

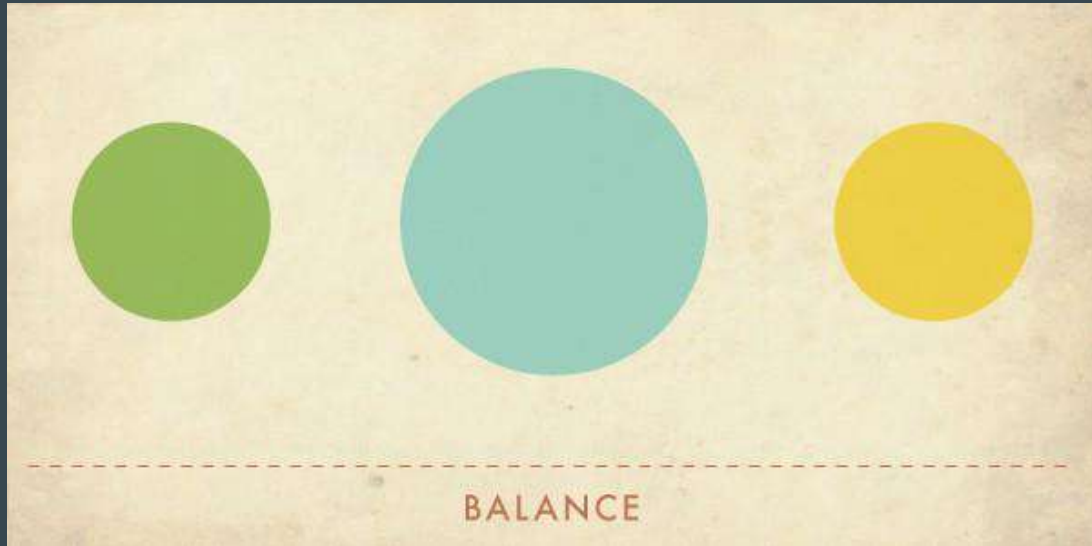
Principles of Design

...

