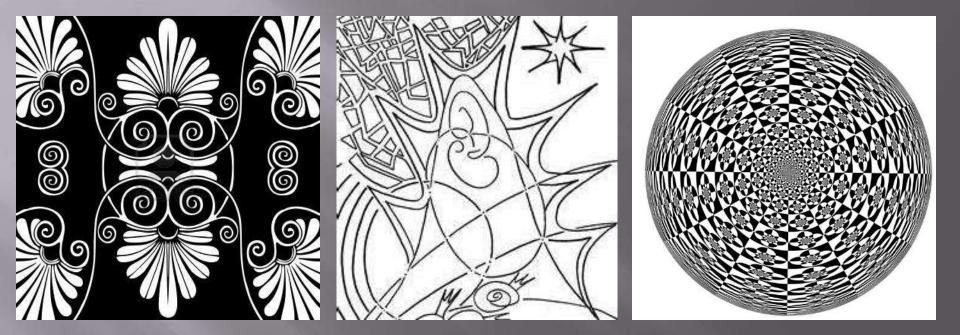
PRINCIPLES OF ART

The <u>Principles of Art (POA</u>) are the rules, tools and/or guidelines that artists use to organize the <u>elements of art</u> in an artwork. When POA's are successfully combined with the <u>elements of art</u> they aid in creating an aesthetically pleasing or interesting work of art. The way in which principles are applied affects the expressive content, or the message of the work.

