contrast
6. Emphasis
7. Unity

The 7 Elements of Design are the physical characteristics of each individual component of the piece.

1. Color
2. Value
3. Line
4. Shape
5. Form
6. Texture
7. Space

And finally, there are 3 Rules that we will look at.

1. The rule of thirds
2. The rule of 3's or any uneven number
3. The rule of focus or focal point

### Balance

Symmetrical and Asymmetrical

Symmetrical is automatically balanced

Asymmetrical must be purposely  
balanced

With jewelry, it must be visually balanced, and also physically balanced.

## Balance and a few rules:

The rule of thirds is not a principal, not an element, just a rule.  
Along with the rule of thirds, is the rule of 3 or an uneven number of elements

## Balance and Rhythm

Rhythm is caused by the repetition of forms or components.

## Balance and Contrast

Contrast is the positioning or use of dissimilar scaled objects or attributes to draw attention. It is the isolation or opposition of objects. Contrast can be created through the use of the elements of design, color, value, texture, shape or form (think size).

## Rule of focus or focal point

This is what directs the eye to the piece, what the viewer sees first.

## Balance and Color

Color has physical properties such as weight, as well as from the size and shape and placement of the color, and if we're talking weight, we're talking balance.

## Balance and Line

- Line can have physical weight
- Can be used for various purposes
- Can be made in various ways
- And it can be the actual design

## Balance and Shape

By now, you have figured out that shape has size and size has weight which means....  
balance.

## Balance and Texture

Texture for a jewelry artist is an awesome feature. It can add interest or detract, it can balance or unbalance a piece.

A totally different view of design is something I call the Film Version:

1. Star
2. Supporting character
3. Cast of thousands or only a few additional actors just to help move the story along
4. Stage setting

Then there is the **Pinterest Method** of design.

And I don't mean to find a design in Pinterest and copy it. In fact, how much of another piece can you legally copy? The answer: 10%

Great to use Pinterest.

Perhaps it's best use is to help build your own design skills.

Ask yourself:

"What are they using here, design wise, that I like?"

"Why did this piece catch my eye?"

- Balance
- Rhythm or repetition
- Strong Contrast
- Color
- Shape
- Texture
- Rule of 3 or an uneven number
- Rule of thirds
- Rule of Focus or Focal point

**Design Challenge:**

If you so choose, try this design challenge...

Use a stone you have that you have had some trouble deciding what you want to do with it.

Draw or sketch your idea on a piece of paper.

List what you have considered in designing the piece, i.e.,

- Using Elements of Design
- Using Principles of Design
- Using the Film Version of Design
- Using the Pinterest method in relationship to your design. In which case, include a pic of the Pinterest idea or ideas that you incorporated.
- Using your own thoughts on design.

Make the piece and bring it, along with your notes, to our meeting on June 27th.