



Principles of Design

Balance

- **As you walk, a sense of balance keeps you from falling over.**
- **A ballerina needs a fine sense of balance to stand on one toe.**
- **In a work of art, balance refers to the arrangement of elements on either side of a center line.**
- **Shapes, colors, and values can be arranged to create a sense of comfort and balance.**





Radial Balance

Balance around a central point.

- For Example: The year represents the center of the design with the subtle color sections radiating from that center. The month grids and astrological symbols are arrayed around the year in a circular fashion.



Symetric Balance

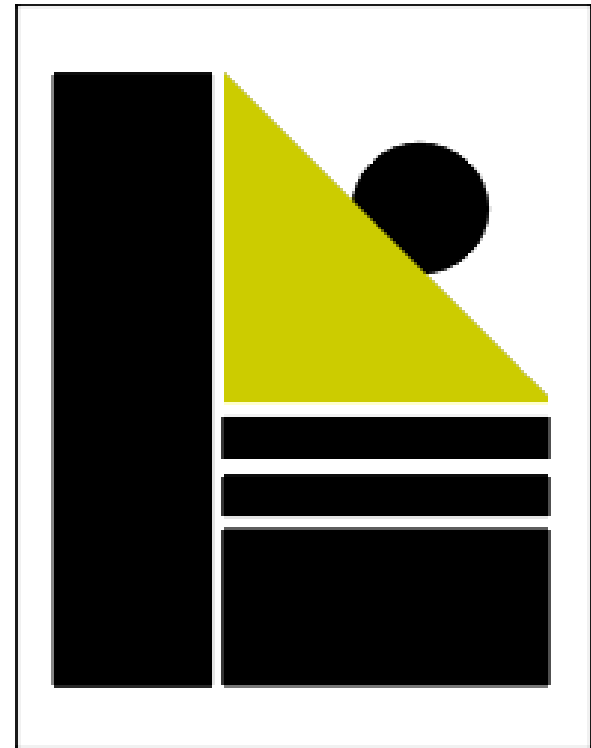
Similar on each side of the middle

- The CD cover of an apple can be divided down the center and each side is virtually the same.



