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# PRINCIPLES OF DESIGN

*The principles of design describe the ways that artists use the elements of art in a work of art*



# Principles of Design

- \* Balance
- \* Emphasis
- \* Movement/  
Rhythm
- \* Proportion
- \* Contrast
- \* Pattern/  
Repetition
- \* Variety
- \* Unity
- \* Harmony



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# BALANCE

*The distribution of the visual weight of objects, colors, textures, and space.*



# BALANCE

*There are three types of Balance:*

***Symmetrical balance** where the elements used on one side of the design are similar to those on the other side.*

***Asymmetrical balance** where the sides are different but still look balanced.*

***Radial balance**, the elements are arranged around a central point and may be similar.*





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# BALANCE

*Symmetrical, Asymmetrical, Radial*

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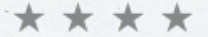
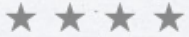




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# EMPHASIS

*The part of the design that catches the viewer's attention.*

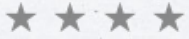


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# MOVEMENT

*The path the viewer's eye takes through the work of art,  
often to focal areas*





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# RHYTHM

*Created when one or more elements of design are used repeatedly to create a feeling of organized movement.*





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# PROPORTION

*The feeling of unity created when all parts relate well to one another; concerned with size relationship.*



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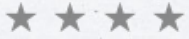
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# CONTRAST

*The juxtaposition of different elements of art in order to highlight their difference and/or create visual interest.*

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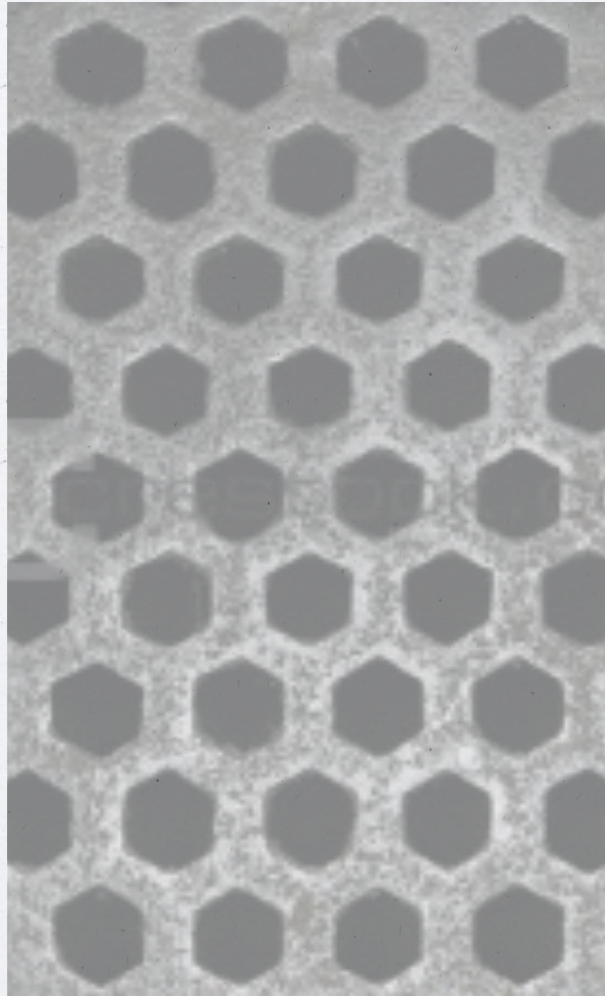


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# PATTERN

*The repetition of objects or elements in an artwork.*

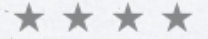
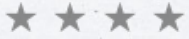




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# REPETITION

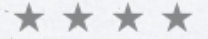
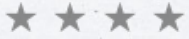
*Works with Pattern to make the work of art seem active*





# VARIETY

*The use of different elements in an image to hold the viewer's attention.*



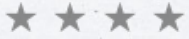


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# UNITY

*The use of elements so all parts of an image are connected in a way so as to be seen as one*





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# HARMONY

*The arrangement of elements to give the feeling that all the parts of the artwork form a coherent whole.*

