

PRINCIPLES OF DESIGN

- The basic visual considerations that guide the organization of the work of art.

The Principles of Design are how we organize the Elements of Art.

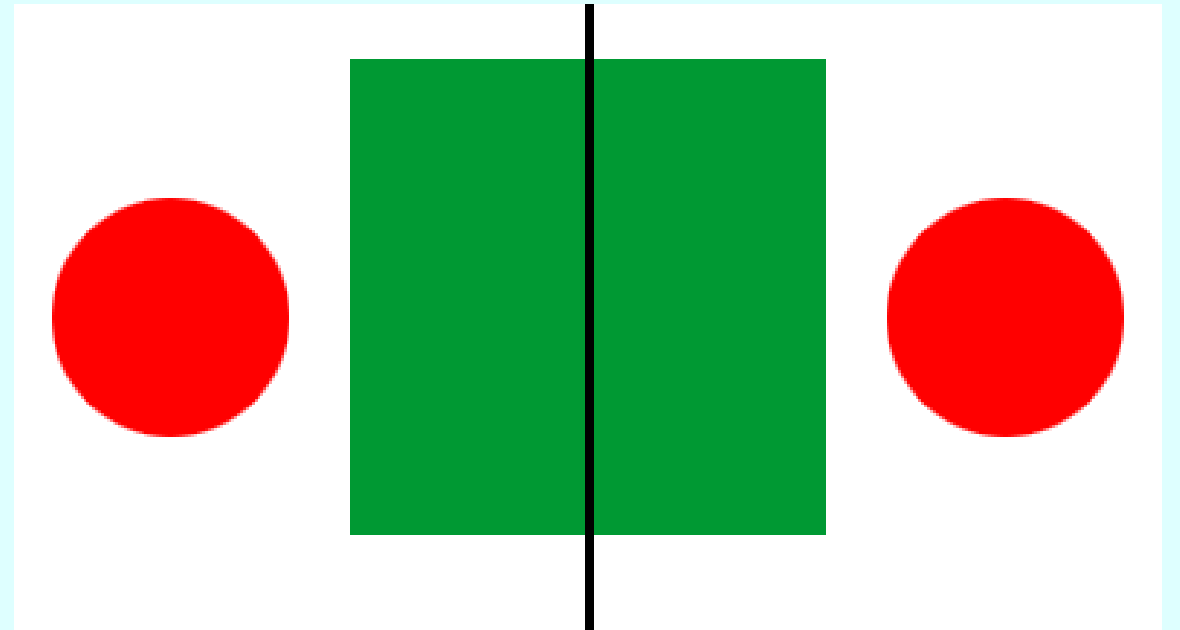
BALANCE

- The distribution of the visual weight in a work of art.



