THE 7 PRINCIPLES OF ART

VARIETY: PRINCIPLE OF DESIGN CONCERNED WITH DIFFERENCES AND CONTRAST

MOVEMENT: PRINCIPLE OF DESIGN THAT DEALS WITH CREATING THE PHYSICAL CHANGE IN POSITION AND MOVES THE VIEWERS EYE THROUGHOUT

UNITY: PRINCIPLE OF DESIGN THAT ALLOWS THE VIEWER TO SEE THE COMBINATION OF ELEMENTS AND PRINCIPLES AS A WHOLE
Unity is created by simplicity, repetition, and proximity

PROPORTION: PRINCIPLE OF DESIGN CONCERNED WITH THE RELATIONSHIP OF SIZE TO ONE ANOTHER

RHYTHM: PRINCIPLE OF DESIGN THAT REPEATS ELEMENTS TO CREATE THE ILLUSION OF MOVEMENT.
There are three kinds I want you to know:

Regular:	Repeating identical motifs using the same intervals of space between, same object repeated
Random:	A motif is repeated in no apparent order, with no regular spaces, different objects throughout
Alternating:	Repeating motifs but changing position or content of motifs or space between them, alternate one object then the next
Flowing:	Created by repeating wavy lines
Progressive:	Changes a motif each time it is repeated

BALANCE: PRINCIPLE OF DESIGN THAT DEALS WITH ARRANGING VISUAL ELEMENTS IN A WORK OF ART EQUALLY. THERE ARE THREE KINDS:

Formal/Symmetrical:	Way of organizing parts of a design so that equal, or very similar, elements are placed on opposite sides of the axis, mirror image
Informal/Asymmetrical:	Way of organizing parts of a design involving a balance of unlike objects, having equal visual weight
Radial:	Forces the elements of art to come out from the center, moves away from the center

EMPHASIS: PRINCIPLE OF DESIGN THAT STRESSES ONE AREA OF THE WORK

Convergence:	Technique for creating a focal point by arranging elements so that many lines or shapes point to one item or area
Location:	The technique of placing elements in a work or art to create a focal Point
Isolation:	Technique for creating a focal point by putting one object alone to emphasize it