

Principles of Design

These are the standards or rules to be observed by Artists in creating works of Art; they are how to create and organize Artwork. When elements are utilized with the principles in mind, outstanding Artwork is created.



Balance

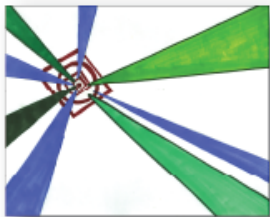
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A distribution of visual weight on either side of the vertical axis. Symmetrical balance uses the same characteristics. Asymmetrical uses different but equally weighted features.



Contrast

The arrangement of opposite elements (light vs. dark, rough vs. smooth, small vs large, etc...) in a composition so as to create visual interest.



Emphasis

Used to make certain parts of an Artwork stand out. It creates the center of interest or focal point. It is the place in which an Artist draws your eye to first.



Movement

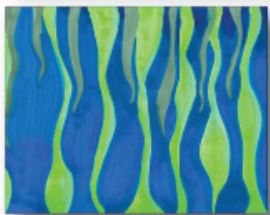
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How the eye moves through the composition; leading the attention of the viewer from one aspect of the work to another. Can create the illusion of action.



Pattern

The repetition of specific visual elements such as a unit of shape or form. A method used to organize surfaces in a consistent regular manner.



Rhythm

Regular repetition of, or alternation in elements to create cohesiveness and interest.



Unity

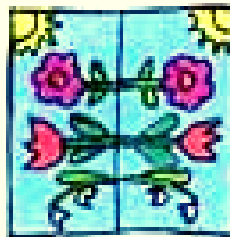
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Visually pleasing agreement among the elements in a design; It is the feeling that everything in the work of Art works together and looks like it fits.

BALANCE

Symmetrical

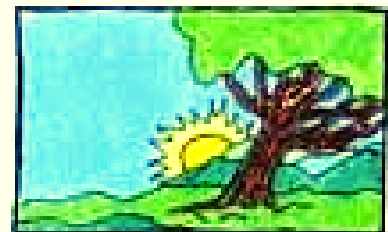
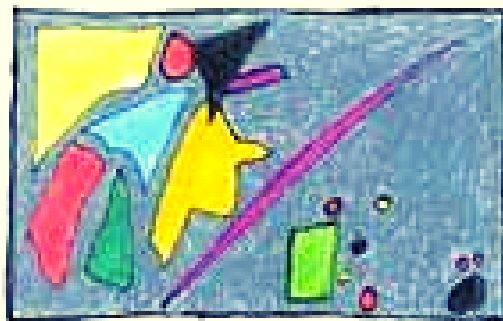
I create symmetrical balance when I evenly



place images on both sides of a mid-line.

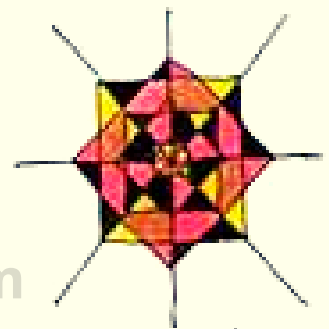


Asymmetrical



I create asymmetrical balance when I balance by size and weight and variety of images, but not evenly from the mid-line.

Radial



I create radial balance when I repeat shapes and images evenly from the center outward.

CONTRAST

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CONTRAST can help create a FOCAL POINT in a work of art by placing CONTRASTING ELEMENTS next to each other. When placed next to each other, CONTRASTING ELEMENTS will grab your attention.



1. SHAPES



Placing one different **SHAPE** in a group of shapes that are the same will make the **CONTRASTING** shape stand out.

2. BLACK & WHITE



Black and white are so different in value they will **CONTRAST** against one another when placed together.

3. COLOR



COMPLEMENTARY COLORS will **CONTRAST** when they are placed next to each other. Red/green, blue/orange, and yellow/purple are complementary colors.

