

# Principles of Art and Design

Building an Interesting Photograph

# Principles of Art and Design

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- Balance
  - Proportion
  - Repetition
  - Movement
  - Contrast
  - Emphasis
  - Variety
  - Unity
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# Principles of Art and Design

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- **Balance:**

# Principles of Art and Design

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- **Balance:** a condition in which opposing forces are equal to each other, equality between the totals of the two sides of an account, or an orderly and artistic arrangement of elements that is pleasing.
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# Principles of Art and Design

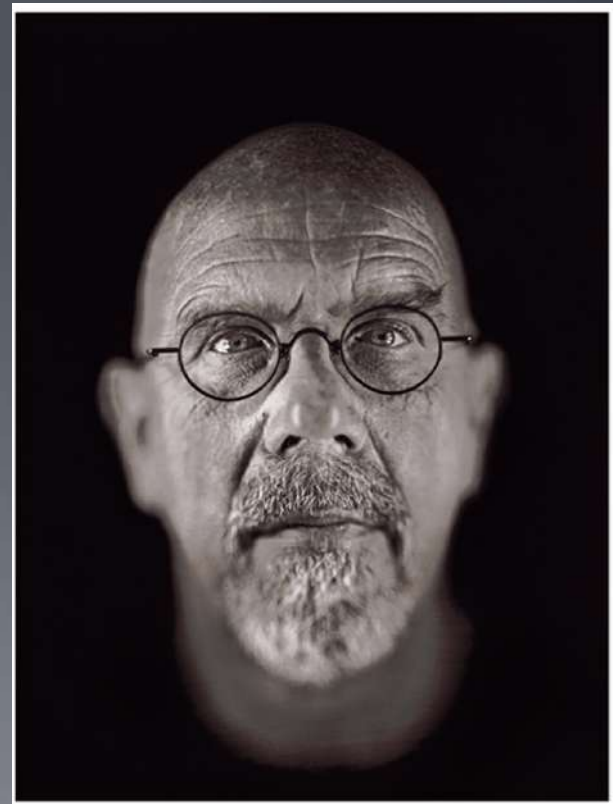
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- **Balance**
  - The equal distribution of visual weight in an artwork.
  - Symmetrical Balance
  - Asymmetrical Balance
  - Radial Balance
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Symmetrical Balance

Chuck Close



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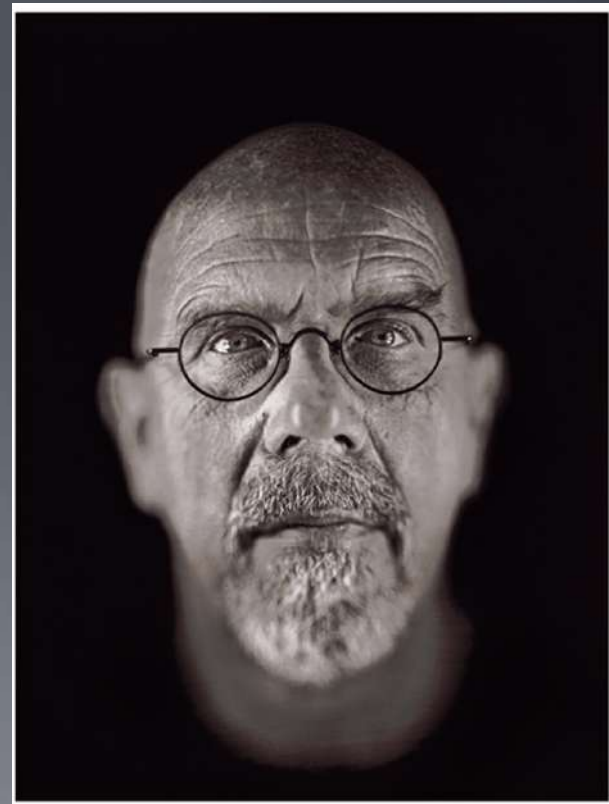
## Symmetrical Balance

When one half of an art work mirrors the other and has equal weight on each side.

