

Principles

OF DESIGN

UNITY

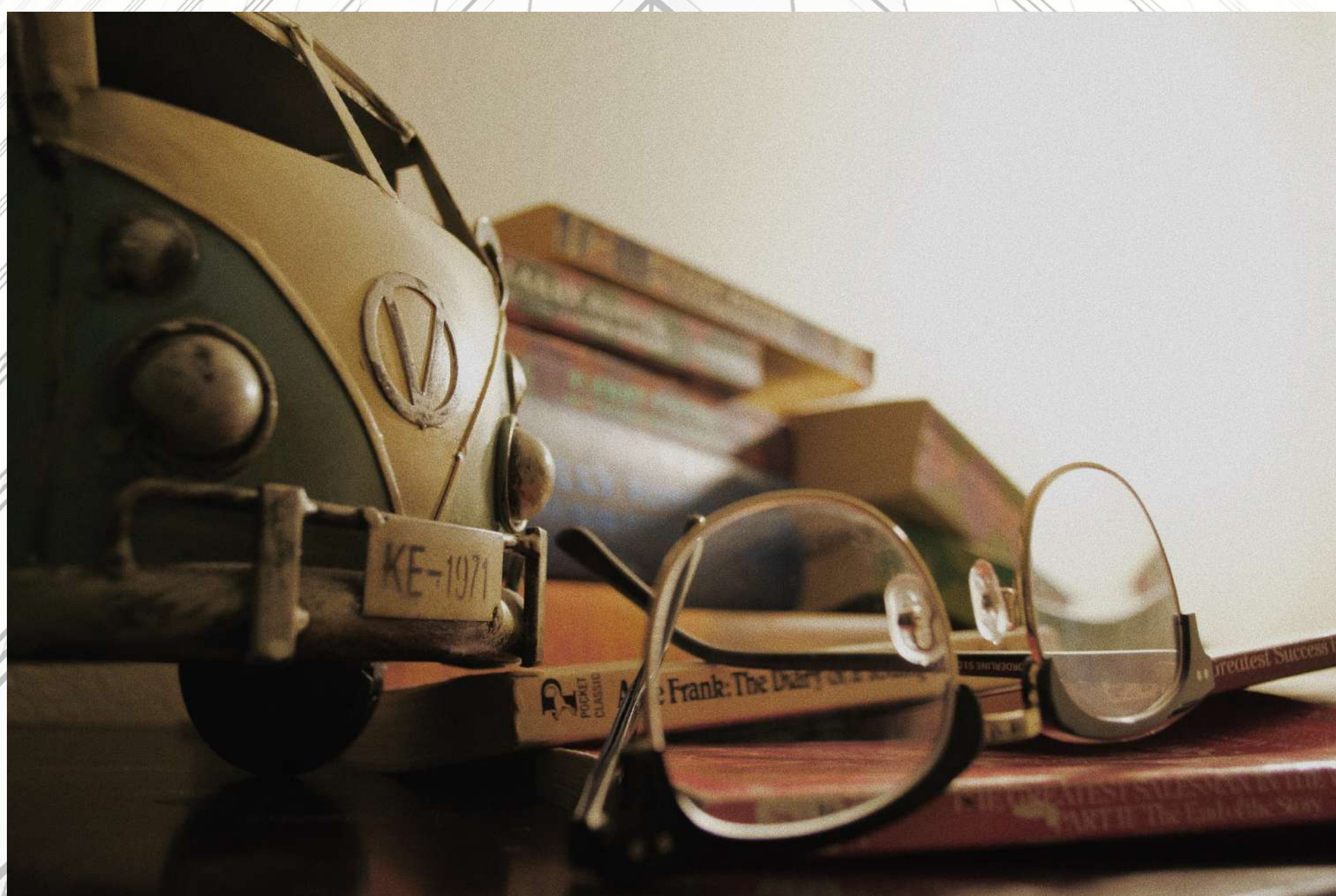