4. PATTERN



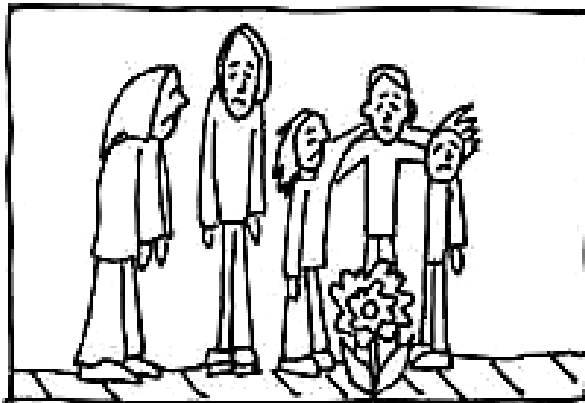
Including one plain **PATTERN** in a group of patterns or one patterned object in a group of plain objects will make them **CONTRAST**.

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EMPHASIS

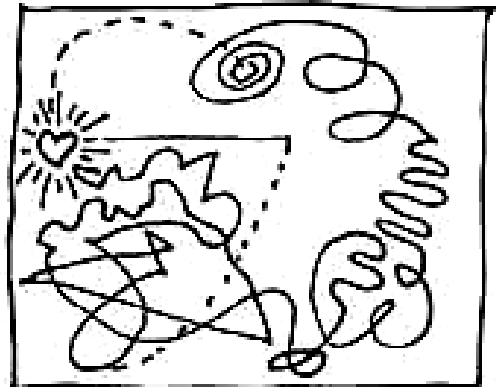
FOCUS-MAIN IDEA-WHAT "GRABS" MY ATTENTION?

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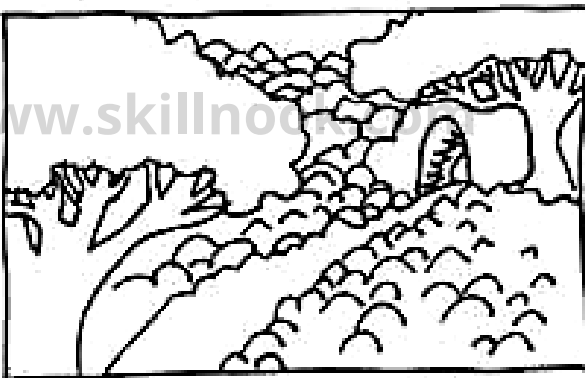


A beautiful flower growing in a grey, dismal setting.

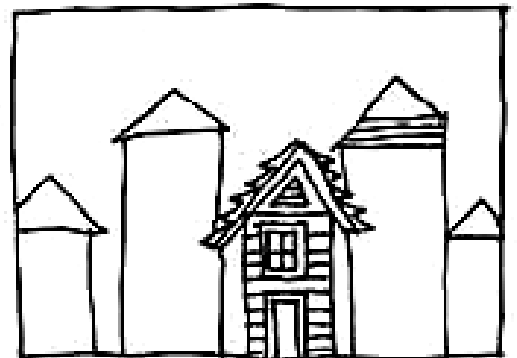
It can be to make a point or for a message. It can simply be used as a design element.



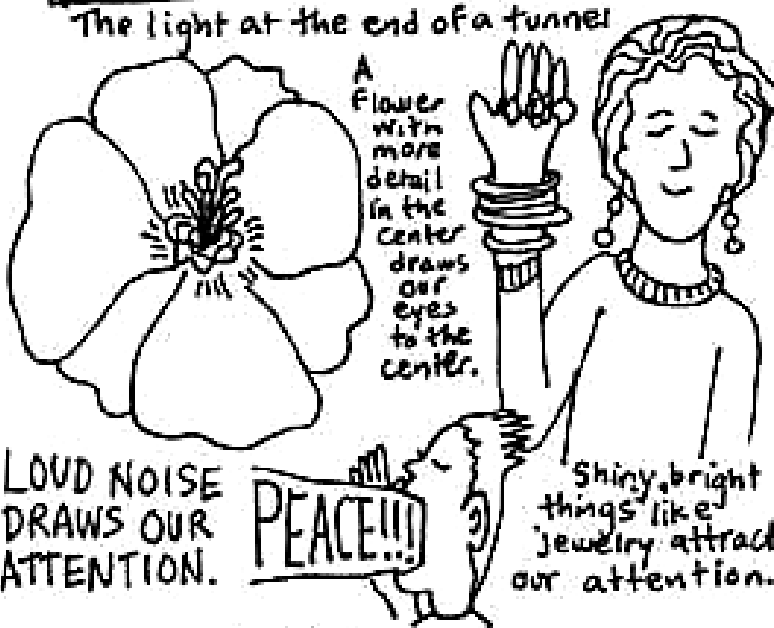
A non-objective design.



