Art 2200 & 3200

PRINCIPLES OF DESIGN

- **The principles of design consist of unity, variety, emphasis, contrast, rhythm, movement, balance, pattern and proportion. These principles are used to arrange the elements of design in such a way to convey or express meaning in an artwork.**

UNITY

Unity – The wholeness that results from the successful combination of elements in an artwork.

VARIETY

Variety – The inclusion of differences in the elements of an artwork to add interest.
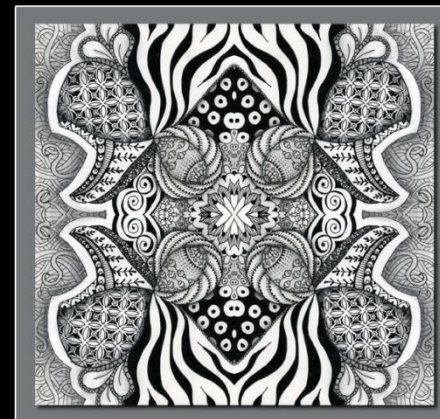
BALANCE

Balance – when no part one part of the composition overpowers or seems heavier than any other part.
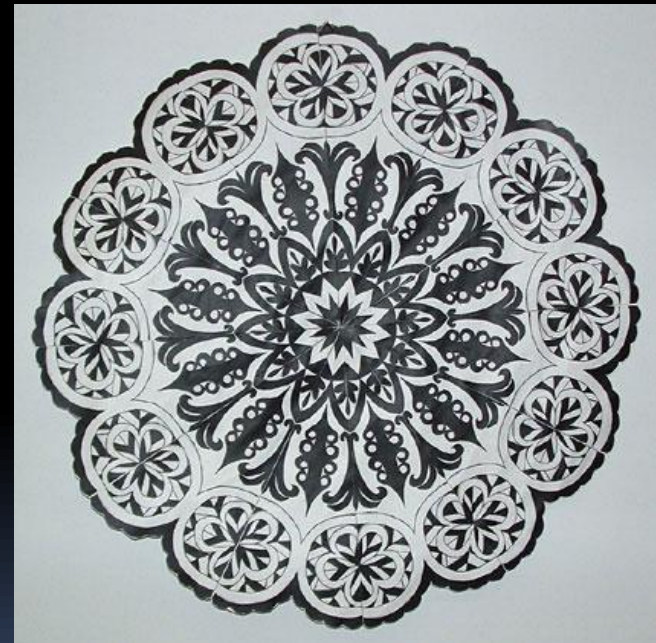
Symmetrical Balance – when one side mirrors or duplicates another in a composition.

Asymmetrical Balance – when the visual weight on each side of a composition is equal but not identical.
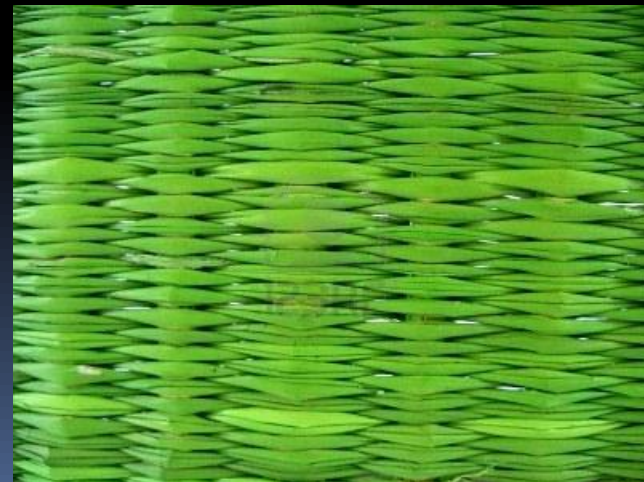
Radial Balance – when all parts of a design grow outward from the center.
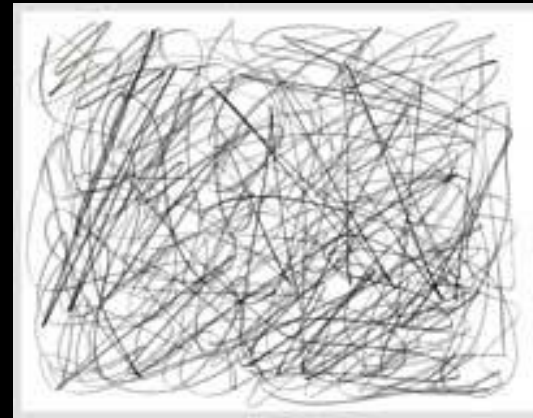
PATTERN

