

Principle of Design

RHYTHM

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Movement

Creating organized movement in the way an element is repeated in a work of art.

Making a visual path that leads your eye through a work of art.

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VARIETY

Creating interest by using a wide range of choices with each element of art.

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CONtrast

Creating a big difference between two or more elements of art or objects.

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Proportion

Relating the size, amount of elements or objects to each other.

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Repetition Repetition Repetition

Repeating an element of art, such as a colour, shape or line, throughout the work of art.

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EMPHASIS

Making one part of the design stand out or "catch your eye".

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HARMONY

Having a pleasing relationship between the elements of art.

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UNITY

Using something common in all parts of the work of art to tie things together, such as a colour scheme.

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PATTERN

Repeating a shape, colour or object in a predictable way.

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BALANCE

How the visual weight is distributed: symmetrical, asymmetrical or radial.