The light at the end of a tunnel



A house that stands out from the rest



A flower with more detail in the center draws our eyes to the center.

LOUD NOISE DRAWS OUR ATTENTION.

PEACE!!!

Shiny, bright things like jewelry attract our attention.



Big Lettering draws our focus. Fast movement in a still setting grabs our attention.



I will notice what "grabs" my attention in my day to day travels.

RHYTHM AND MOVEMENT

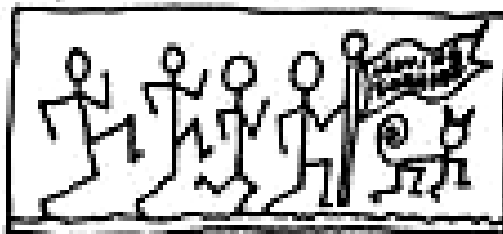
A REGULAR REPETITION OF THE ELEMENTS OF ART CAN
CREATE A SENSE OF MOVEMENT/RHYTHM.



Trees blowing in the wind...



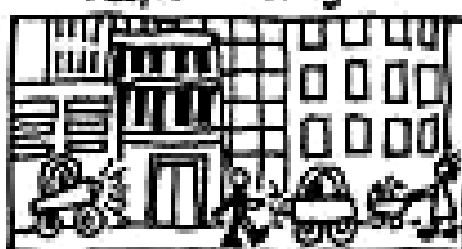
Non-objective design...



People marching...

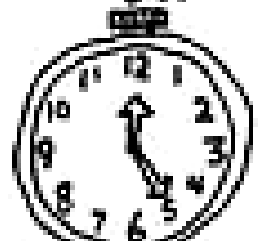


The day has a rhythm to it.
Sunrise... sunset...
Sunrise... sunset...



The city has a rhythm.

RHYTHM
IS
ALL
AROUND
US.

