Principles of Design

Created by Audrey Foster
Waverly Middle School
Waverly, Nebraska

Bellringer

List five of the seven elements of design.

Who uses the elements of design?

When could you use the elements of design in your own life?

How do architects, fashion designers, interior designers, artists, etc. know how to combine the elements of design in a pleasing manner?

The Principles of Design

01. Contrast
02. Variety
03. Emphasis
04. Balance
05. Rhythm & Repetition
06. Movement
07. Pattern
08. Unity

Elements of Design Scavenger Hunt

Look at the space around you.

List 2 ways the space features each of the elements of design:

- Line
- Shape
- Form
- Color
- Value
- Texture
- Space

Contrast

The arrangement of *opposite* elements in a subject to create visual interest, excitement and drama.

Blue Lemon by davisuko on Upsplash

Contrast of **COLOR**

Contrast of **SIZE**

Holding Baby's Hand by Aditya Romansa on Upsplash

Contrast of **TEXTURE**

Photo by Aelx on Upsplash

Contrast of **VALUE**

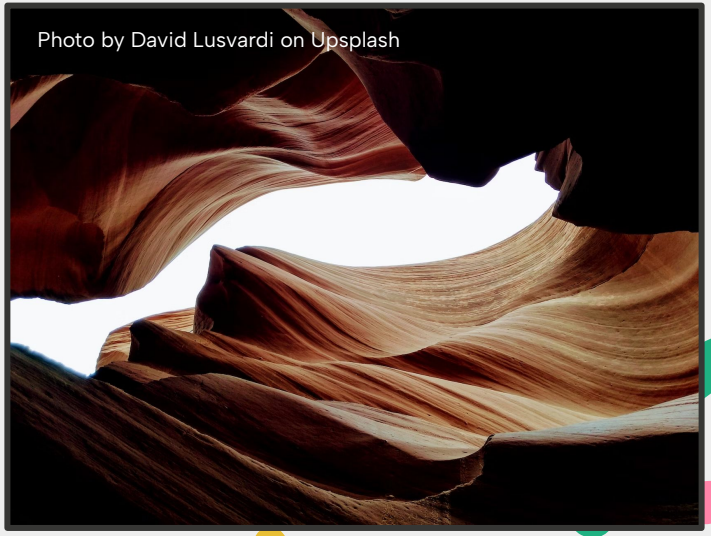
Fountain Pencil by Nicolas Thomas on Upsplash

Variety

A principle of design concerned with the inclusion of *difference* in the elements of a composition to offset unity and add interest to a space.

COLOR

Variety of TEXTURE



Variety of VALUE

LINE

Emphasis of COLOR

Emphasis of SIZE

Emphasis

A principle of design in which one element, or a combination of elements, creates more attention than anything else in a composition. This dominant element is usually a focal point.

Balance

A principle of design referring to the arrangement of visual elements to create stability in a space. There are 3 types of these arrangements: ASYMMETRICAL, SYMMETRICAL, and RADIAL.