Use these principles to enhance the delivery of your message

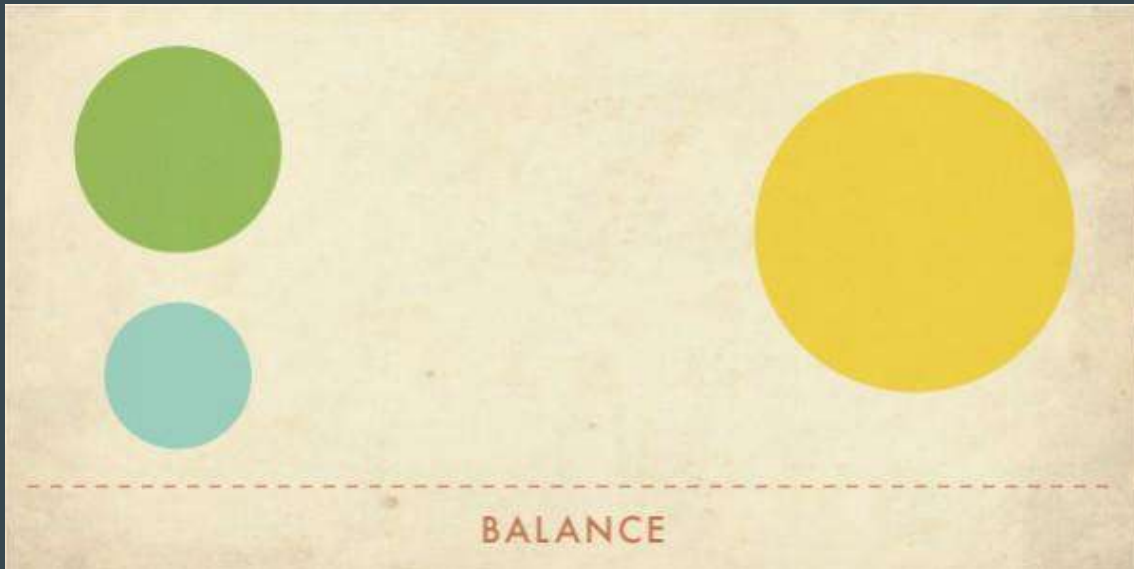
Balance

Symmetrical



Balance

Asymmetrical



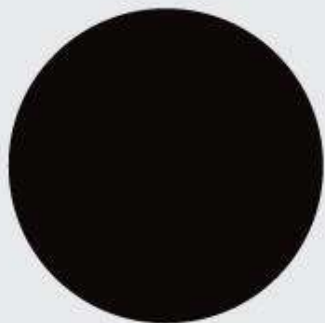
Balance

Radial



Contrast

Large & Small, Dark to light



CONTRAST

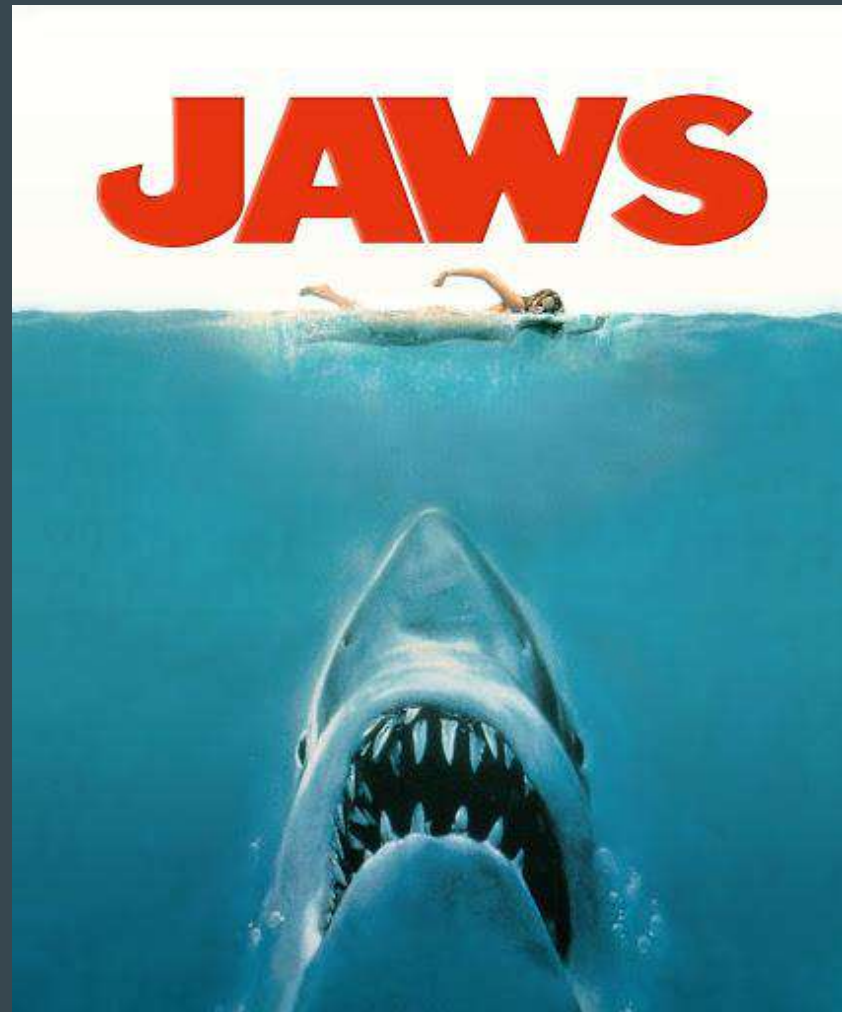