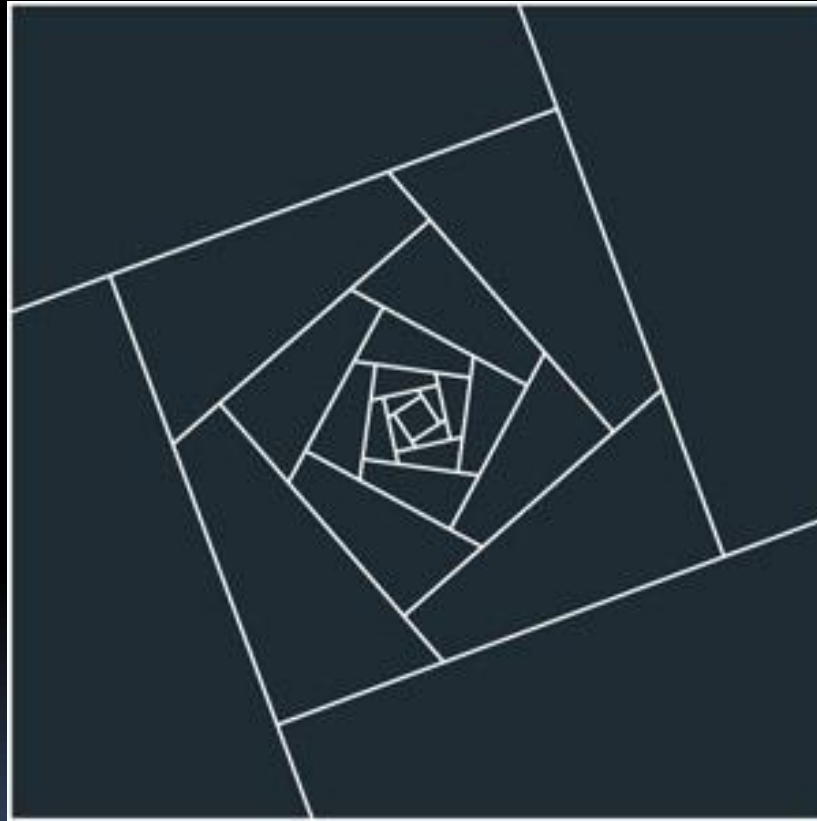# Pattern – the repetition of elements in a design.