Asymmetrical Balance

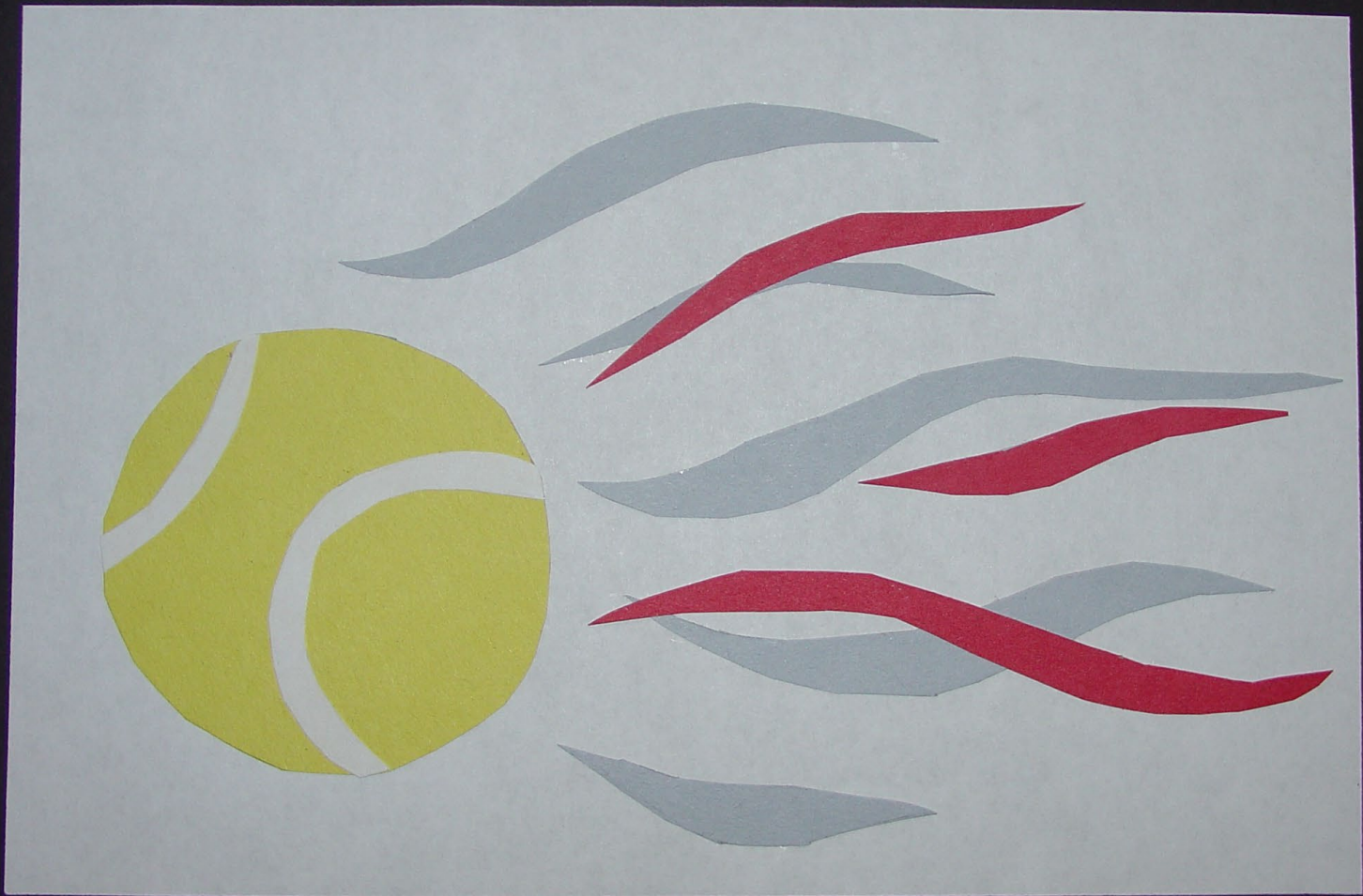
- **Asymmetrical** design is typically off-center or created with an odd or mismatched number of disparate elements.



Movement

- Artists use visual movement to take viewers on a trip through their work.
- When we look at art, our eyes move along edges and lines, and also on paths made of connecting shapes of similar value or color.
- Such movement often leads us to the focal area and gives our work a sense of unity and organization.

