

# Principles of Design

The principles of

**DESIGN**

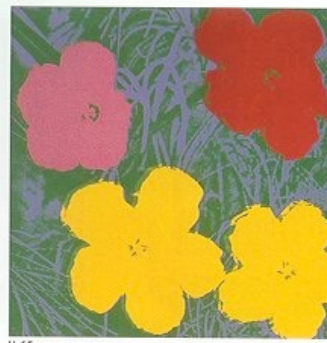


**Video:** Principles of Design... Defined!

<https://www.youtube.com/watch?v=k1npitnxdQs>

# Pattern

**Pattern** is the repetition or reoccurrence of a design element, exact or varied, that establishes a visual beat (Warhol and Klimt).



# Rhythm & Movement

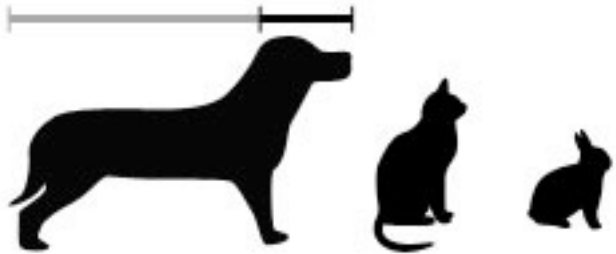


**Rhythm** or **movement** is the suggestion of motion through the use of various elements (above Pollock, above right Van Gogh and below right an unknown Gond artist from India)



# Proportion & Scale

**Proportion** is the size relationship of parts to a whole and to one another. **Scale** is to relate size to a constant, such as a human body (Bottom center woman adds tiny details to a Pueblo plate, bottom right Serra and top right Oldesberg).



# Balance



**Balance** is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial (above right a photo of a flower, bottom center Courbet and right Copley)



# Unity

**Unity** is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion (center Hokusai, top right Magritte and bottom right Manet)



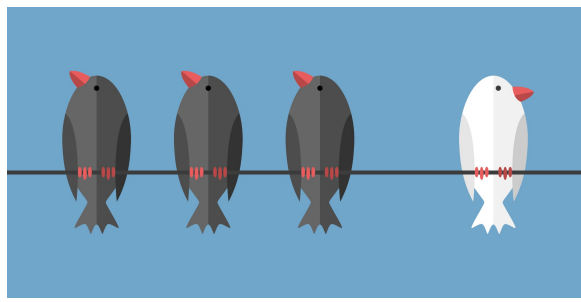
# Emphasis



**Emphasis** is the created center of interest, the place in an artwork where your eye first lands (left Toulouse-Lautrec, right top Banksy and bottom right O'Keeffe)



# Contrast



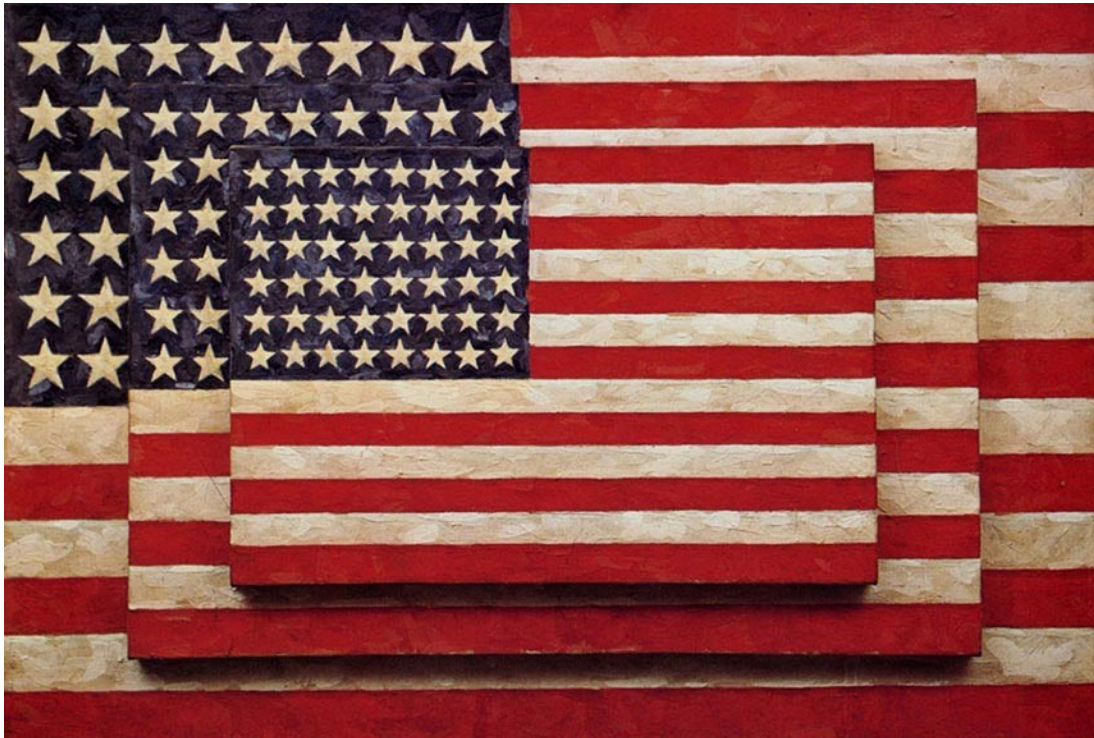
**Contrast** refers to the arrangement of opposite elements and effects. For example, light and dark colors, smooth and rough textures, large and small shapes. Contrast can be used to create variety, visual interest, and drama in an artwork (Below Braque and Klimt, right Vermeer).



# Repetition



**Repetition** simply means the reusing of the same or similar elements throughout your design. Repetition works with pattern to make the artwork seem active. The repetition of elements of design creates unity within the artwork. Pattern increases visual excitement by enriching surface interest (Below Jasper Johns, Andy Warhol and M.C Escher).



# Variety

**Variety** refers to the elements of a composition that differ from one another. Variety creates visual interest and energy (Kandinsky, Picasso and Chagall).



variety of color



variety of shapes



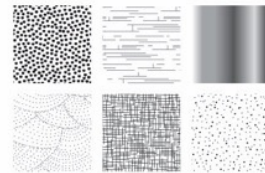
variety of lines



variety of size



variety of perspective



variety of textures