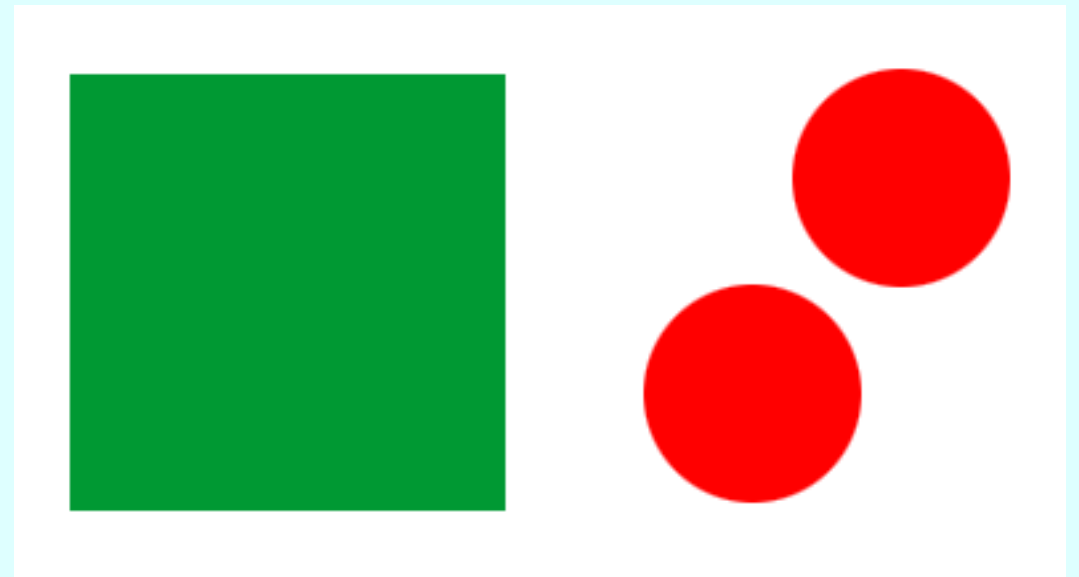
FORMAL/SYMMETRICAL BALANCE

- A design or composition with identical or merely identical imagery on opposite sides of a divided line or central axis.



INFORMAL/ASYMMETRICAL BALANCE

- A type of balance in which the parts are unequal in size, shape, etc., but still produce a balanced visual effect.



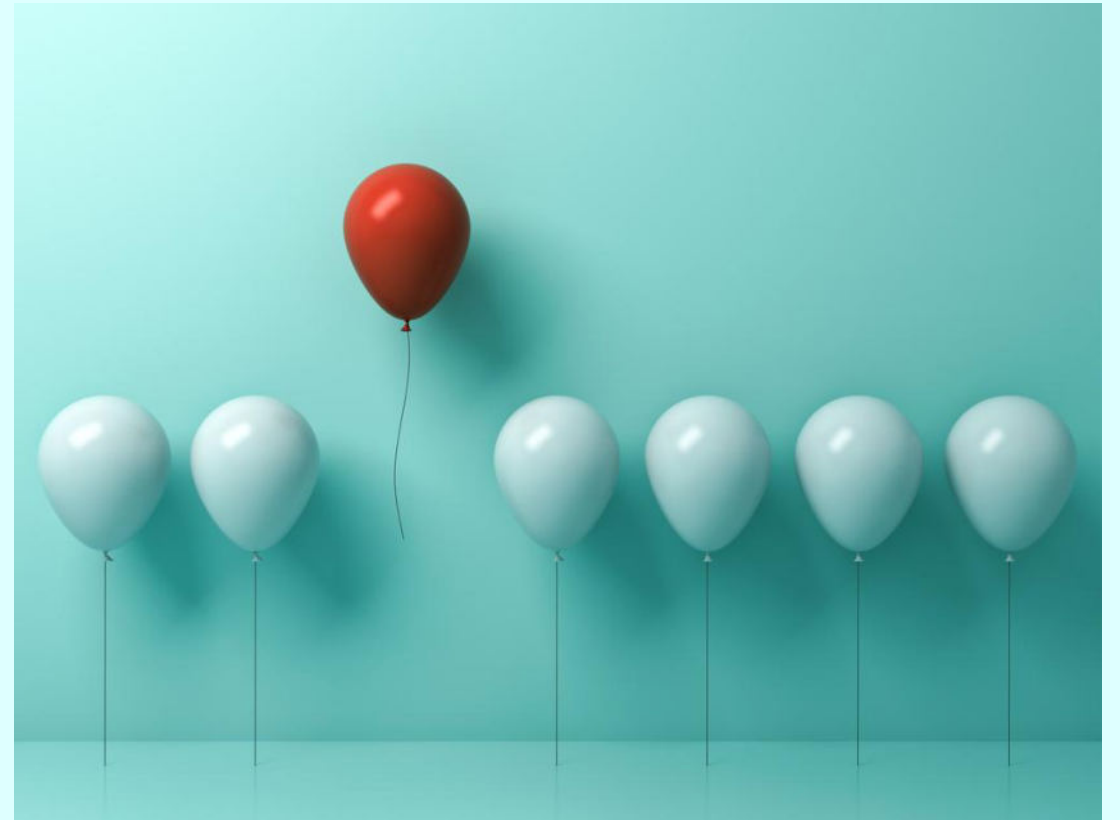
RADIAL BALANCE

- Type of balance which all elements radiate out from a center point in a circular fashion.