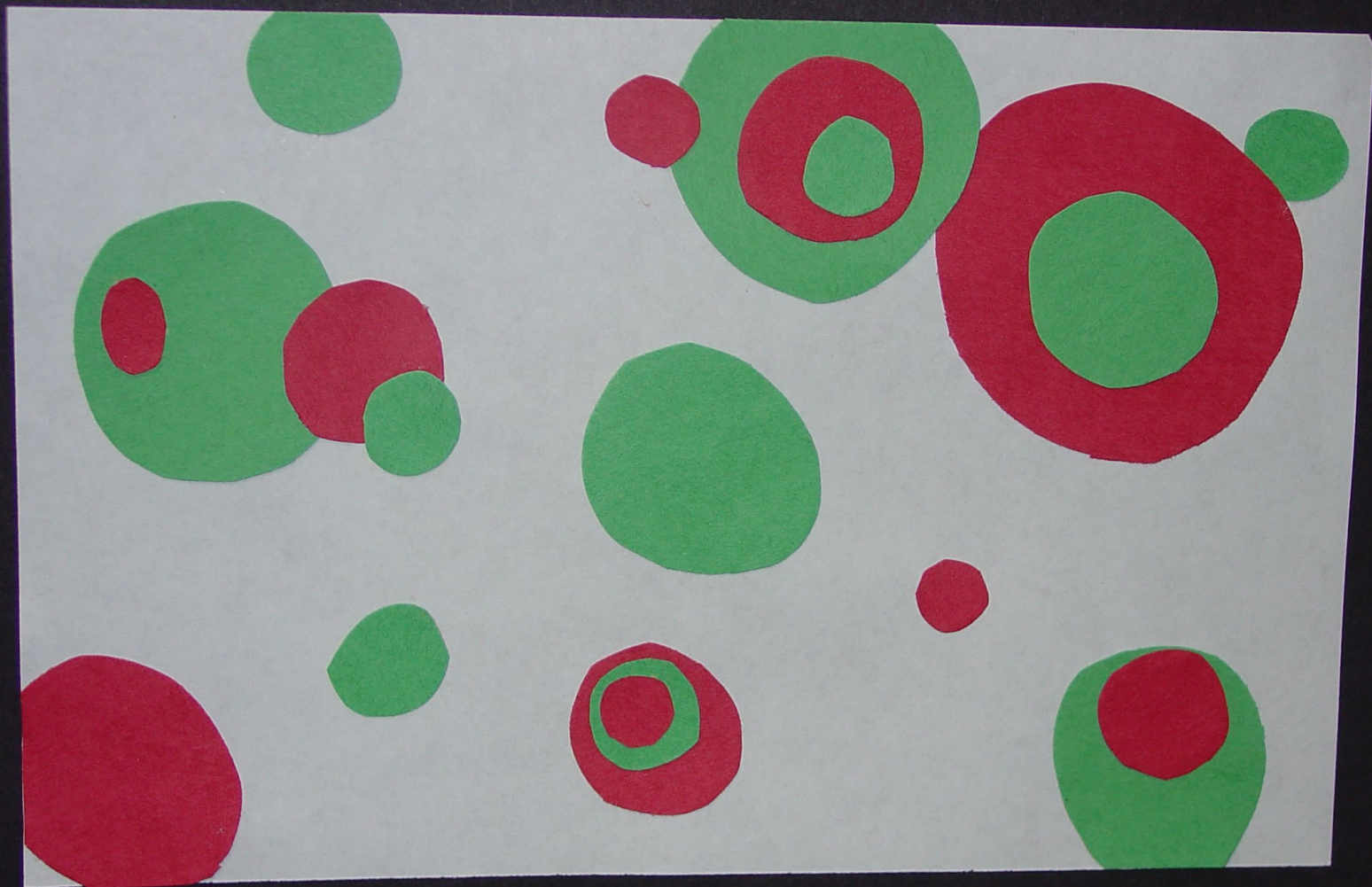




Rhythm

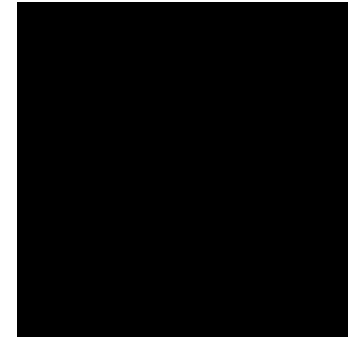
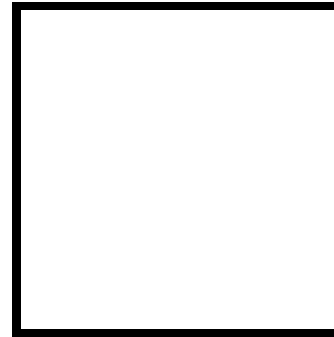
- Rhythm is a basic part of life.
- Think of heartbeats, music, walking, dancing, or breathing.
- Rhythm as a design principle is based on repetition of colors, shapes, forms, lines, or value contrasts.
- Developing rhythm in a work of art will help unify the surface and create a pleasant feeling of planned organization.





Contrast

- Big vs. small, black vs. white. These are some ways to create contrast and visual interest. Learn a variety of ways to use contrast.
- Contrast is an immensely powerful concept, probably the most powerful among the design tools.