Balance of SPACE

Balance of VALUE, SHAPE, and SPACE

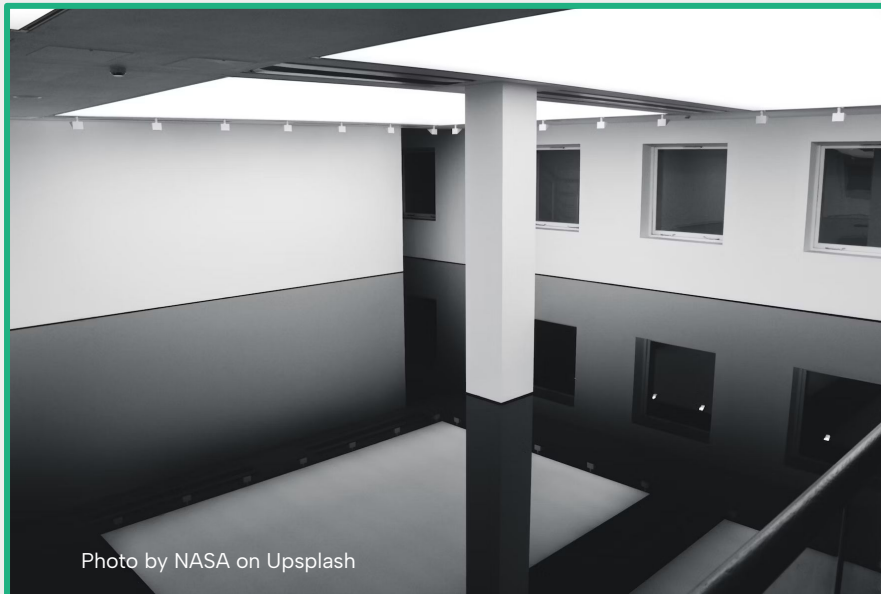


Photo by NIKHIL on Upsplash

Type of Balance: Symmetrical

(Also called “Formal Balance”)

This is when the object is “weighted” the same on both sides of the work.

Type of Balance: Asymmetrical

(Also called “Informal Balance”)

Elements are placed unevenly in the space, but balance each other out harmoniously.

Rhythm & Repetition

Using an element multiple times within the same space.

Photo by Amy Shamblen on Upsplash

Repetition of LINE, SHAPE, TEXTURE

Repetition of COLOR, SHAPE, LINE

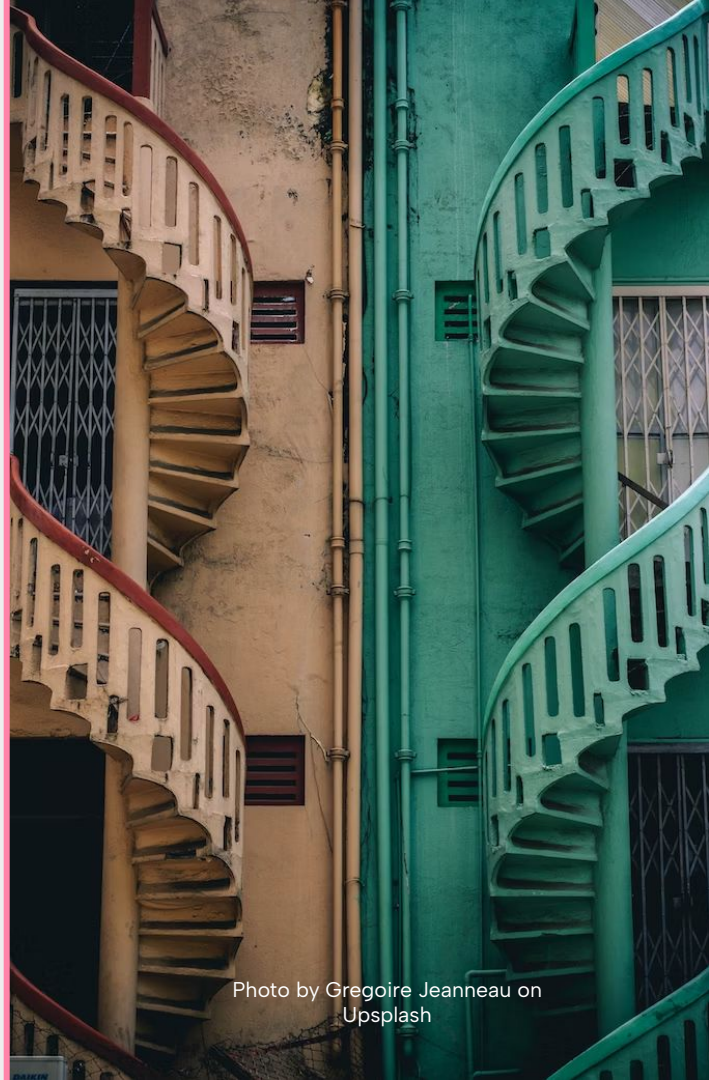


Photo by Gregoire Jeanneau on Upsplash

Movement

Repetition of an element, or the use of a continuous element of design, to direct the viewer's eye around the space.

Dance of the Soul by Ahmad Oden on Upsplash

Photo by Andrew Gloor on Upsplash

Photo by JESHOOTS.COM on Upsplash

Pattern

The repetition of an element, or combination of elements, in a recognizable organization.

