**THE PRINCIPLES OF DESIGN**

**BALANCE** – A principle of design that refers to the equalization of elements. There are three

kinds of balance: symmetrical, asymmetrical, and radial.

|  |  |  |
| --- | --- | --- |
|  |  |  |
| symmetrical | asymmetrical | radial |

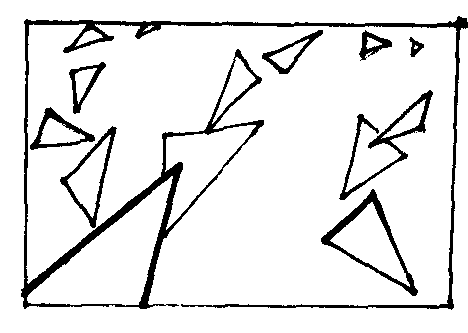
**UNITY** – A principle of design that relates to the sense of one-ness or wholeness in a work of

art. There is something similar throughout the entire design.

|  |
| --- |
|  |

**MOVEMENT** – A principle of art referring to a way of combining art elements to produce a look and feel of action, or

to cause the viewer’s eye to travel over the artwork in a certain way.



**PATTERN** – A principle of design referring to the combinations of lines, colors, and shapes repeated in a series.

|  |
| --- |
|  |

**RHYTHM** – A principle of design where movement and repetition occur together. Usually

the same or similar objects repeat or change in their placement or size as they move.

|  |
| --- |
|  |

**EMPHASIS** - A principle of design that uses size, contrasting colors, or placement to draw

attention to a certain object in a work of art.

|  |
| --- |
|  |

**CONTRAST** – A principle of design that refers to differences in elements in a work of art. Two

very different elements are combined in the same work (i.e. dark vs. light value, bright vs. dull color,

geometric vs. organic shapes) etc.

|  |
| --- |
|  |

**VARIATION** – A principle of design which refers to the changing or differing characteristics of elements in a

work of art.

|  |  |
| --- | --- |
|  | Line was the focus in this drawing. Many variations of lines were used to create this design. |