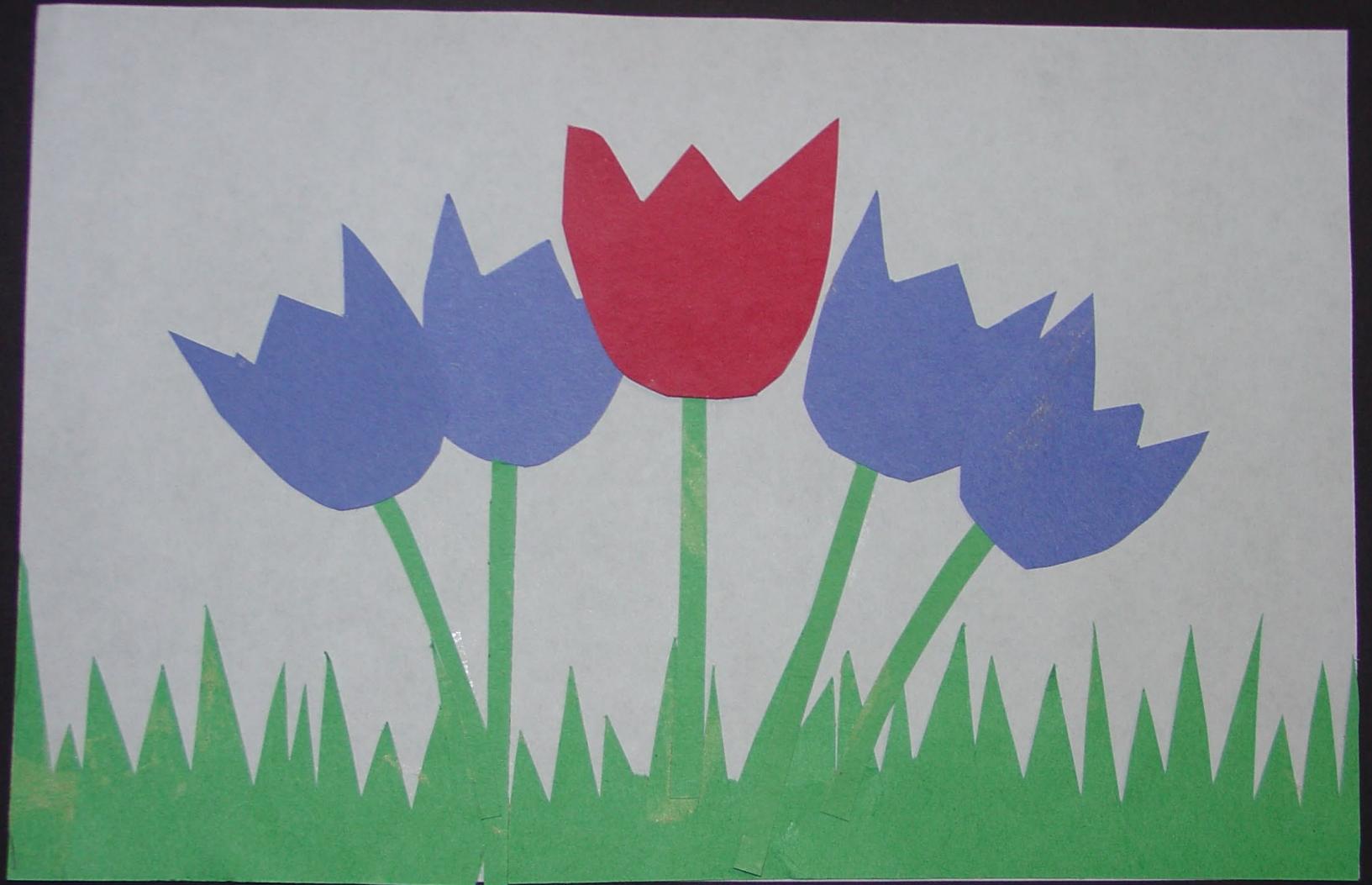


Emphasis

- When something in your life is exciting, you will tell others – and emphasize the most important facts.
- In works of art, visual emphasis is placed on the most important parts of the work – on the focal area.
- Other things in the artwork may be important, but we look in the focal area to see what the artist emphasized.