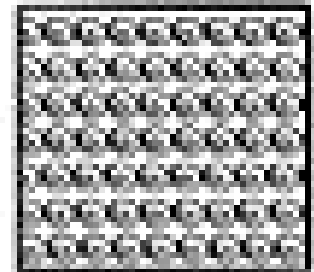
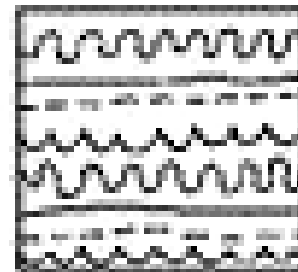
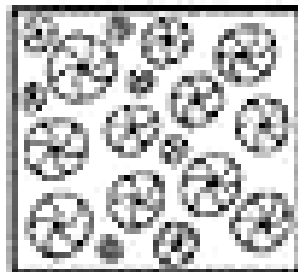
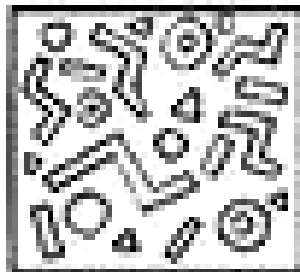
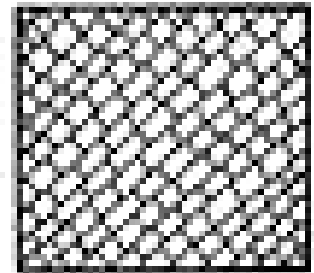
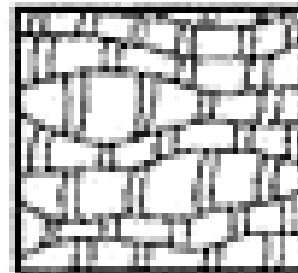
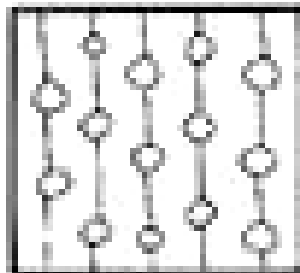
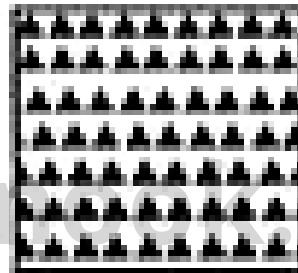
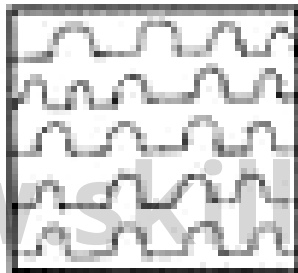
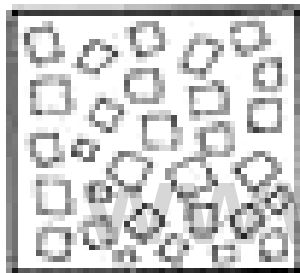
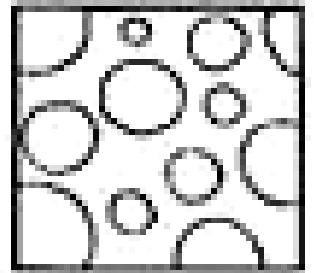
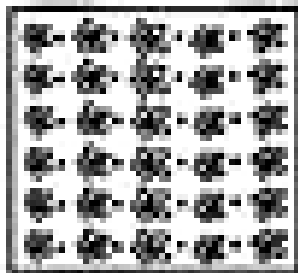
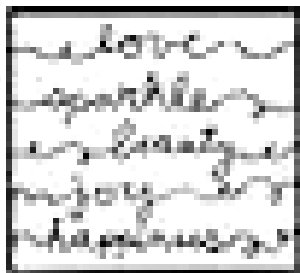
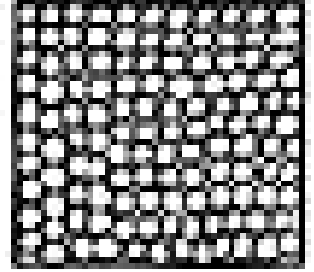
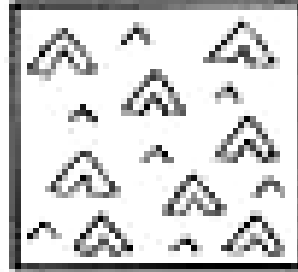
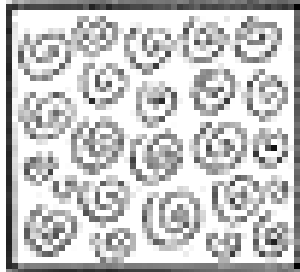


The ticking of a clock
is rhythm.

PATTERN

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RHYTHM

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RHYTHM can help UNIFY a work of art by repeating LINES, SHAPES, COLORS, or other ELEMENTS OF ART. An element may repeat once or multiple times to create RHYTHM or PATTERN.

Similar or identical elements REPEATING at regular intervals. Think a regular, steady beat.

REGULAR RHYTHM



REPEATING similar elements with no PATTERN.

RANDOM RHYTHM



PROGRESSIVE RHYTHM



As an element REPEATS it slowly changes while maintaining a steady RHYTHM.

ALTERNATING RHYTHM



Two or more different elements that alternate. A more interesting and complex version of REGULAR RHYTHM.