AKA "Formal" Symmetry.

Often seen in graphic design, symbols, and logos

Chuck Close



# Approximate Symmetry





## Approximate Symmetry

When one half of an art work is close to mirroring the other and has equal weight on each side.

Often seen in graphic design, symbols, and logos



# Asymmetrical Balance

- John Divola, Natural Reductions, 1987-89



## Asymmetrical Balance

Asymmetry means without symmetry. Meaning that there are no mirror images in a composition.

AKA “Informal” Symmetry.

Where does your attention go when you look at an image? If it seems to wander around more or less evenly, there is probably balance.

A small visually interesting object can balance a much larger less interesting object.

- John Divola, Natural Reductions, 1987-89



# Radial Balance



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## Radial Balance

A design in which the elements radiate from the center.

Eirik Johnston

*Animal Holes*

2005



# Proportion



# Proportion

How big or small something is, in relation to something else.

Angela Buenning Filo

*Advertising Barge, San Francisco Bay*

2000



# Repetition





## Repetition

A pattern created by repeating elements regularly or irregularly.

Mitch Epstein

Green Mountain Wind

Farm, Fluvana, Texas

2005

70 x 92 inches

from *American Power*



# Repetition

Formal Repetition



# Repetition

Formal repetition is repeating an element regularly.

Charles C. Ebberts

Lunch atop a Skyscraper

New York, NY

1932



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# Repetition

Informal repetition



# Repetition

Informal repetition is repeating a design without a regular pattern.

Eirik Johnston

*Border Lands*

2005



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# Repetition

Progressive Repetition



# Repetition

Progressive repetition is repeating an element with small changes each time.

Mitch Epstein

Green Mountain Wind

Farm, Fluvana, Texas

2005

70 x 92 inches

from *American Power*



# Movement





# Movement

The illusion of motion.

The path that our eye follows as we look at a piece of art

Gregory Crewdson

*Brief Encounter*

1990



# Contrast



## Contrast

Elements with strong differences that stand in opposition to one another.

Light/dark, large/small, round/square

Carrie Mae Weems

*The Kitchen Table Series*

1990



# Emphasis



# Emphasis

What stands out the most  
or gets noticed first.

David Graham

*St. Bernard Parish, LA*



# Variety



# Variety

Changing the elements that compose a work of art.

By varying the components of a visual design, the artist creates interest and avoids monotony.

Caitlyn Atkinson

*Chapter 22*

2004



# Unity





# Unity

Seeing the whole  
before seeing the  
elements.

"Everything works."

Gregory Crewdson

*Beneath the Roses*

1990



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Chuck Close

*Kate Moss, 2005*

Prints made from a photograph  
study

Set of three sold for \$166,000 in



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# Symmetrical Balance

Larry Towell

*Maternity Hospital*

1975



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# Symmetrical Balance

Edward Burtynsky

*Railcuts #1*

1985



Asymmetrical  
Balance

J. Bennett Fitts

*Lakeside Bench*



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Kristin Giordano

*Portal, Lake Crescent, WA*

2007



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# Asymmetrical Balance

Gregory Crewdson

*Brief Encounter*

1990



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Mitch Epstein

*Gavin Coal Power Plant,  
Cheshire, Ohio*

2003

*70 x 92 inches*

*from "American Power"*





# Radial Balance

Jason Engelund

*Photo Enso 1517*



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Mitch Epstein  
Untitled, New York  
1997  
from *The City*