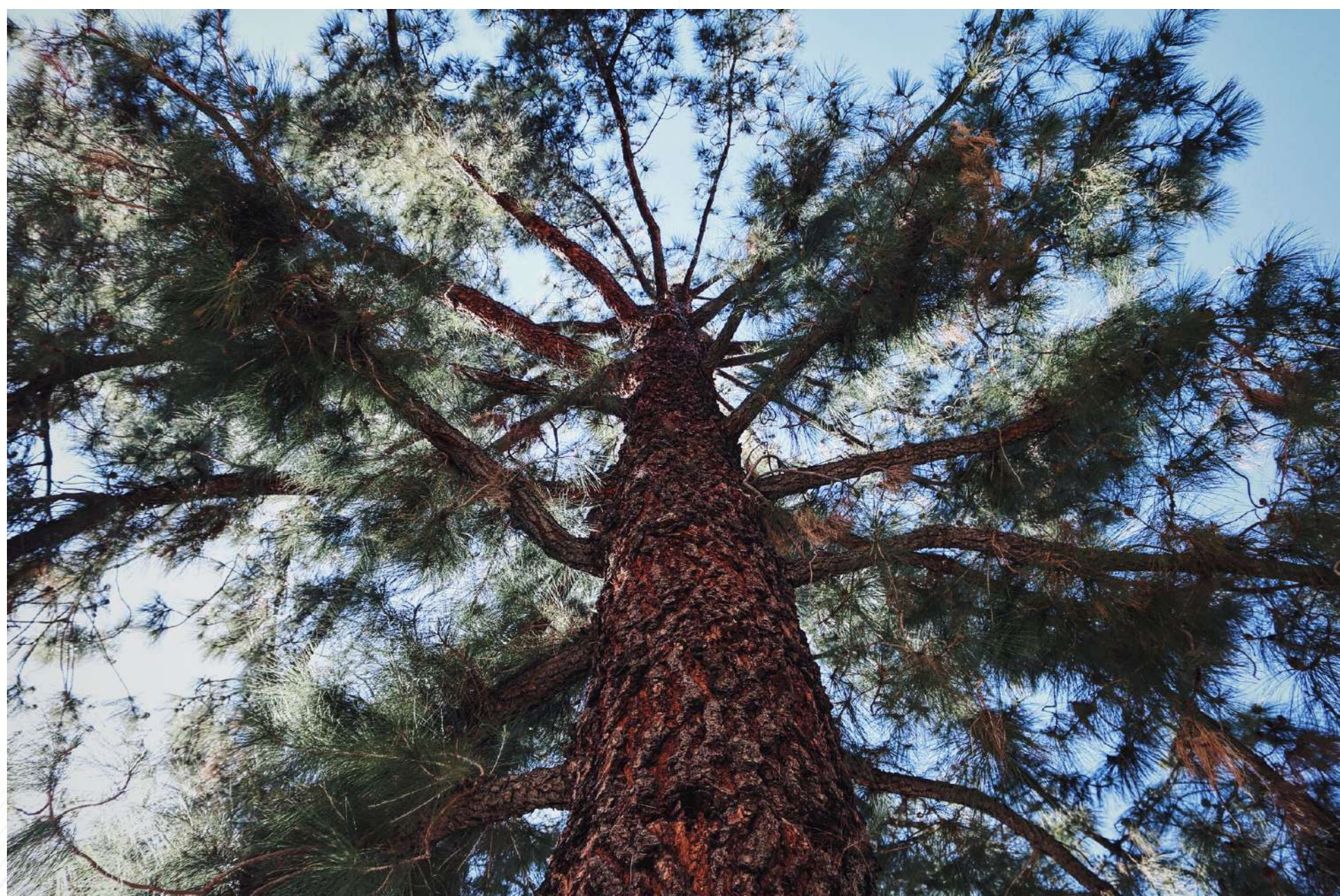
PATTERN