Contrast

Thick to thin, geometric, size

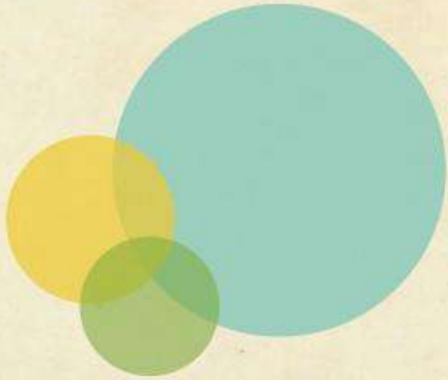


CONTRAST



Emphasis & Subordination

Larger shape is emphasized by the smaller shapes

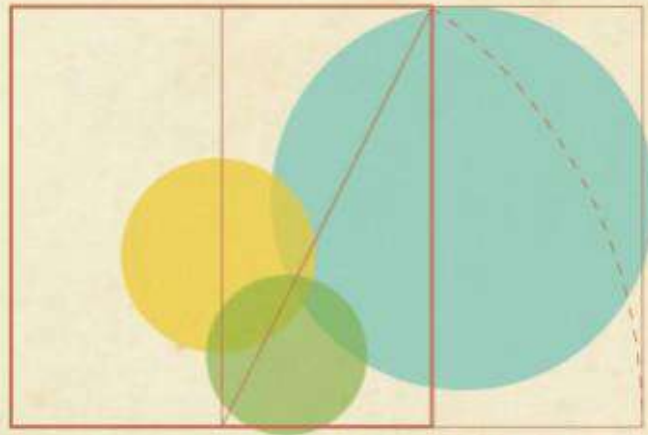


EMPHASIS & SUBORDINATION

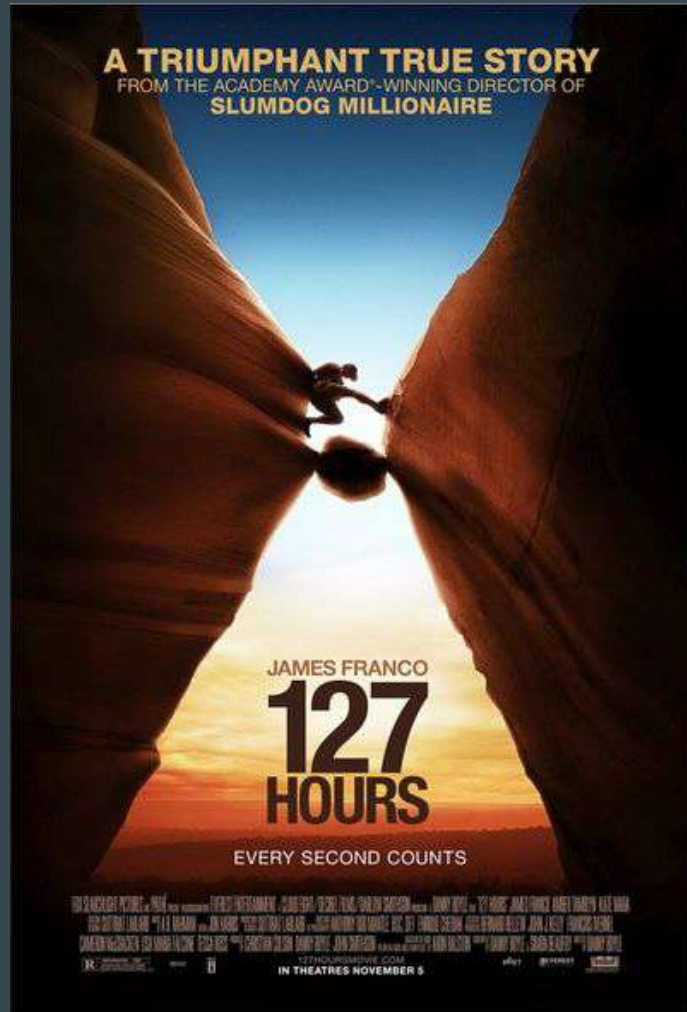


Proportion

Relationship of shapes to each other and the work as a whole



PROPORTION



Scale

Size of subject in relationship to others and the picture plane



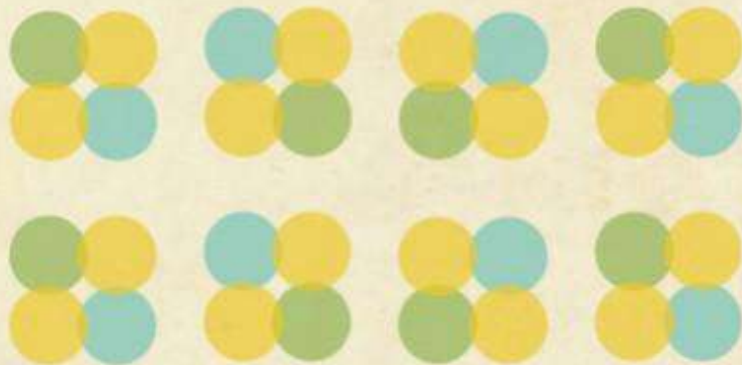
SCALE



Repetition & Rhythm

Repetition the recurrence of a design.