CONTRAST/VARIETY

- The combination of one or more elements, in opposition, to show their differences.

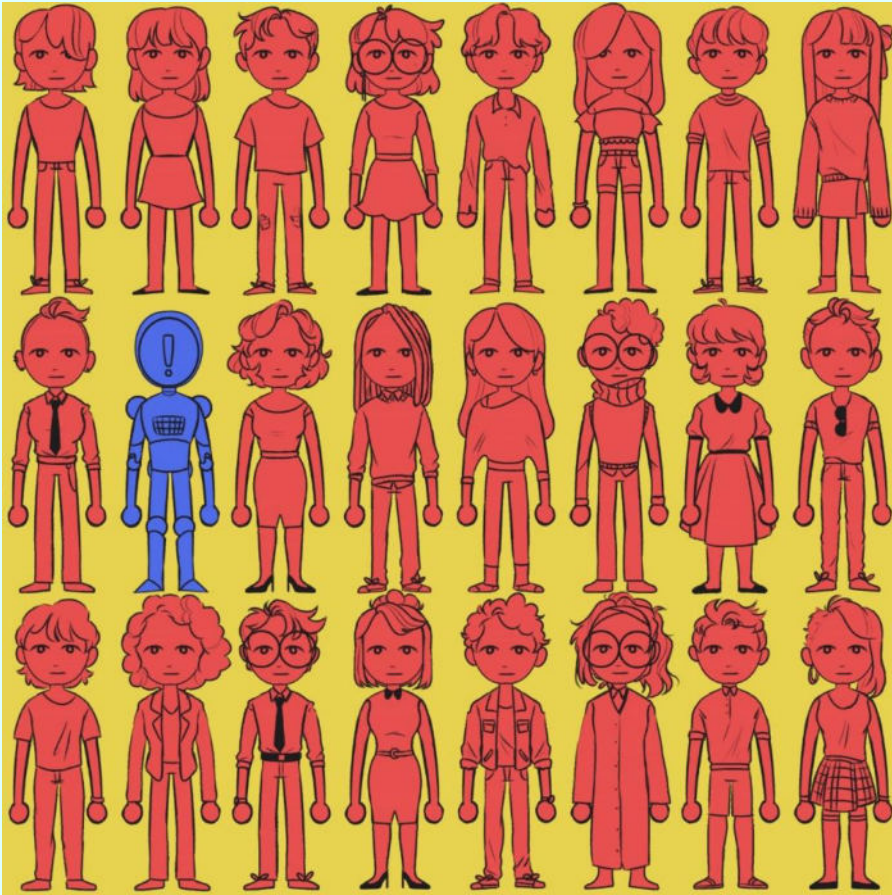


EMPHASIS

- Emphasis is a Principle of Design in which one part of the work is dominant over the other parts.