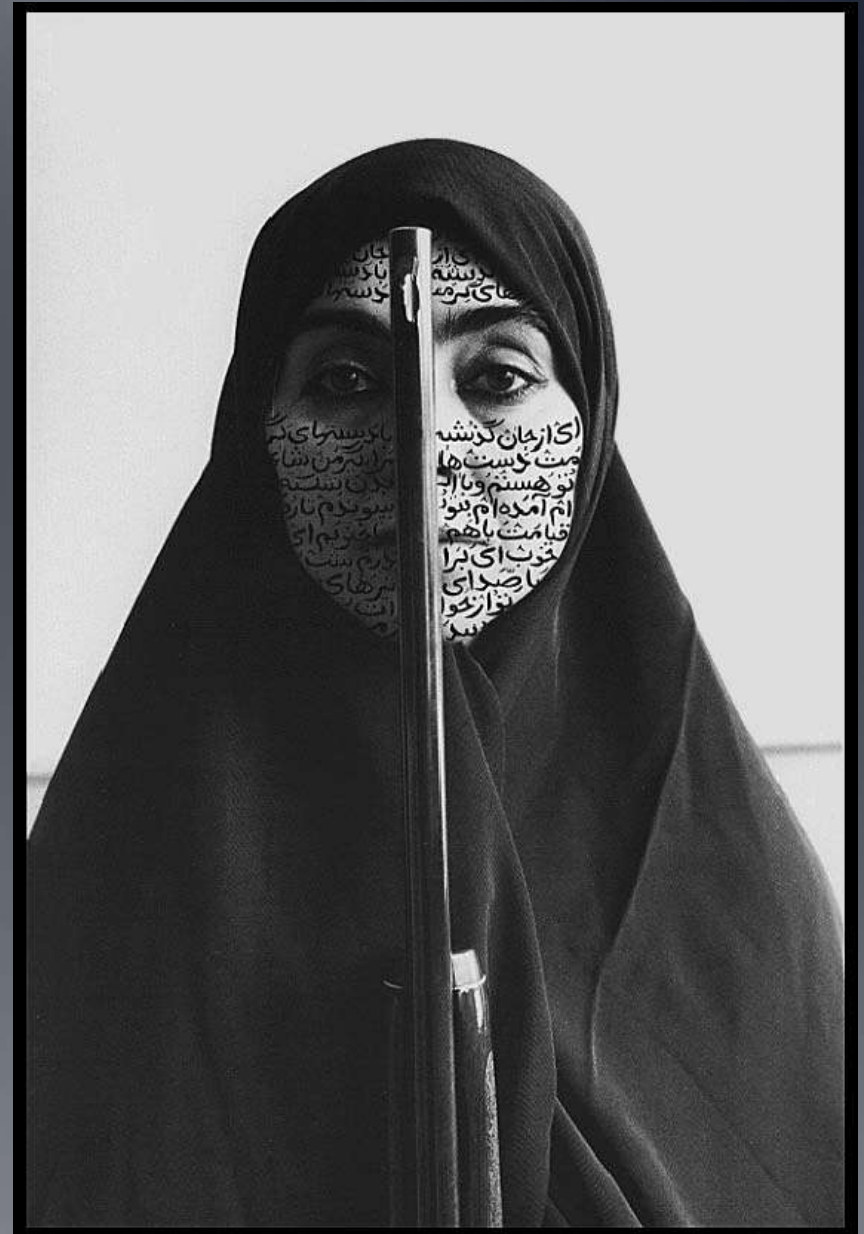


Shirim Nishat

*Rebellious Silence*

1994

Photograph



Peter De Lory

Penstock, Cedar Falls  
Water Shed



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Mitch Epstein  
Untitled, New York  
1998  
from *The City*