Rhythm the order of that repetition

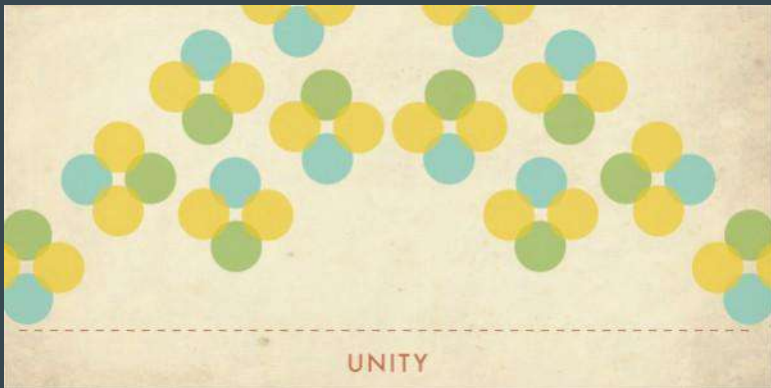


REPETITION & RHYTHM



Unity

Consistency of concept



Art Elements

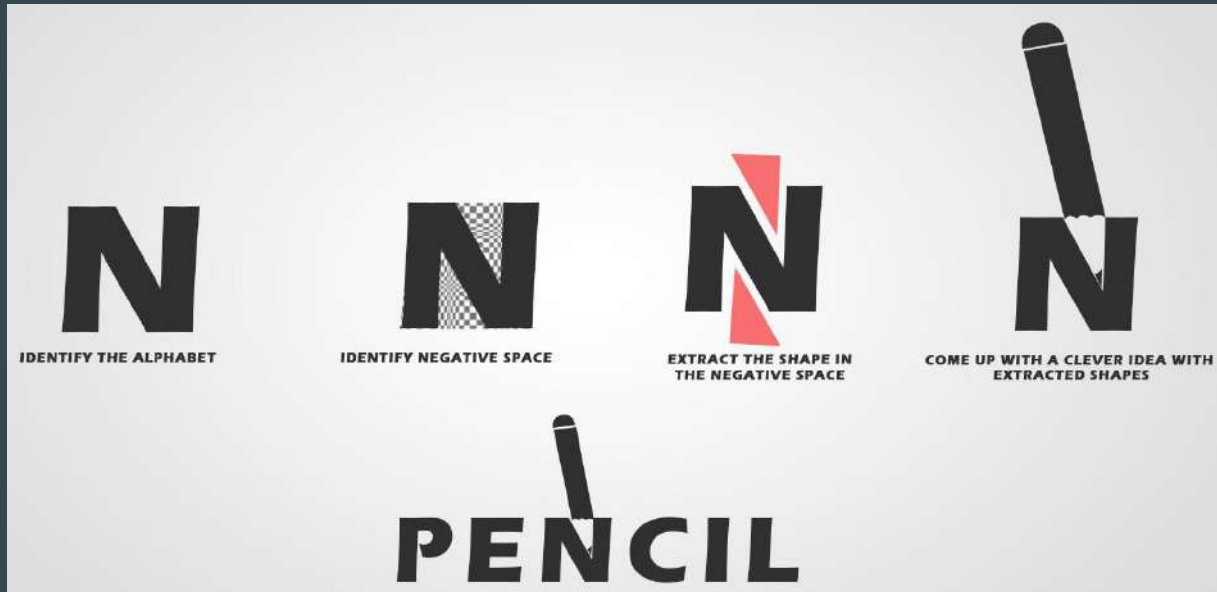
Color

Impacts the mood of your design



Space

Negative & Positive Space



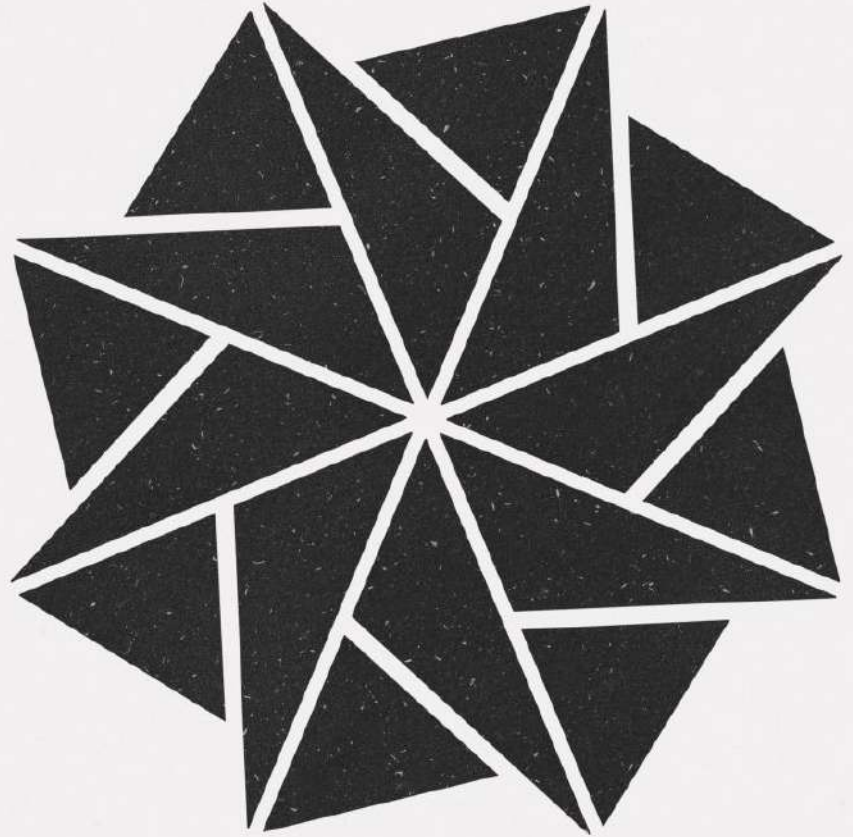
Two seconds to spot are two seconds to late
The support centers union for
victims of sexual assault in Israel

