

Principles of Design

(How the elements of art are organized to produce certain effects based on how the viewer reacts to a certain image)

Rhythm - (Pattern) **Repeating** elements to create a sense of movement to the eye.

Movement - Creating an **illusion of action (implied) or physical change (actual)** in position.

Balance - Combining or arranging elements in an **equal** and visually pleasing way. Symmetrical (Same on Both Sides), Asymmetrical (Different) and Radial (Begins in the Center).

Proportion - Relationships in **size** between objects or between parts of a single object. Can be distorted or exaggerated to create visual effects.

Variety or Contrast - Using **different** or dissimilar elements in a composition to keep it from becoming boring.

Emphasis - **Stressing** one element to direct the eye to an important area of a composition.

Unity - Achieved when all the parts or elements relate to each other as a **whole**.