RHYTHM

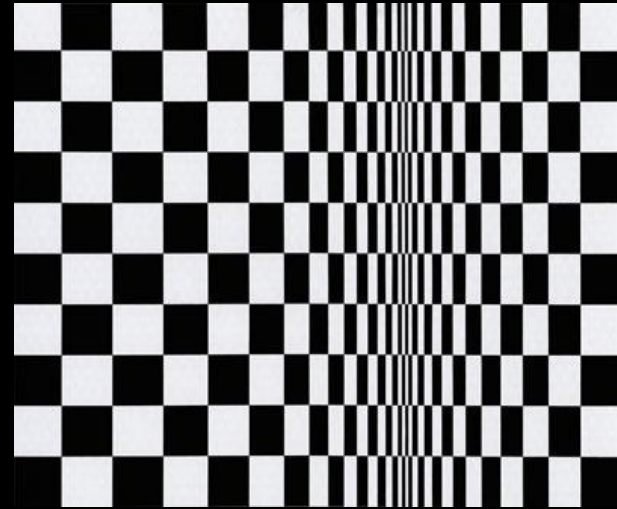Rhythm – combining elements to produce the appearance of motion or movement in an artwork.
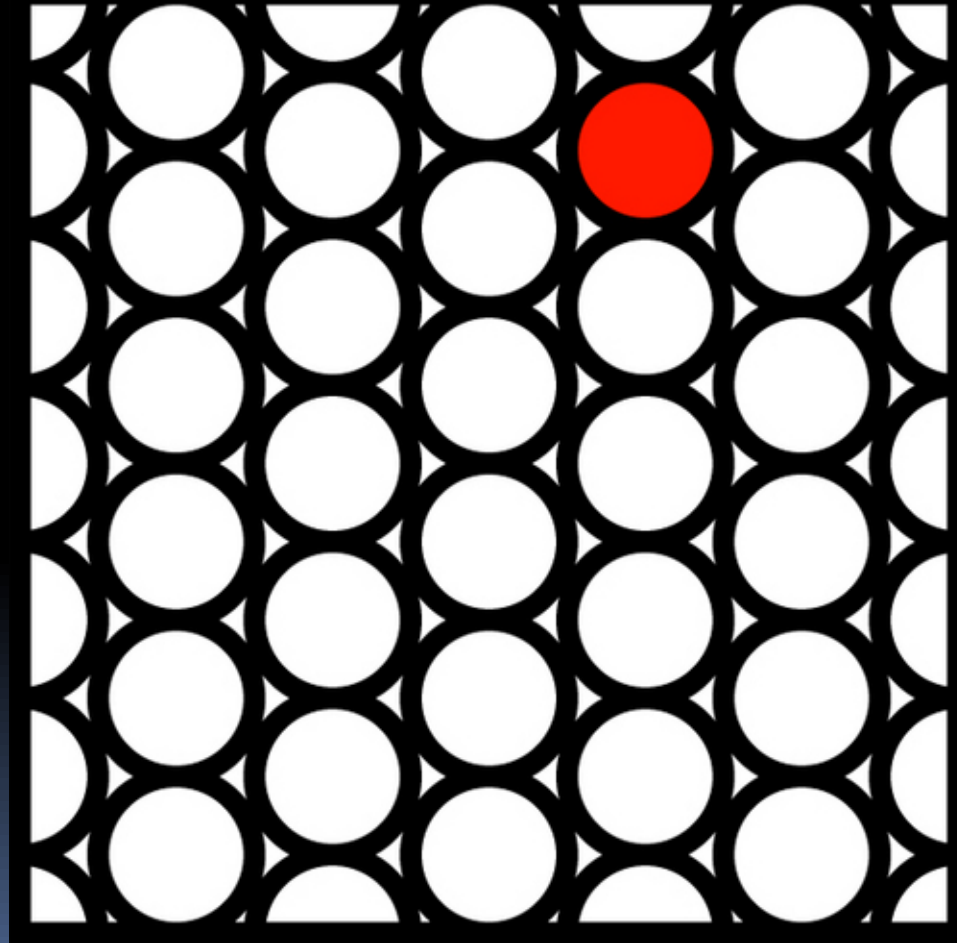
MOVEMENT

Movement – the path the viewer's eye will follow through a piece of artwork.