Variety

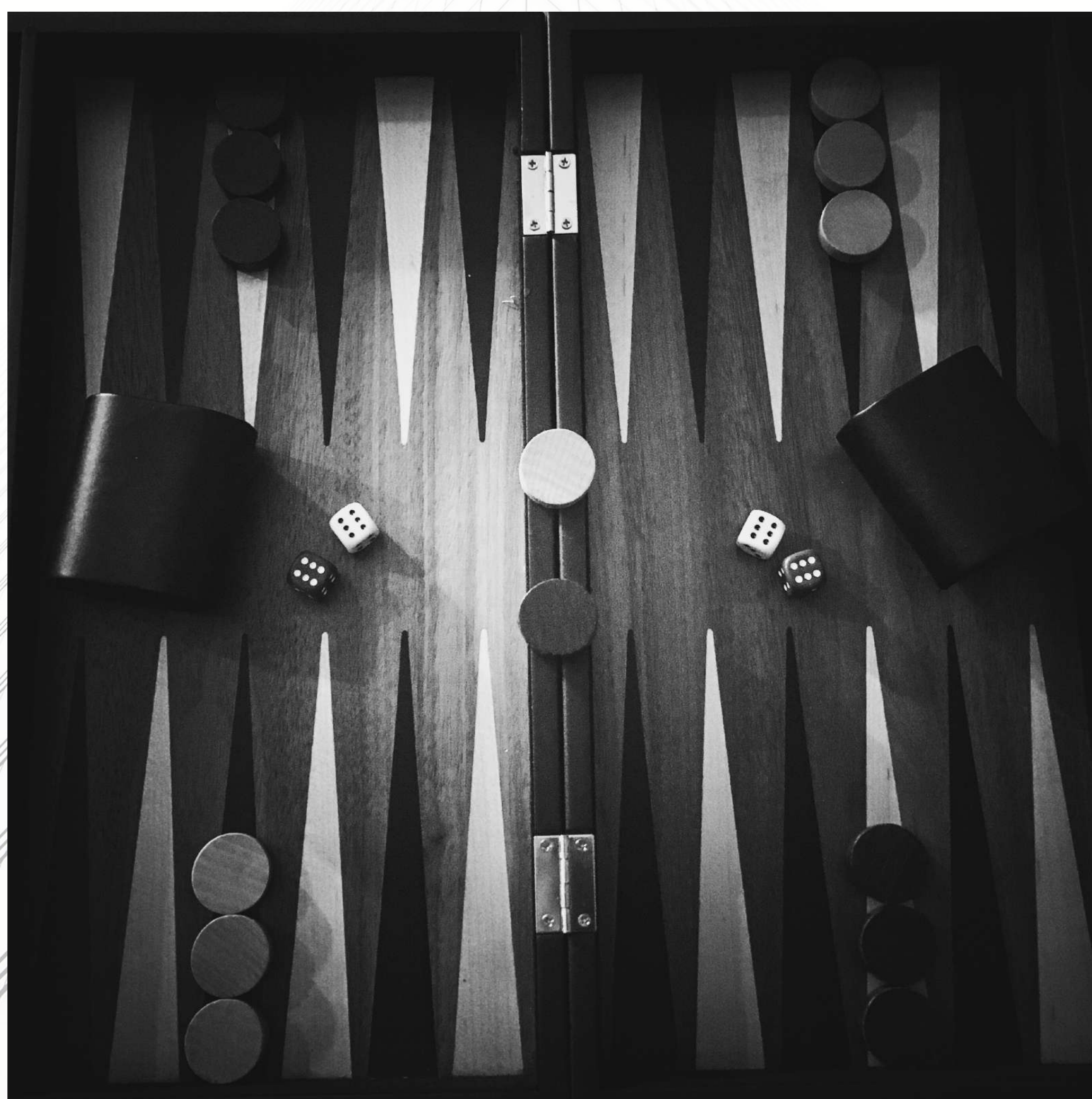
EMPHASIS

Rhythm

*The rules that govern how we use the