EMPHASIS/FOCAL POINT



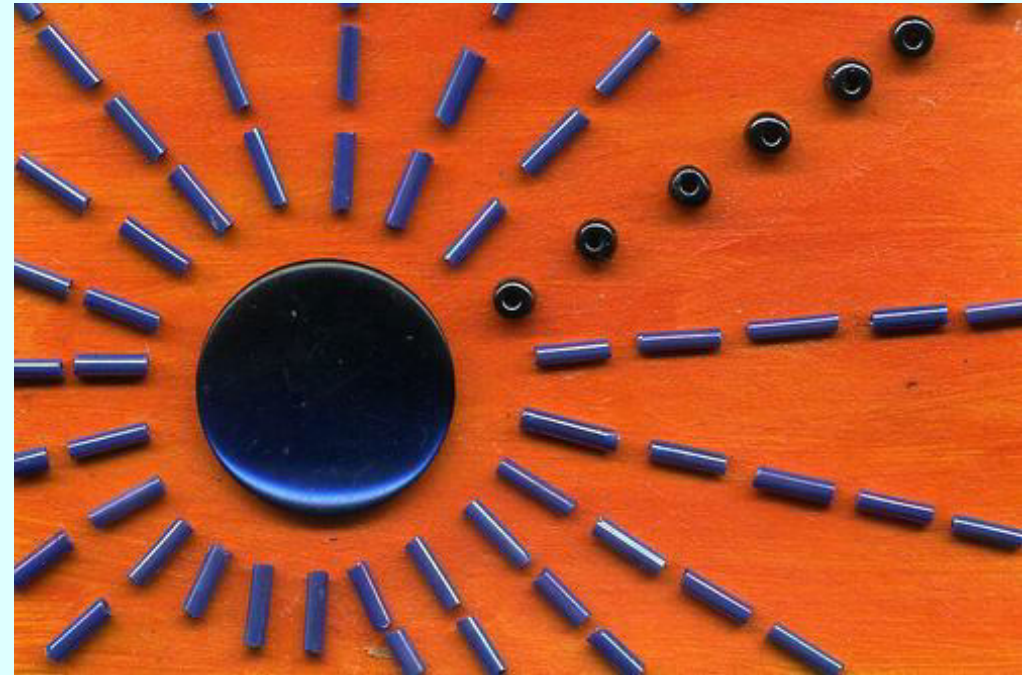
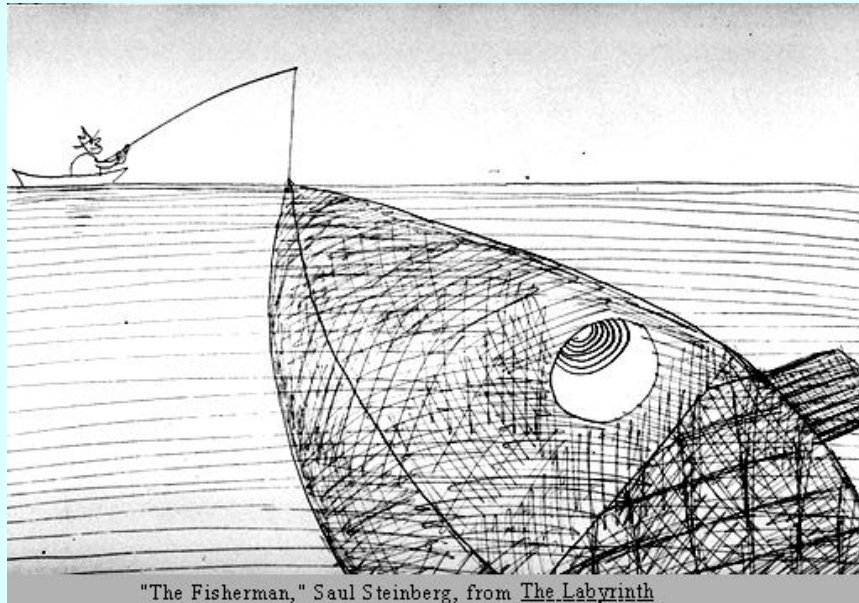
- Focal Point-a specific area, element or principle that dominates a work of art.
- When you use emphasis you are creating a focal point.

EMPHASIS WITH COLOR



EMPHASIS WITH SIZE

- Making the focal point the largest area in the composition to attract the viewers attention.



EMPHASIS WITH VALUE

- Adding a value or changing a value of an object to attract attention to one area on the artwork.