Shapes

Geometric

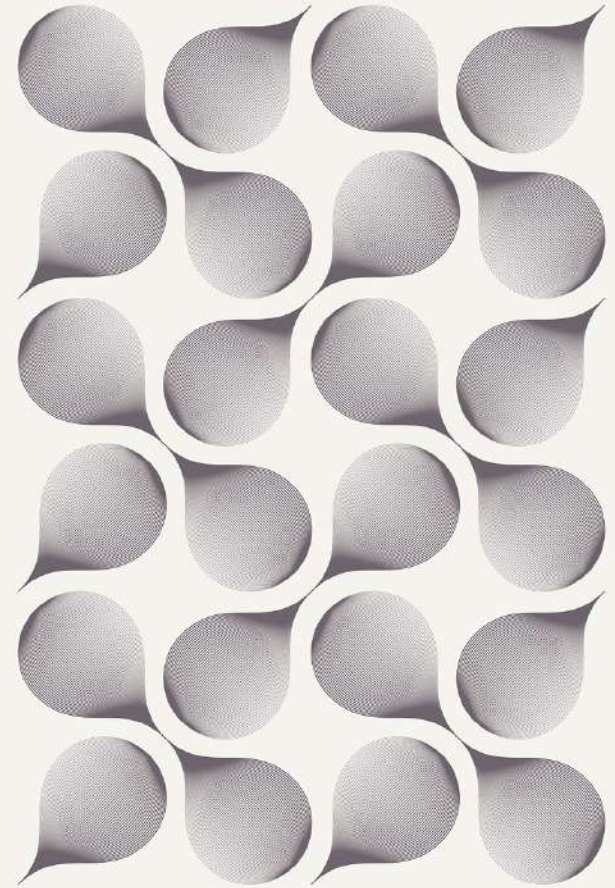


Google Drive



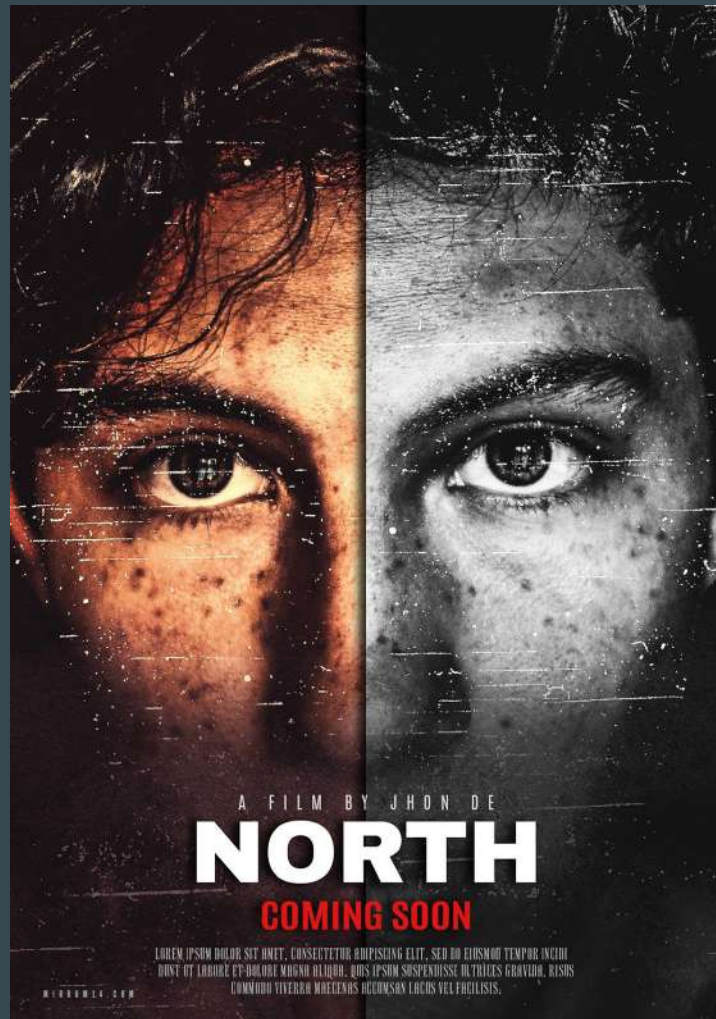
Shapes

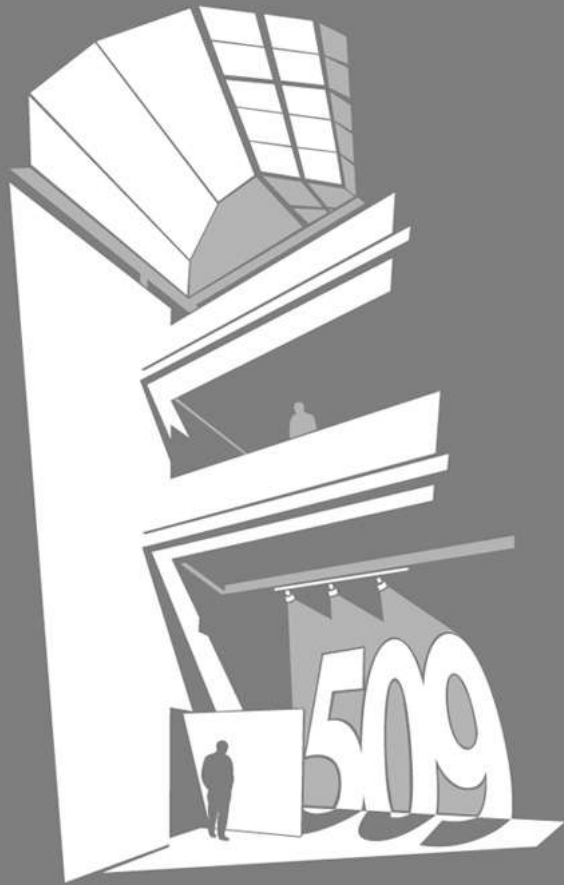
Organic or Freeform



Texture

Visual





COLLEGE OF ARCHITECTURE - JACKSON CENTER

Value - light to dark

Can be used to emphasize
or create
contrast between
background & foreground, show
Mass, create depth or dimension



Line

a point moving in space.

Line can be an actual line or an
implied line.

Line can draw the eye to a
specific place.

Line can unify the composition.