

## *Turnbull Art Tips #2*

*Most visual artists know by heart the 5 elements of design, or call it composition, if you like. They're the elements of Line, Shape, Form, Texture, and Color. Artists may not know them by name, and may not "consciously" use them, but those "elements" exist in their work. Those are the artist's "tools" and are every bit as important as the brushes, paints, clay etc. that the artist uses in creating his or her work.*

*In fact, they may be MORE important, because the elements of design are the tools that create DRAMA in a work. And drama must be present if the work is ever to be memorable. How those elements work together to convey a message is what gives the work its power, and draws the viewer's attention and holds it.*

*Drama can be loud, like raucous splashes of color, or bold, like unusual shapes, oddly placed, or it can be subtle horizontal stretches of muted ochres and pale blues, quiet and compelling, like a spoken whisper that stills every other sound in a room. Whatever drama is created depends on how skillfully the artist uses those seemingly mundane 5 elements of design.*