The Principles of Design

What are the principles?

- They are the laws of designing anything.
- They include: movement, variety, pattern, contrast, emphasis, balance, proportion, unity, and rhythm.

1. Movement

- Creating the look and feel of action to guide the viewer's eyes throughout the work of art.

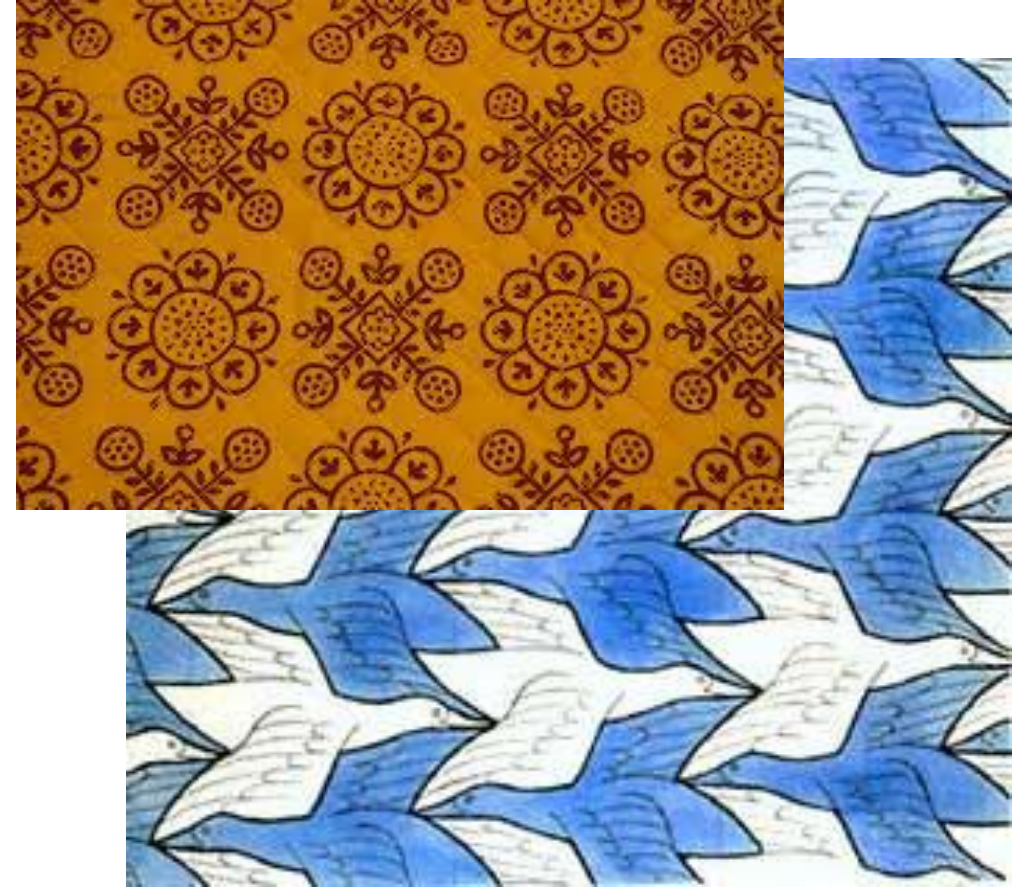- It can move the viewer's eyes to a focal point.

2. Variety

- It involves combining art elements with slight changes to increase visual interest.
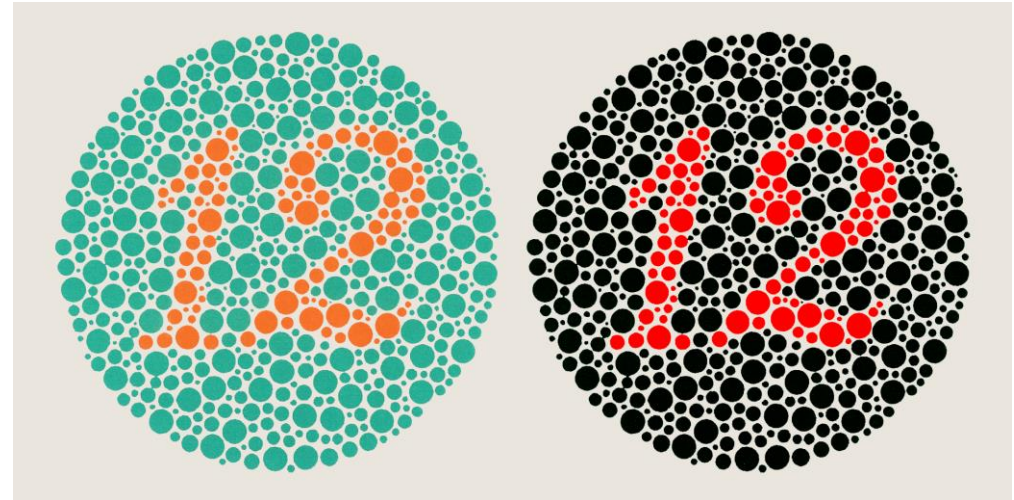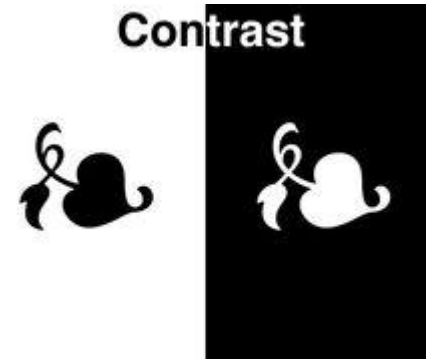
3. Pattern

- A regular arrangement of alternated or repeated elements (ex. Shapes, lines, colours, etc.).

4. Contrast

- The juxtaposition of different elements of design (ex. Rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.

5. Emphasis

- Special attention/importance given to one part of a work of art.

- Emphasis can be achieved through placement, contrast, colour, size and repetition.

6. Balance

- A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.

7. Proportion

- The relationship between objects with respect to size, number, and so on, including the relationship between parts of a whole.

8. Unity

- The arrangement of elements to give the viewer the feeling that all parts of the piece form a coherent whole.

9. Rhythm

- Repeating an element of art to make a work seem active or suggest vibration.