elements of art*



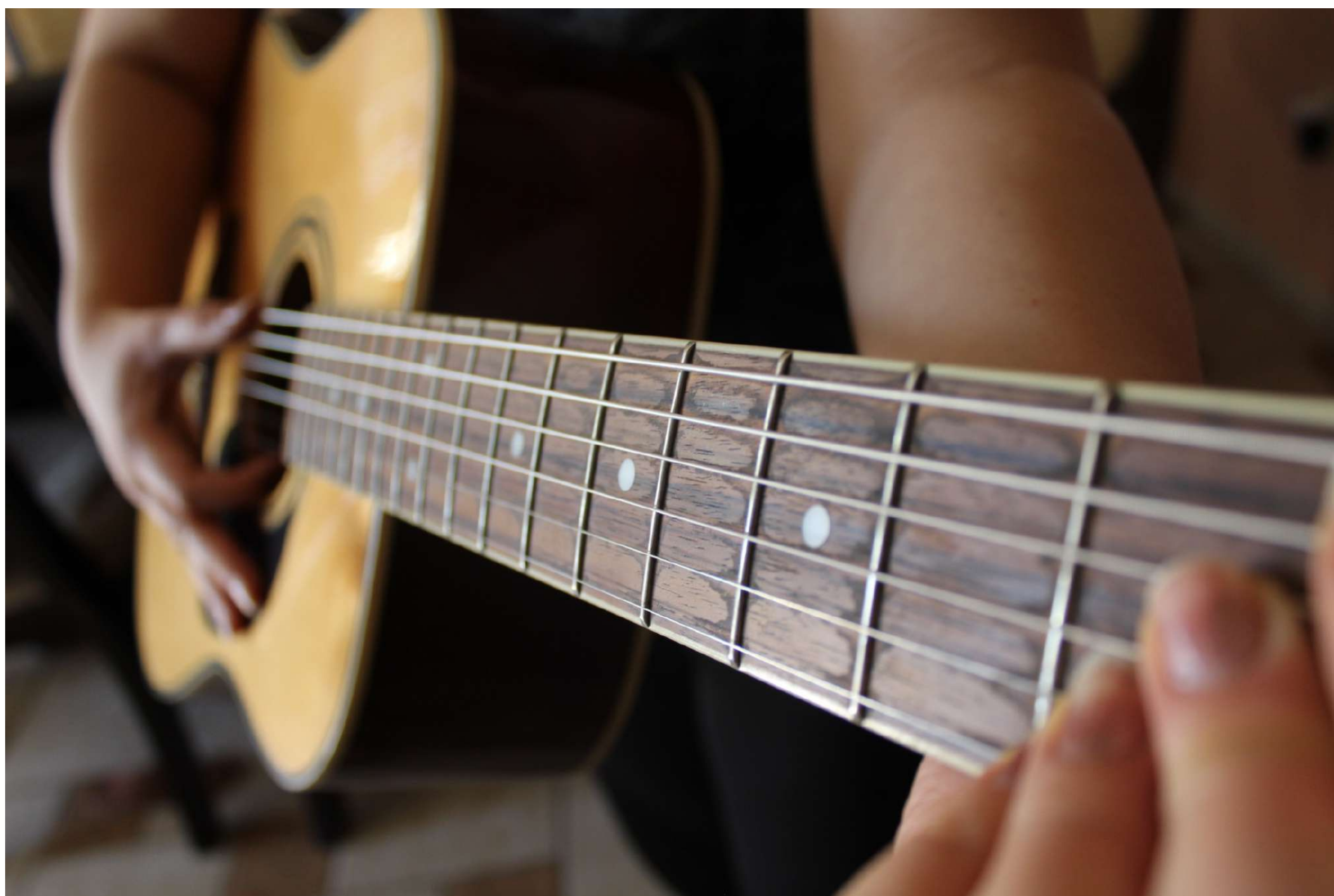
UNITY



PATTERN



EMPHASIS



Rhythm