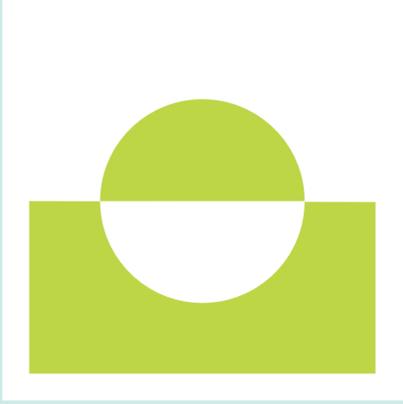


THE PRINCIPLES OF DESIGN



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.

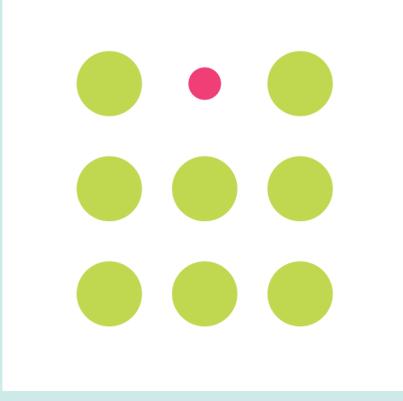
RADIAL:
Elements are evenly spaced around a central point.



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.



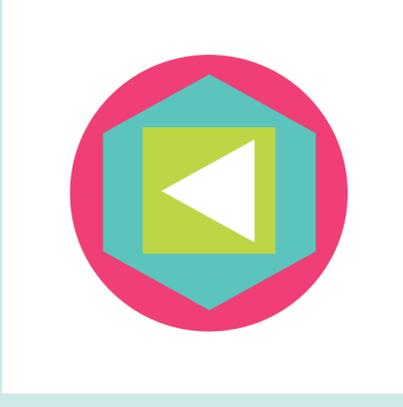
Emphasis

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.



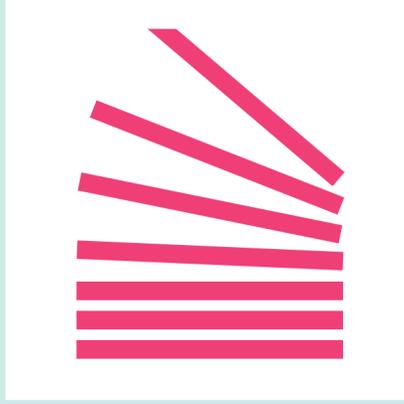
Repetition

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.



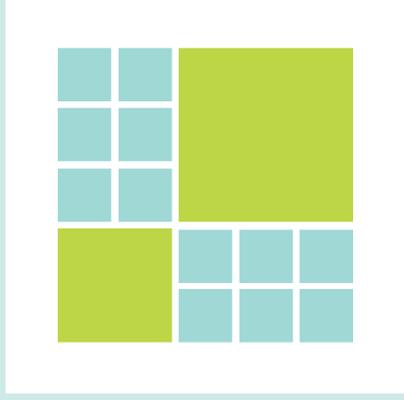
Movement

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.



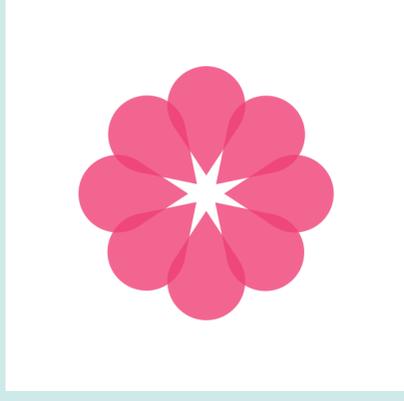
Unity

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.



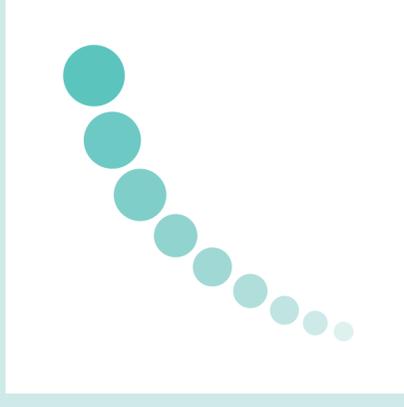
Harmony

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

TOPE:
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.