FLOWING RHYTHM



Created using and organic shaped elements that change direction, twist, and bend in a natural feeling PATTERN

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UNITY

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Unity shows what things have in common, how they are alike
Unity is the things that Joins the parts together

Sameness....Oneness

Uniforms show we are joined as a team



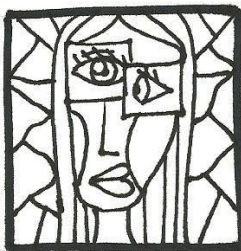
Students

Server

Nurses

Police

In art, the elements work together, fit together in the artwork so it looks complete

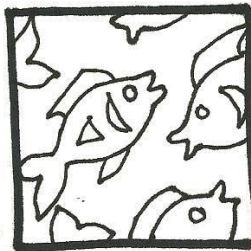


Tints

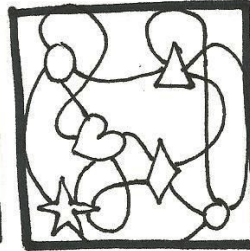


Neutral Colors

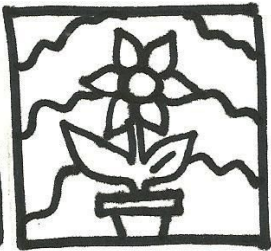
Colors Unite



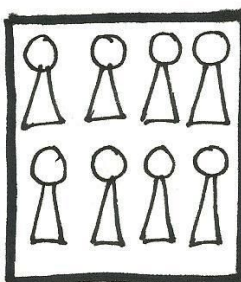
Shapes
unify



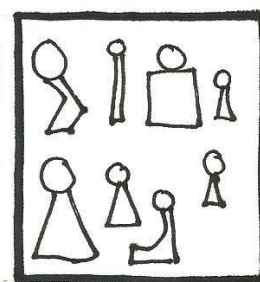
Lines
unites



Black Lines
unify



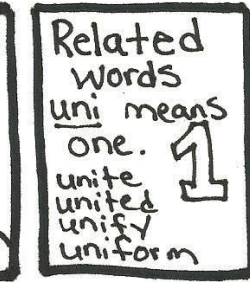
Uniform-united
by size and shape



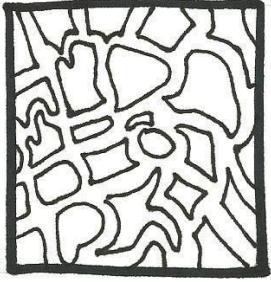
Not uniform-a
variety of size



When people join hands and
unite, they become stronger.



Related
words
uni means
one.
unite
united
unify
uniform



White lines
unifies

COMPOSITION

Tips for creating good composition:

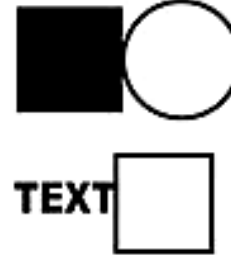
1. Overlap

Place objects slightly over one another. This will get the eye to move from one element to another. Objects should not be touching each other by edges ("no kissing allowed!"). Avoid isolation. Build a relationship between objects.

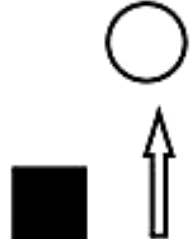
Good overlapping



Avoid kissing



Avoid isolation



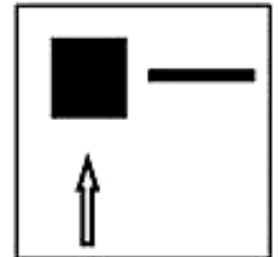
2. Crop

Consider having objects go off the edge of the page. This gets the viewer in and out of the picture. Avoid floating objects within the edges of the page.