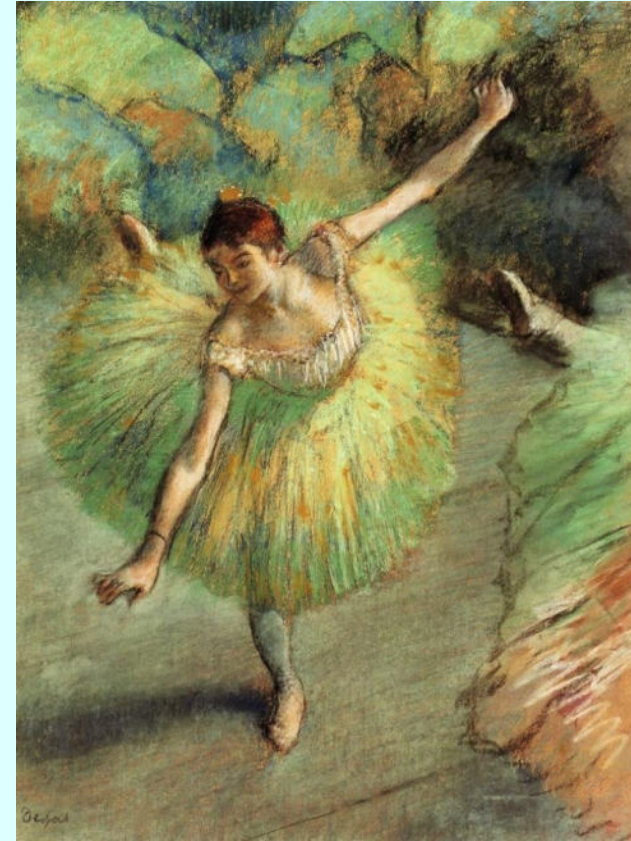
MOVEMENT

- The path our eye follows in a work of art.
- Movement is often a sense of action or direction in a work.