BALANCE



SYMMETRICAL ASYMMETRICAL RADIAL

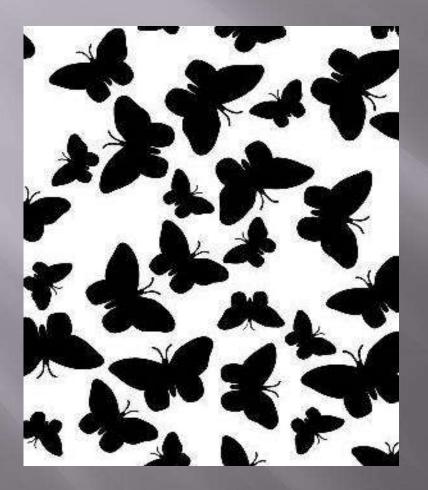
DOMINANCE / EMPHASIS



RHYTHM / MOVEMENT



REPETITION / PATTERN





VARIETY/CONTRAST

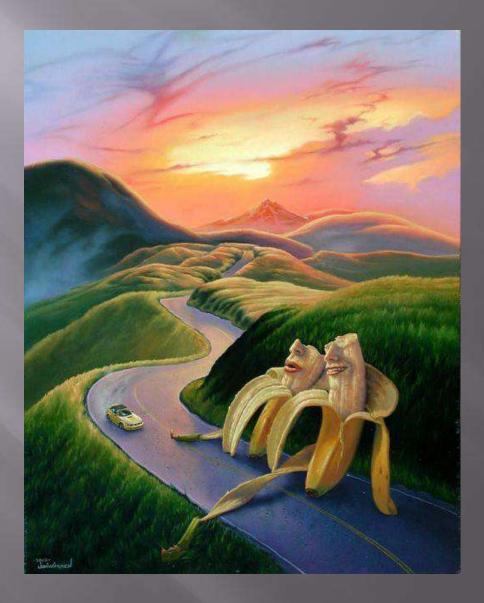


IN SHAPE, TEXTURE AND COLOR

UNITY



COMBINATION



COMBINATION

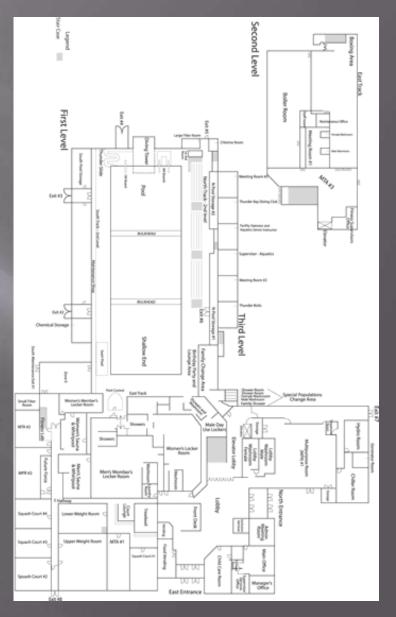


THE EOA'S AND POA'S

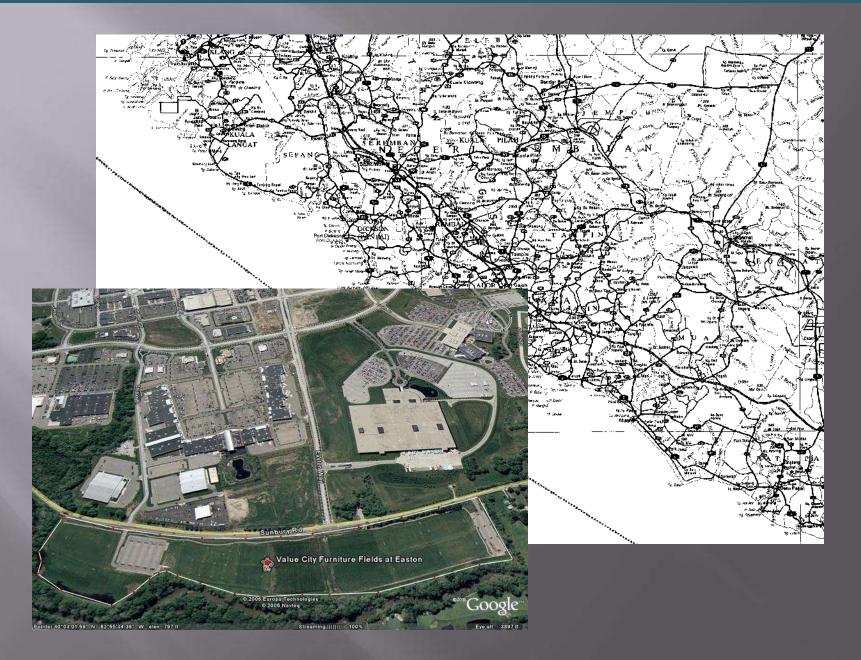
ENVIRONMENT

BUSINESS PLANNING

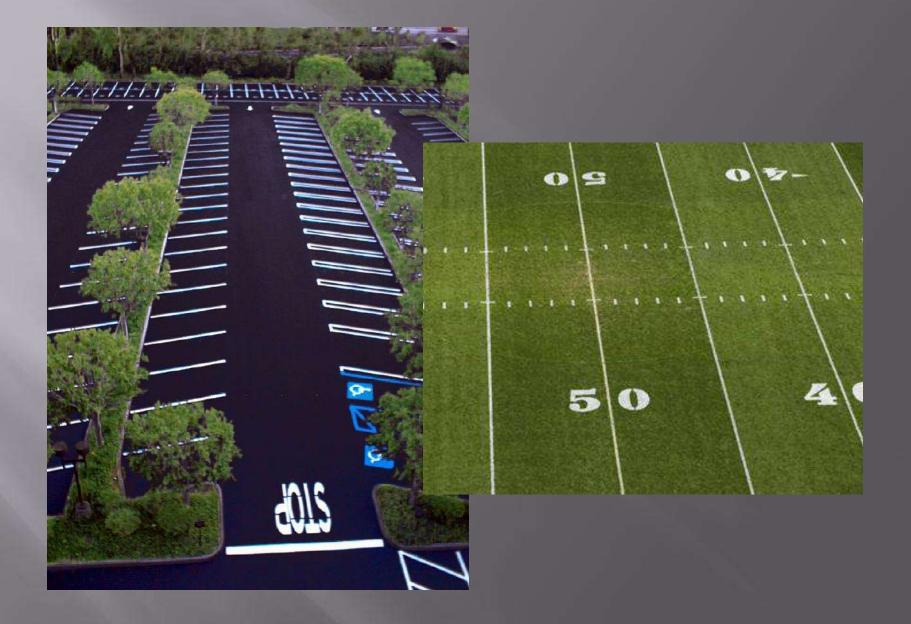




STREET MAPS



OUTDOOR ENVIRONMENT



ARCHITECTURE

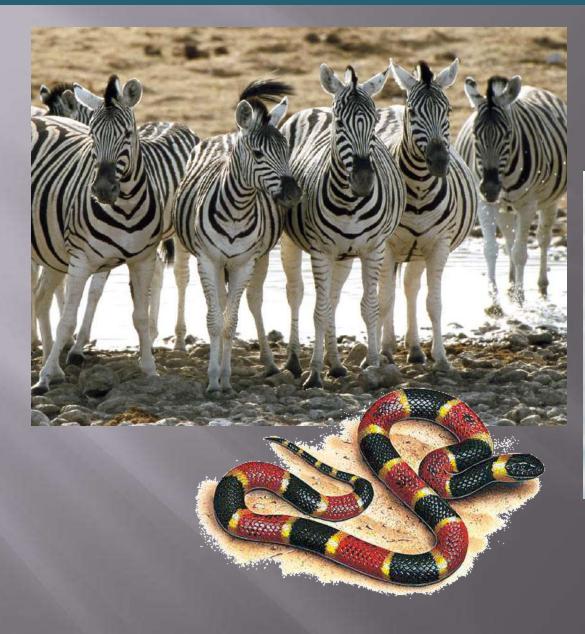




GARDEN / ENVIRONMENT











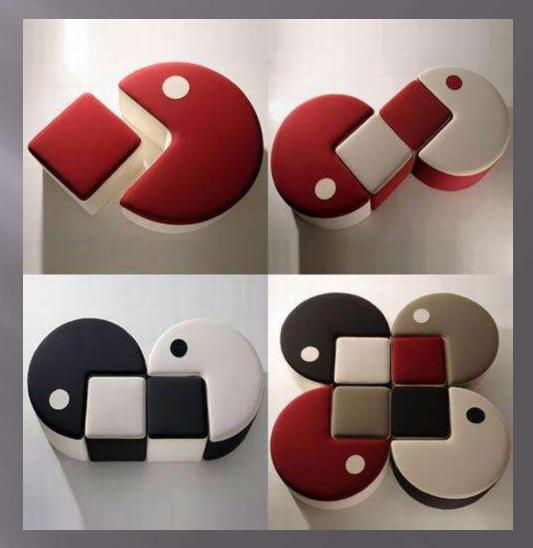






FURNITURE









FOOTWEAR







TECHNOLOGY