Have object go off the page



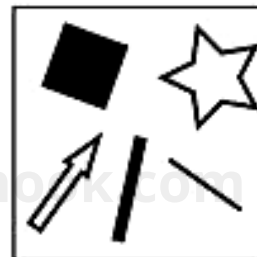
Avoid floating objects



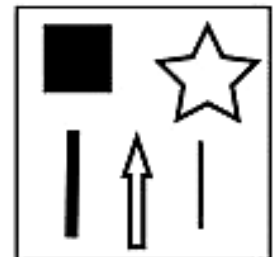
3. Rotate:

Consider placing objects at an angle. Things that are tilted create a more dynamic composition. Artwork with objects that are perfectly lined up with the edge can be boring.

Tilt objects



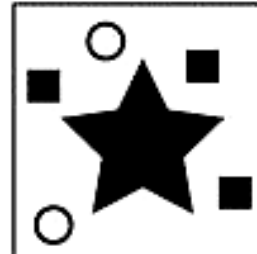
Avoid all objects upright



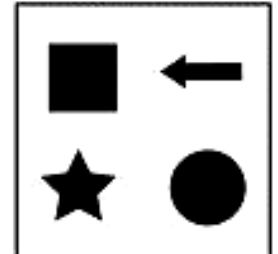
4. Focal Point

Create an area of importance. Give the viewer something to focus on. One way to achieve this is through size variation. Try not to have all elements the same size. Another way to create focus is through color dominance.

Use size & color variation



Avoid all objects the same size



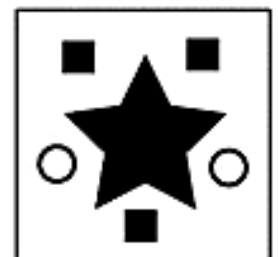
5. Off-Centering

Avoid placing objects directly in the center of the page. Think about placing objects slightly to one side. This will create a more interesting composition. Try to keep elements balanced as you do this. For example, one large object could be balanced by 3 smaller ones. (Note: this does not mean that a symmetrical design cannot be successful.)

