

Principles of Design

Repetition – is the use of line, color, or a motif in more than one place in a composition

Pattern – is created through a repetitious use of the same element to create an overall Design

Rhythm – is the repeated use of similar elements such as color, line or shape – the smooth transition from one part to another.

Balance – is the equilibrium of various elements in the work of art
Symmetrical or formal balance – equal balance on each side of an imaginary middle line
Asymmetrical or informal balance – balance achieved through unequal distribution on each side of an imaginary line

Emphasis – is given to a center-of-interest which might be the largest, brightest or lightest object. Focal Point

Contrast – shows differences between the elements of art

Unity – is the harmony of all the visual elements in a composition

Harmony – combination of similar elements in a work of art

Proportion – is the pleasing relationship of all parts to each other and to the whole of the design.

Variety – consists of differences in scale, surface, line value and shape that give interest to a composition

Movement – the look and feel of action