

Principles of Design:

The rules that govern how an artist organizes the elements of art

Balance

Definition - Principle of art about equalizing elements in a work of art

Formal Balance- equal or similar elements are placed on opposite sides of the center, symmetry

1. symmetry, dignified, stability, formal, predictable, stiff, enduring, boring

Informal Balance/Asymmetry - balance of unlike objects

1. casual, more relaxed, more natural, more interesting
2. Ways to create asymmetrical balance
 - a. Color - bright colors appear heavier than dull colors
 - b. Size - several small shapes can balance one larger shape
 - c. Position - a large object close to the center can be balanced by
 - d. Value - Dark values appear heavier than light
 - e. Texture - rough texture appears heavier than smooth
 - f. Contour - a complicated outline will appear heavier

Emphasis

Definition: The principle that makes one part of an artwork dominant over others

1. Emphasize one element - one is more important
2. Emphasize an area by creating a focal point
 - a. Contrast - something is different than everything else
 - b. Location - things close to the center are noticed first
 - c. Isolation - put one element apart from others
 - d. Convergence - when many elements appear to point to one object
 - e. The Unusual - an unexpected object

Scale/Proportion

Definition:

1. Scale is the actual physical size of an object
2. Proportion is the relationship of sizes and spaces between elements within the artwork.

Movement:

1. used to create the look and feeling of action through the use of line and and/or repetition
2. to guide the viewer's eyes through the work through repetition or conveyance

Rhythm/Pattern

Definition: the “beat” of repeating elements in the composition

Rhythm creates unity and makes your eye move around the space

Types of Rhythm

1. Random- no apparent order
2. Regular - identical motifs and equal size around them
3. Alternating - change in motif placement or repeating 2 or more motifs
4. Flowing - repeating wavy lines
5. Progressive- change in the motif each time it is repeated
6. Pattern- a decorative repetition that uses one or more motifs
 - a. Motif- a unit that is repeated

Unity

Definition: when artwork’s elements look like they go together

How to create unity

1. Simplicity - limit the kinds of elements you use
2. Repetition - use the same elements over and over
3. Proximity - put objects close together

Contrast

Opposite elements

1. Line, shape, color, texture, value