poster

Principles of Design

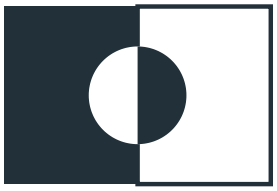
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The principles of design describe how artists arrange the elements of art. Lists vary a little from book to book; these eight are the most common.



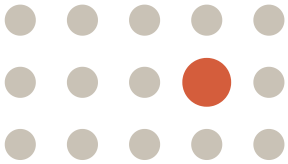
Balance

Visual weight spread evenly: symmetrical, asymmetrical or radial.



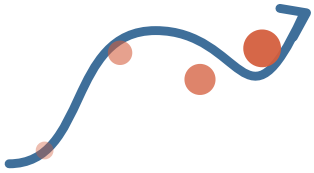
Contrast

Big differences side by side: light and dark, big and small, rough and smooth.



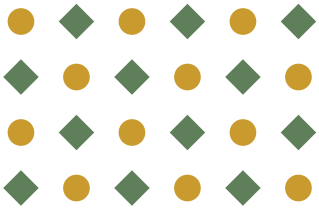
Emphasis

The focal point: the part your eye goes to first.



Movement

The path your eye follows through the artwork.



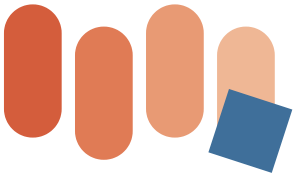
Pattern

A shape, line or color repeated in a regular, planned way.



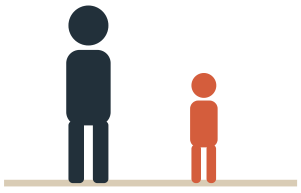
Rhythm

Repetition with changes, like a beat in music.



Unity and variety

Parts that belong together, with enough difference to stay interesting.



Proportion

How the sizes of parts compare with each other and with the whole.

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