

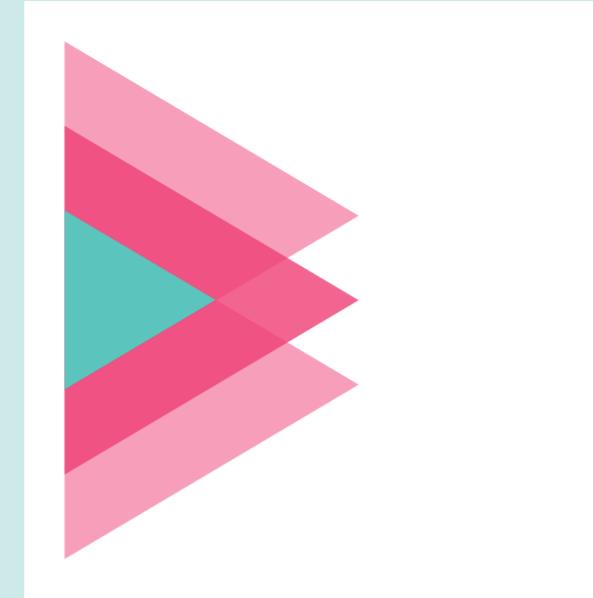
# THE PRINCIPLES OF DESIGN



## Contrast

Contrast is the difference between elements in a composition.

**LINES:** Thick vs thin    **SHAPES:** Geometric vs organic    **TEXTURES:** Rough vs smooth



## Balance

Balance is the distribution of elements so they seem equal in importance.

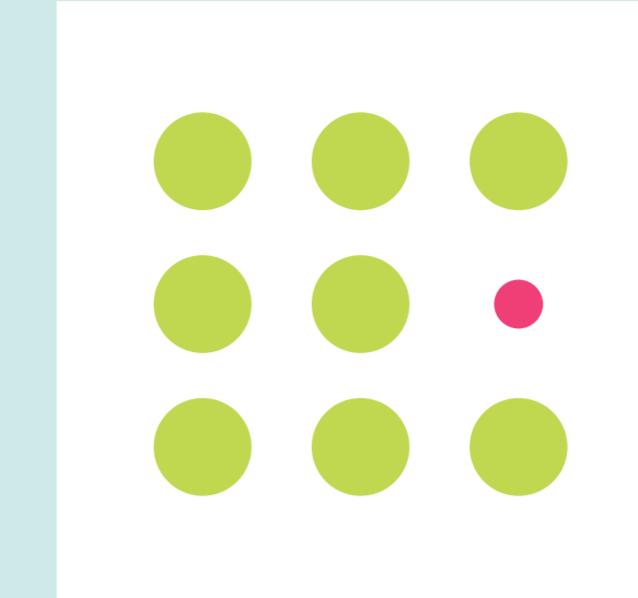
**SYMMETRY:** One side is the mirror image of the other.    **ASYMMETRY:** Two sides are not identical – but are arranged so their weight is equal.    **RADIAL:** Elements are evenly spaced around a central point.



## Proportion

Proportion is the visual size and weight of elements and how they relate to each other.

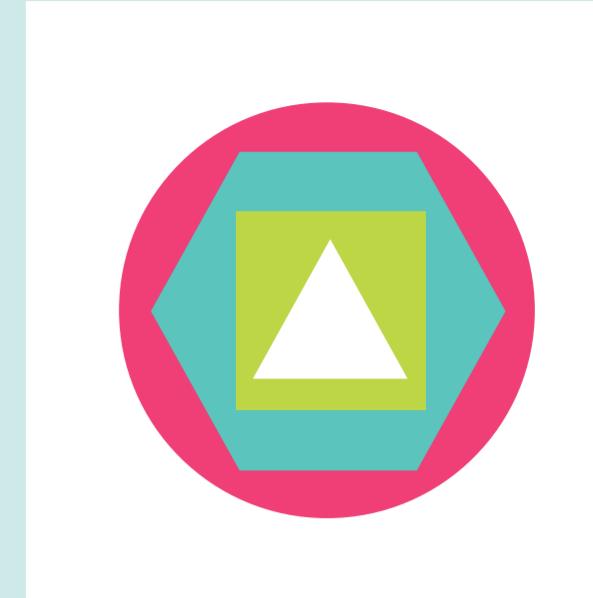
**EXAGGERATED / DISTORTED PROPORTION:** Intentionally changing proportions to communicate different messages.