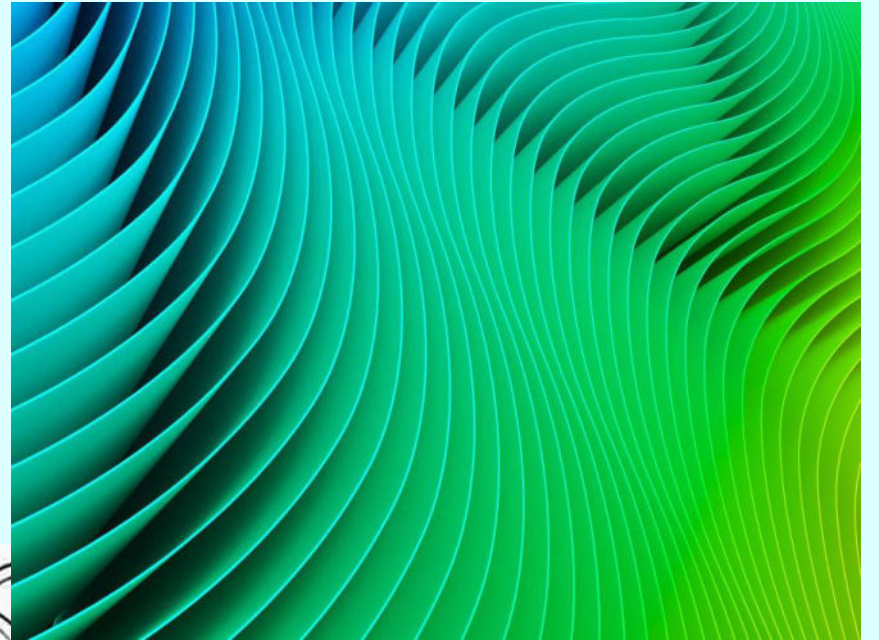
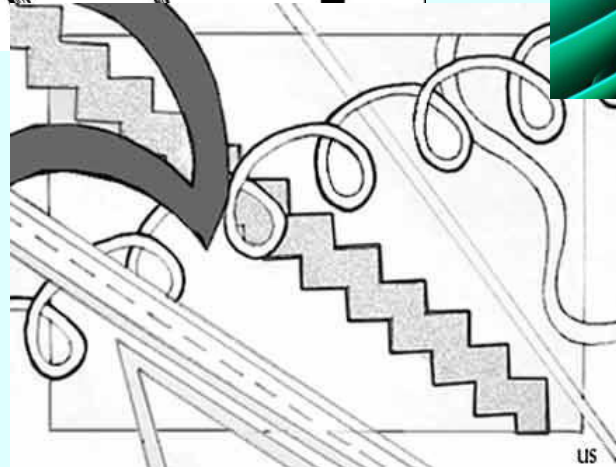
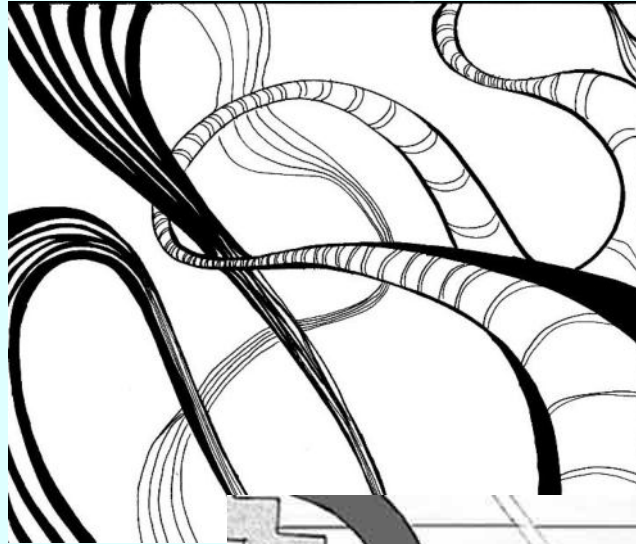
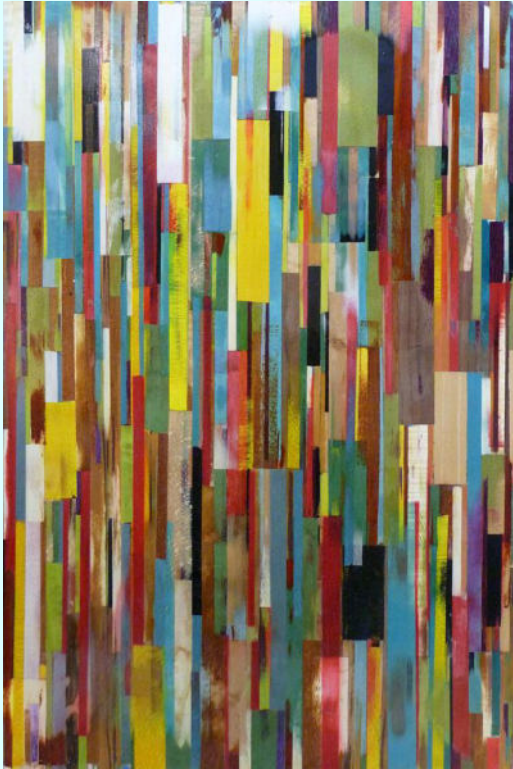


ANTICIPATED MOVEMENT

- Expected or predicted movement in an artwork.