EMPHASIS

Emphasis – when a feature in a design creates more attention than anything else, resulting in a focal point.
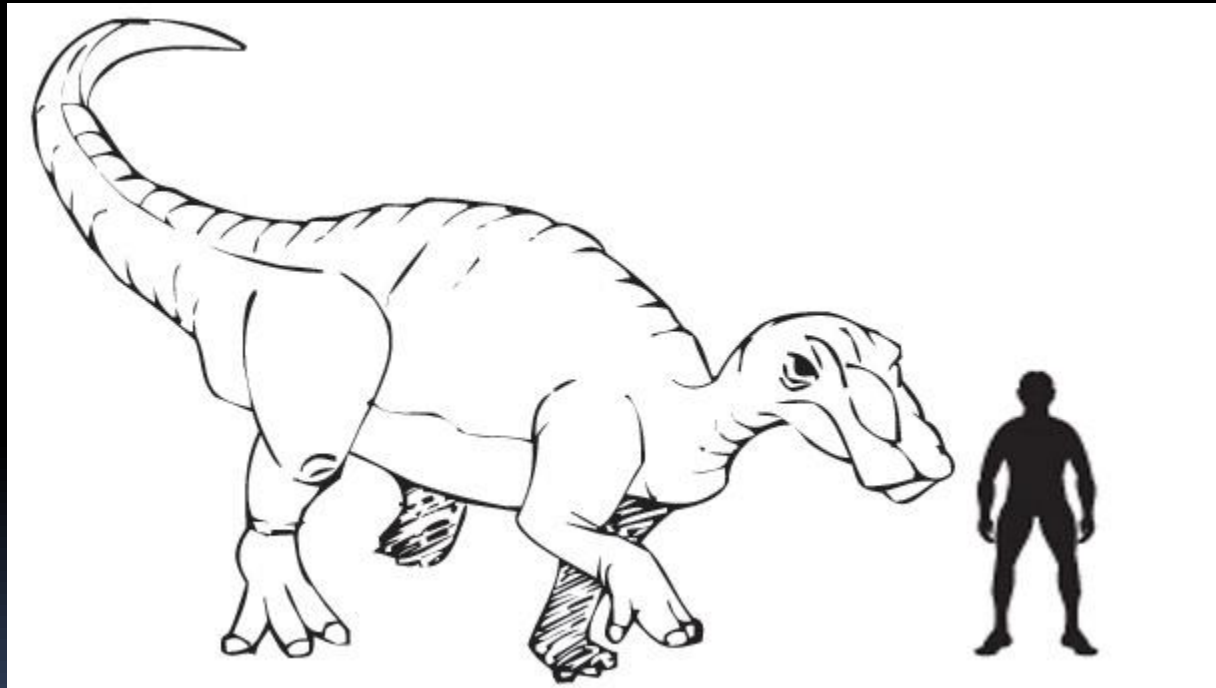
CONTRAST

Contrast – using a combination of different elements in a composition to create interest.

PROPORTION

Proportion – the size relationship of parts of a composition to one another and to a whole.
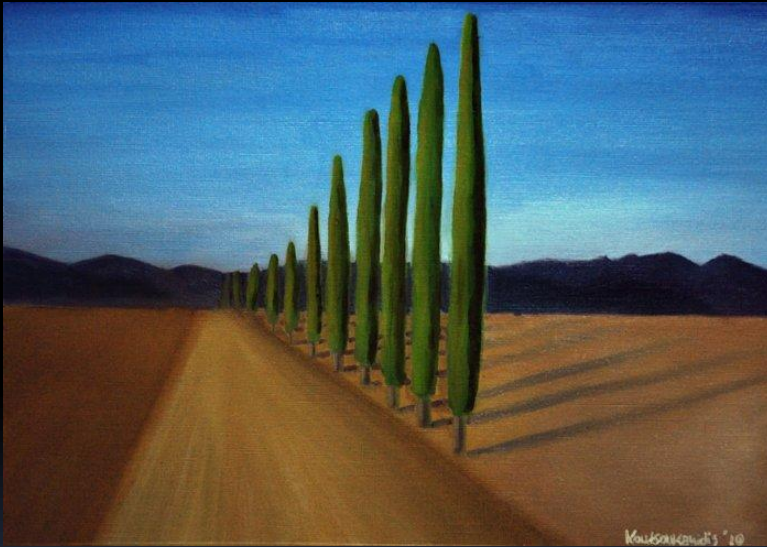
Overlapping – creating the illusion of depth by placing one object in front of another.

Scale – the relationship between the size of an image and the size of its surroundings.

Perspective – drawing three-dimensional objects on a flat surface to produce the same impression of distance and scale as that received by the eye.