

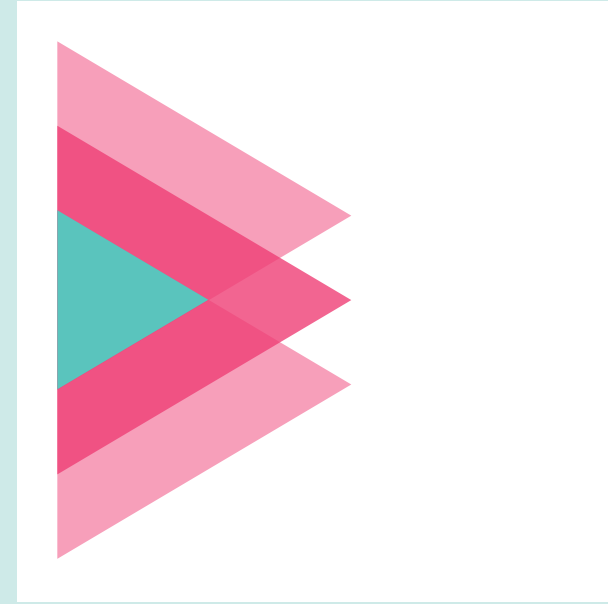
## Contrast

Contrast is the difference between elements in a composition.

**LINES:**  
Thick vs thin

**SHAPES:**  
Geometric vs organic

**TEXTURES:**  
Rough vs smooth



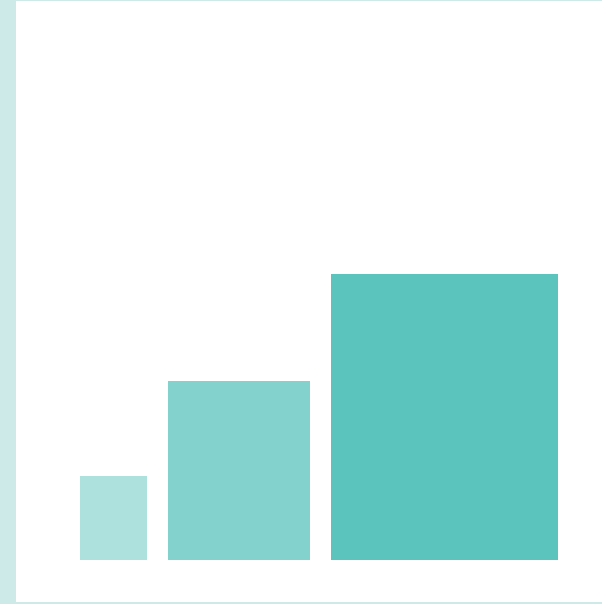
## Balance

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.

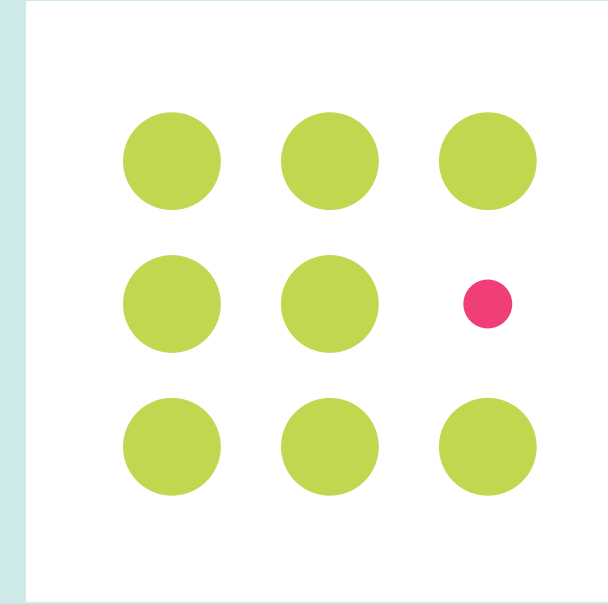
**RADIAL:**  
Elements are evenly spaced around a central point.



## 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.



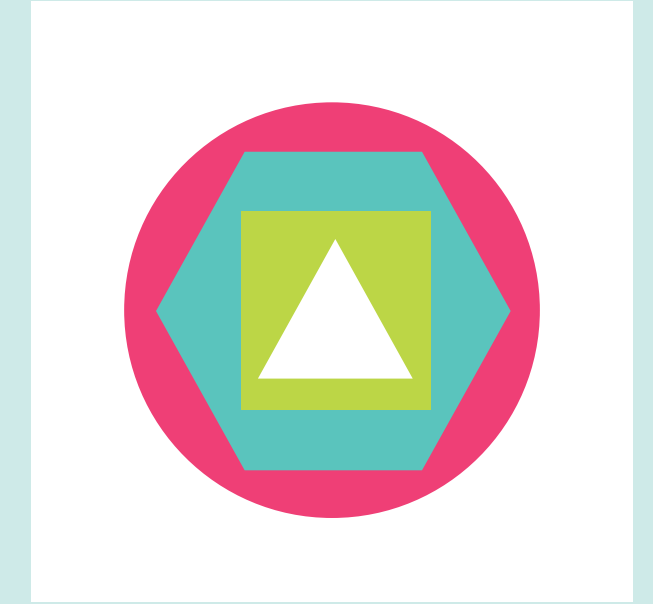
## Emphasis

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 elements size, point of view, or angle is altered.