# Movement

Karen Appolonia Muller

*Angles in Fall: Border San  
Diego*



David Graham

*St. Bernard Parish, LA*



Diane Arbus

*Child with Toy Grenade in  
Central Park*

1962





Paul Biddle

*Crow Red Berry*

2009



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Caitlin Atkinson

*Chapter 5*

2004

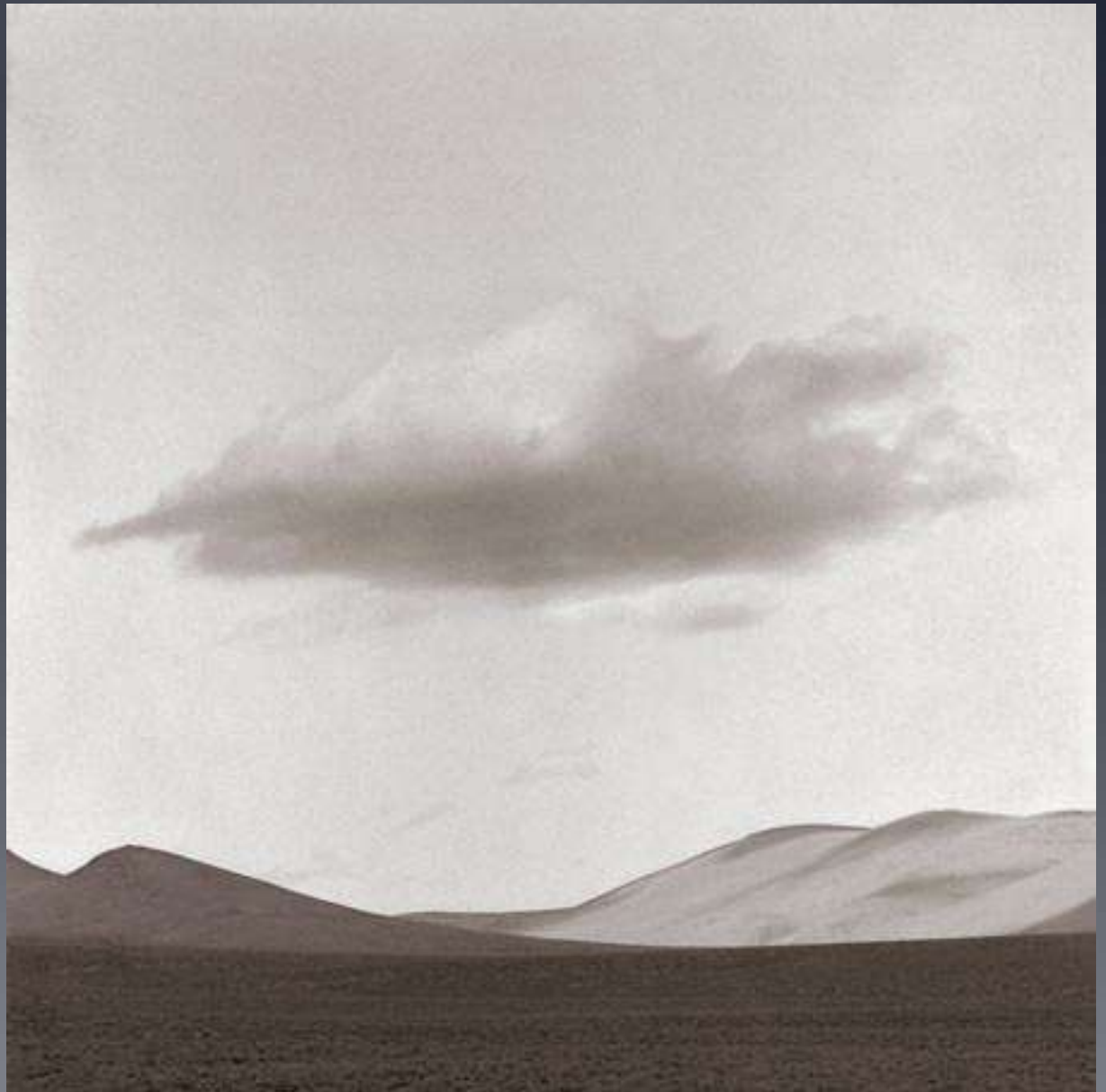


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Peter De Lory

*Fox Range Cloud*

2004



Peter De Lory  
*Coalstripe, Montana*

2004



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Eileen Cowin

*Untitled, from I See  
What You're Saying*

2002



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Peter De Lory

*Capitol Reef Saunter*



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Peter De Lory

*Conquest and Western Expansion*