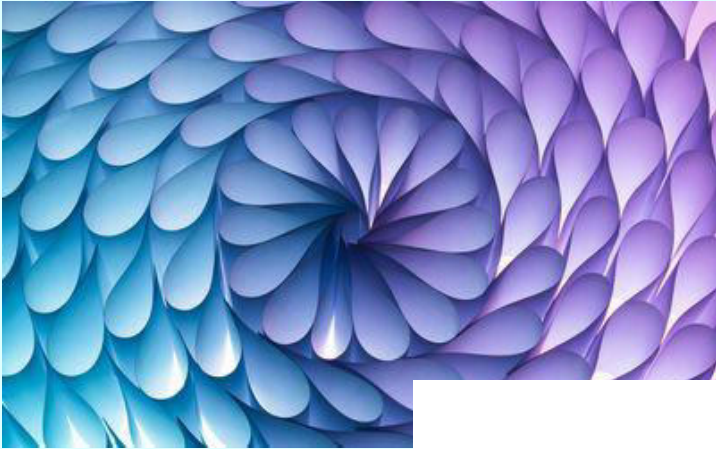


MOVEMENT THROUGH LINE



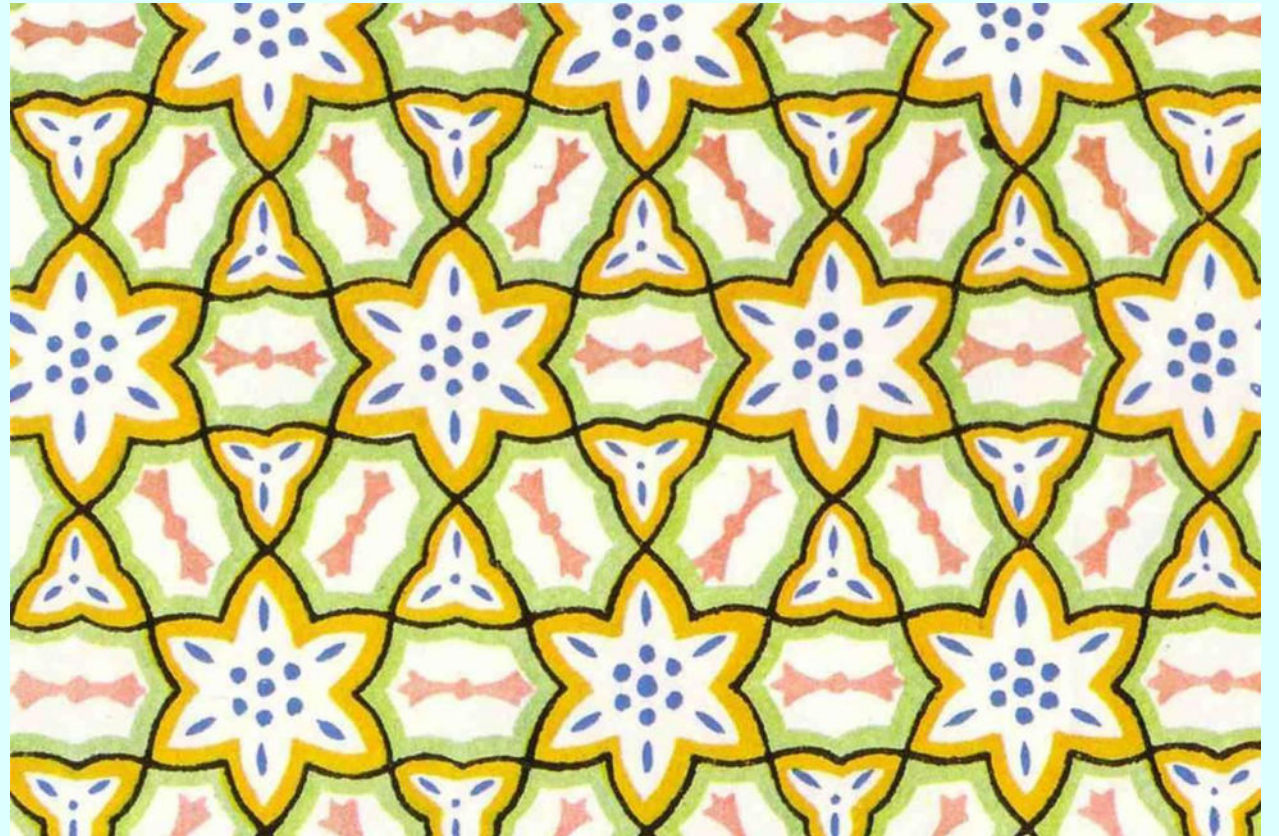
RHYTHM

- Movement in art created through repetition of elements.