Photo by George Pagan III on Upsplash

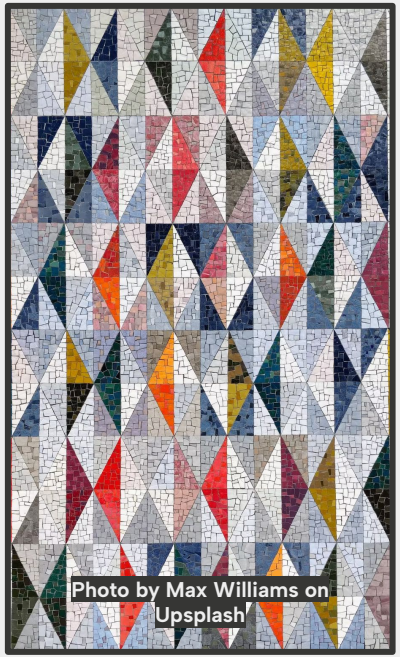
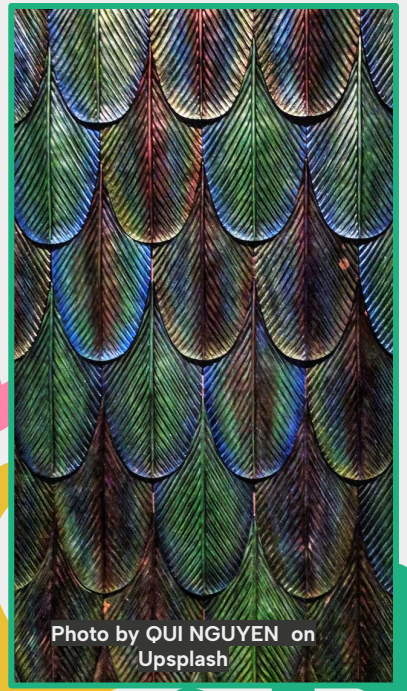


Photo by Max Williams on Upsplash

Photo by Flo P on Upsplash

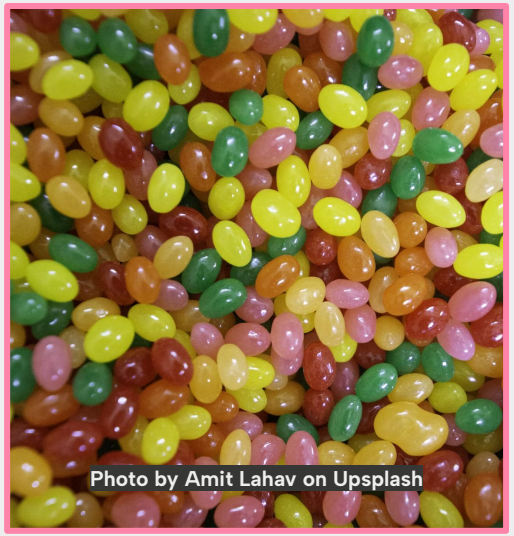
Unity

A principle of design related to the sense of wholeness that results from using one of the elements similarly throughout the entire space.

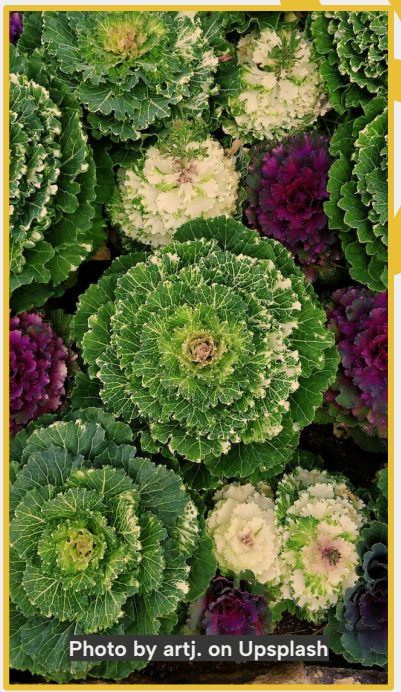


Unity of TEXTURE

Unity of SHAPE



Unity of COLOR



ACTIVITY

Design a Greeting Card!

Recap – Electric Love by BORNS

What elements and principles of design are highlighted in this video?

Discussion Questions

1. Compare and contrast the elements and principles of design.
2. You are a landscape designer. What is a focal point you could incorporate into a client's backyard to add interest?
3. You are a textile designer. How could you incorporate rhythm and repetition into a garment?
4. You are an interior designer. How can you achieve contrast in a living room?

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