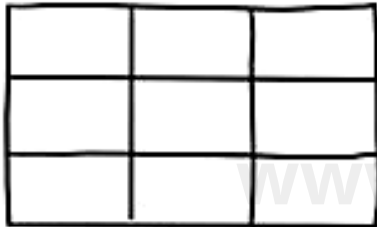
Off-center objects for interest



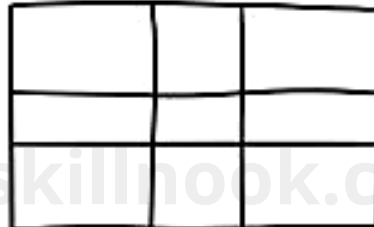
Centered can be boring



COMPOSITION



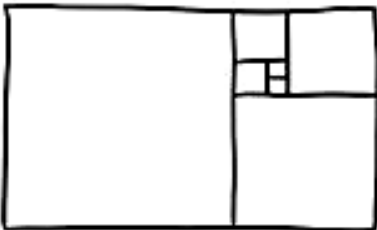
Rule of Thirds



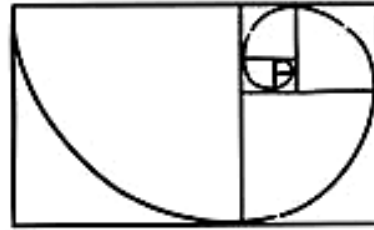
Golden Section



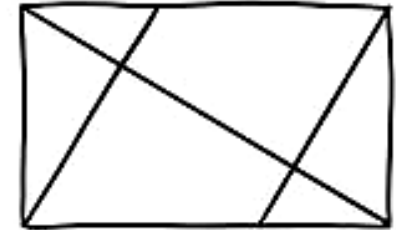
Golden Triangles



Spiral Section



Golden Spiral



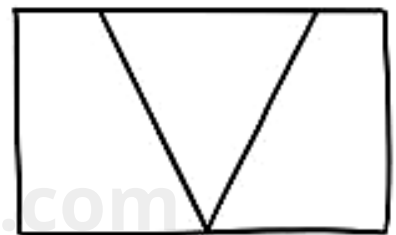
Harmonious Triangles



Cross



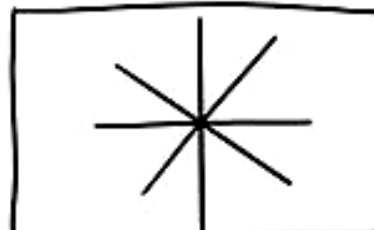
Focal Mass



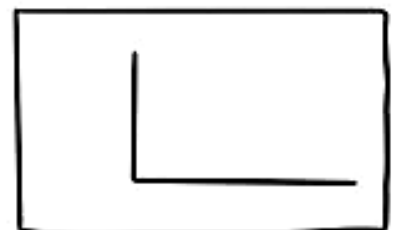
V-Arrangement



Diagonal



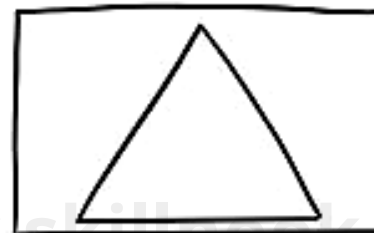
Radial



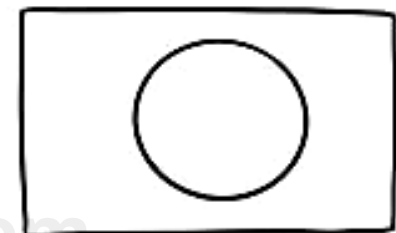
L-Arrangement



Compound Curve



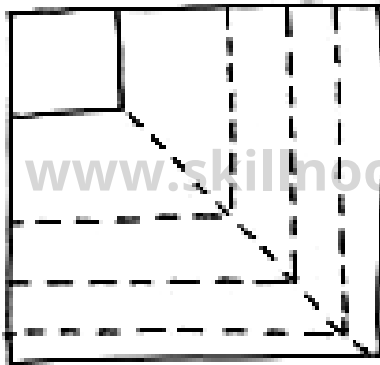
Pyramid



Circular

PROPORTION

Proportion is the size relationship between two or more objects. It can be how the parts fit together to make a whole.



Scale



Proportions of the head

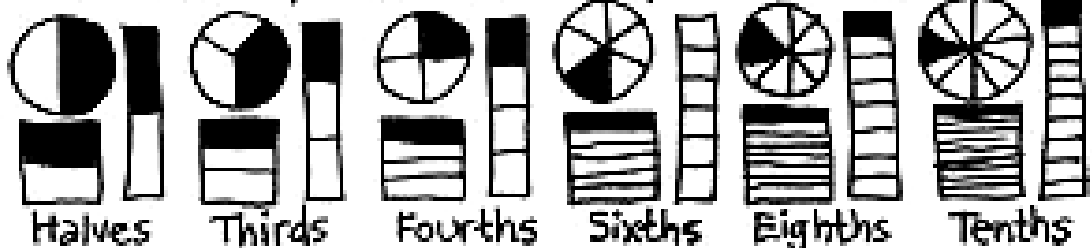


Exaggeration

A change in proportion can change the way we look at things. Accurate proportions are used more when creating realistic images. Distorted proportions are used more for cartoons and imaginary images.



I approximate and think about volume when I work with proportions. It's math. I mentally measure size, shape, mass, weight and volume.



Halves

Thirds

Fourths

Sixths

Eighths

Tenths

VARIETY

IS A NUMBER OF DIFFERENT TYPES OF THINGS.

VARIETY SHOWS CONTRAST.
THERE IS NO END TO THE VARIETY IN NATURE AND MAN-MADE THINGS.

Variety of Lines



A Variety of people



A variety of insects

Variety of Shapes



Variety of Color



A variety of pens



A variety of flowers



A variety of emotions



A variety of buildings

People can have a variety of ideas about the same thing.



I will notice the limitless variety all around me.