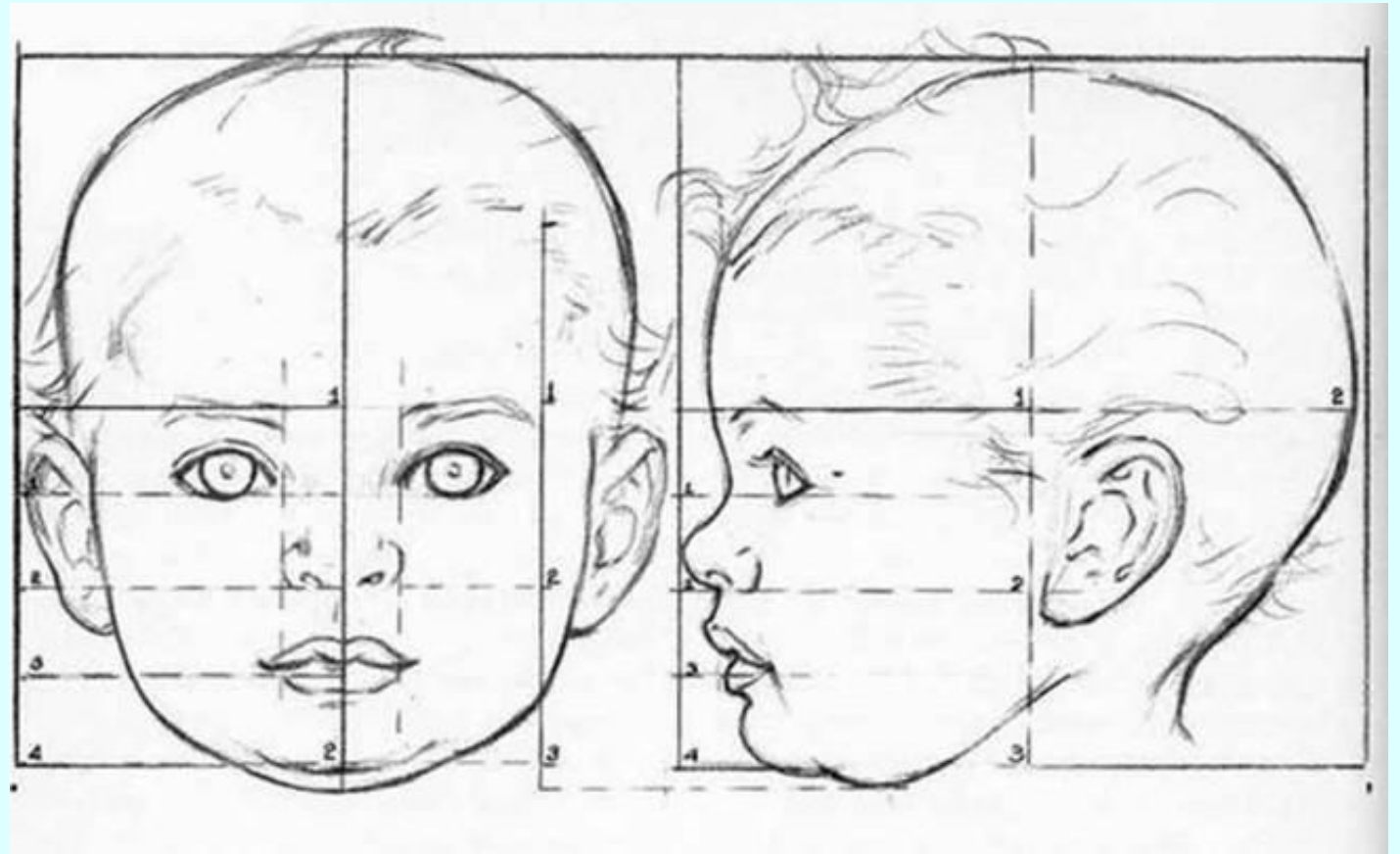
PATTERN

- A repeated decorative design.



PROPORTION

- Proportion-refers to the relative size.
- Scale is to relate size to a constant, such as a human body.



SCALE



UNITY

- When all the elements and principles work together to achieve a harmonious sense of completion.
- Relates to a sense of oneness of wholeness in a work of art.