## Emphasis

Emphasis is the creation of a focal point, drawing the viewer's eye to a particular area.

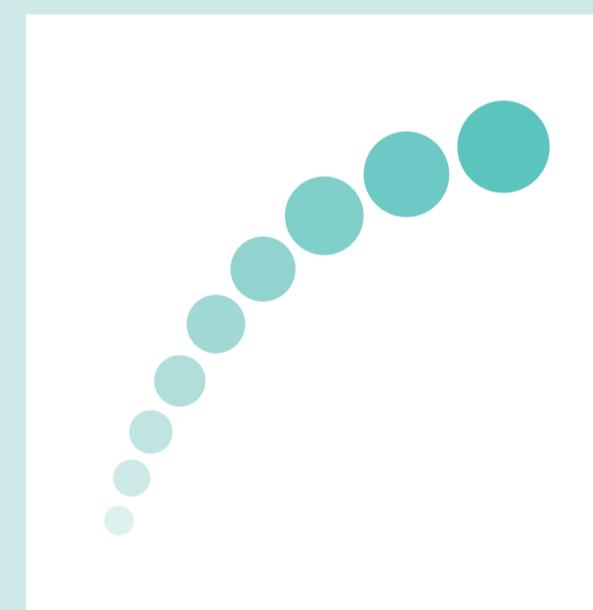
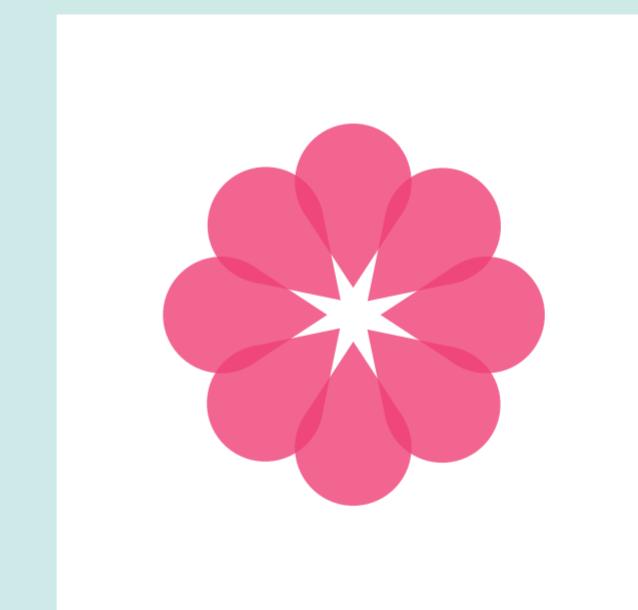
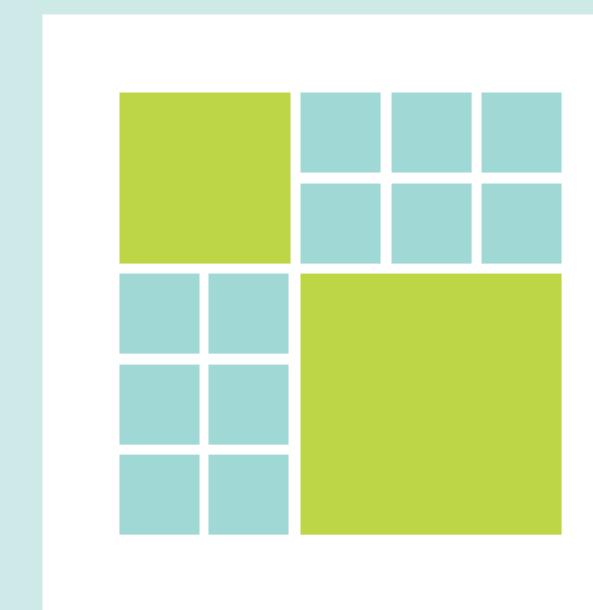
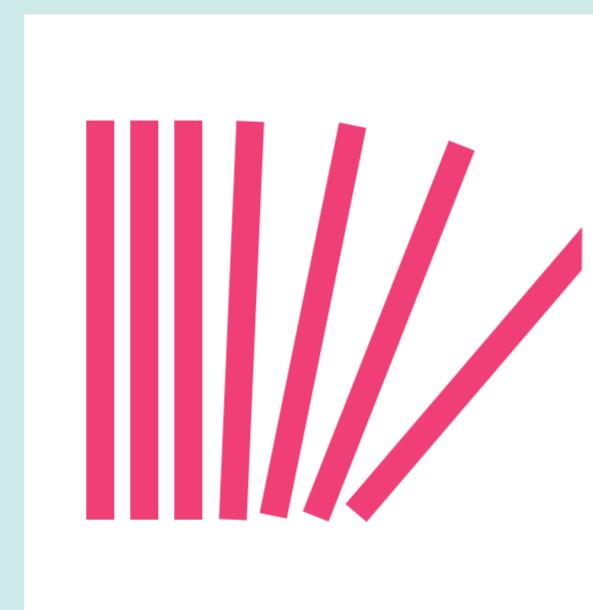
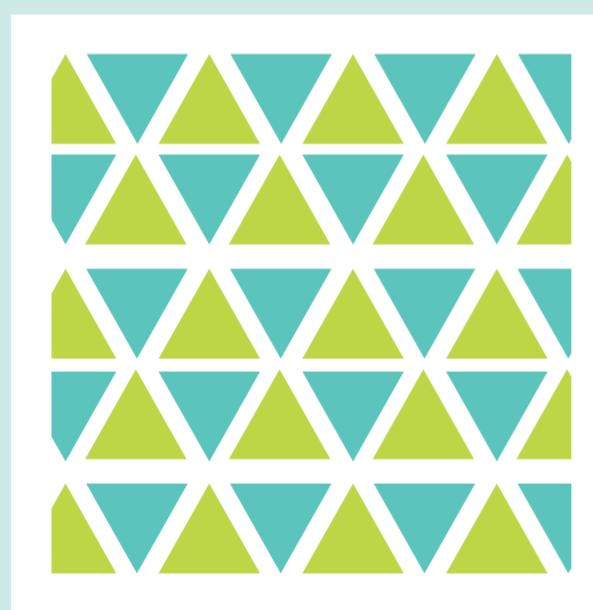
**CONVERGENCE:** Elements pointing towards the focal point.    **LOCATION:** Elements close to the centre to create a focal point.    **ISOLATION:** Element placed off by itself creates a focal point.



## Variety

Variety is the use of several similar and different elements to hold the viewers' attention.

**OPPOSITION:** Positioning of elements with strong contrast so that their differences are emphasized.    **CHANGE:** An element's size, point of view, or angle is altered.    **ELABORATION:** Intricate details are positioned together with simplicity.



## Repetition

The repeated use of similar elements.

**LIMITED:** 1 or 2 repeated elements – causes a visual echo.    **MOTIF:** A distinctive unit in an artwork, such as a specific shape.    **PATTERN:** Recurring shapes are repeated in a predictable way.

## Movement

Movement is the path the viewer's eye takes through the artwork.

**DIRECTIONAL LINES:** Moves the eye to suggest physical movement.    **SHAPES:** Dominant shapes move the eye from one object to another.    **EDGES:** Fuzzy edges are interpreted as being in motion.

## Unity

Unity is the feeling of harmony between all elements.

**REPETITION:** Similar elements are repeated.    **PROXIMITY:** Elements placed close together, limiting the negative space.    **CONTINUATION:** Elements that create a continuous line or edge.

## Harmony

The arrangement of elements so they work together as a whole.

**TONE:** Limited colour range allows the elements to work together.    **SHAPES:** Shapes work together to tell a story.    **LINES:** Help create a relationship between elements.