**ELABORATION:**  
Intricate details are positioned together with simplicity.



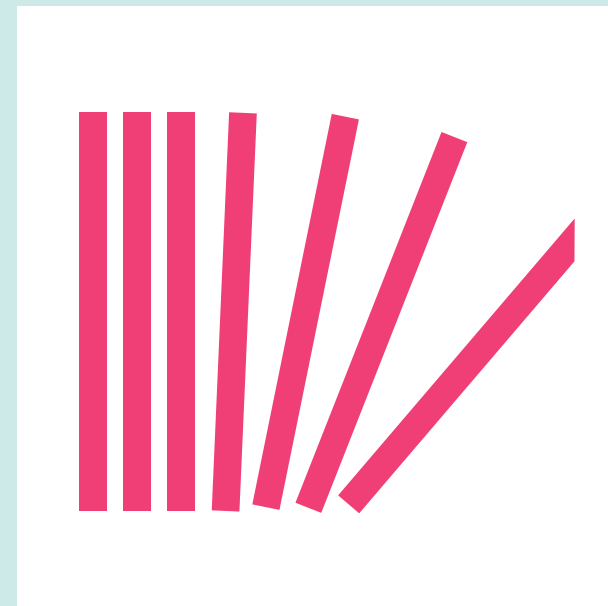
## Repetition

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.



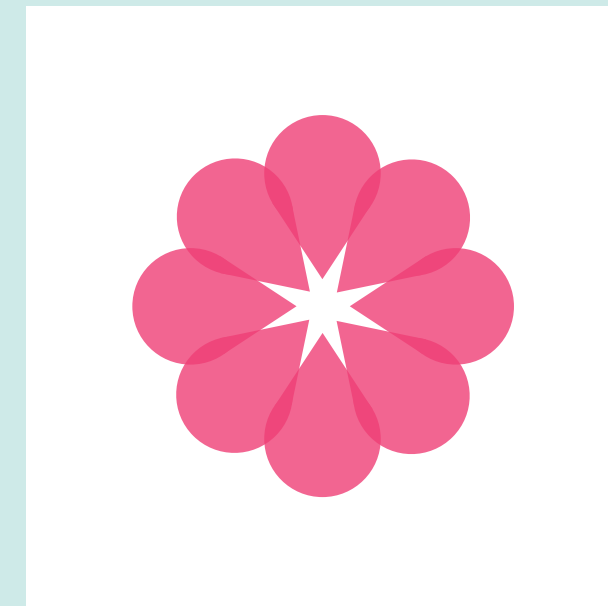
## Unity

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.



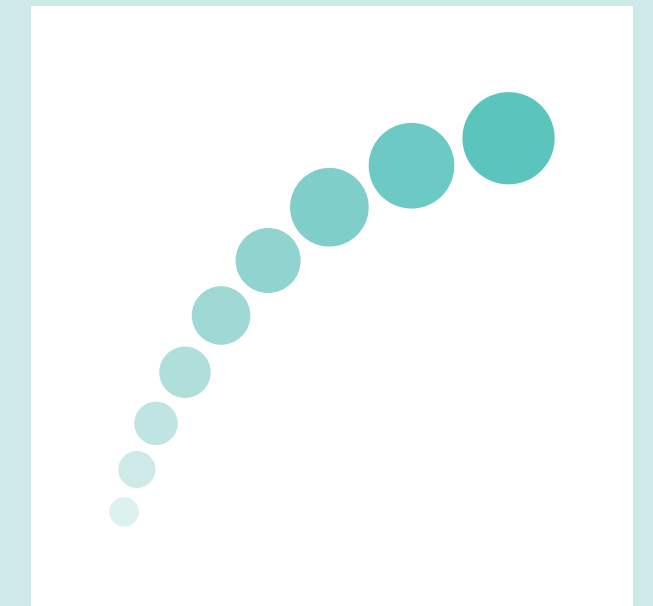
## Harmony

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.



## Rhythm

Rhythm is created when one or more elements are used repeatedly to create a sense of movement.

**RANDOM:**  
Repetition of elements in no obvious order.

**ALTERNATING:**  
Placement of element changes in a predictable way.

**PROGRESSIVE:**  
Element has gradual change each time it is repeated.