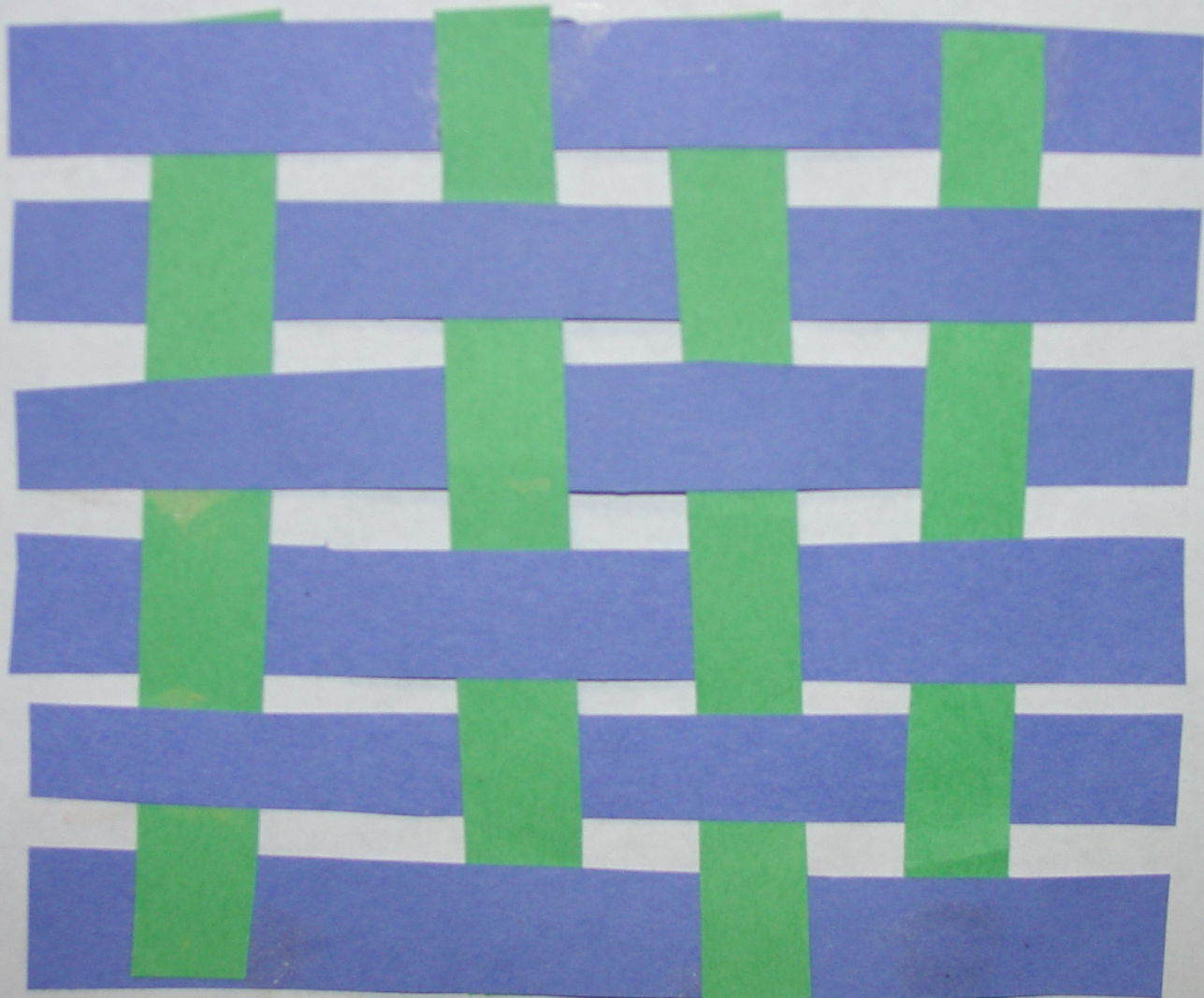
Emphasis



Pattern

- Pattern is everywhere you look – in clothes, buildings, carpets, animals, trees, and manufactured things.
- Patterns are made in art when the same shapes or elements are repeated again and again.
- Pattern makes art more exciting by decorating the surfaces of paintings, sculptures, crafts, or architecture.





Unity/Variety

- Unity makes a work of art feel complete and finished because everything (such as color, texture, repetition, and movement, and the subject) seems to be in harmony and work together.
- Variety creates visual excitement. If everything looks too much alike, the work may appear dull.
- Unity with variety is much more pleasing.



