

# PRINCIPLES OF DESIGN

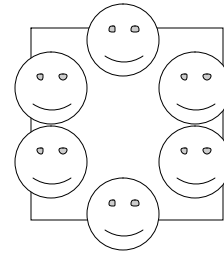
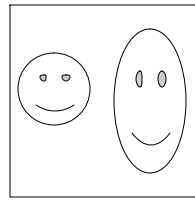
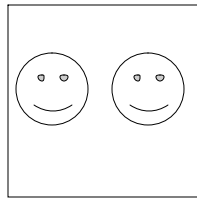
The way in which the elements of art are arranged or organized in a given picture.

## 1. BALANCE

The way in which a picture is balanced (weighted)

There are three major types:

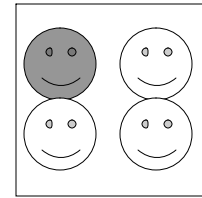
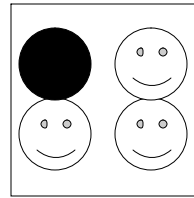
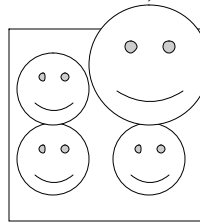
- Symmetrical
- Asymmetrical
- Radial



## 2. EMPHASIS

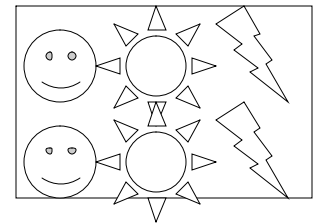
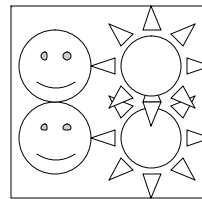
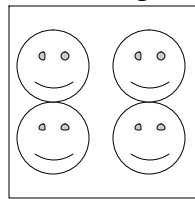
Drawing attention or accentuating a particular aspect or object within a picture

This can be done using any of the elements of art, i.e. value, color, scale, etc.



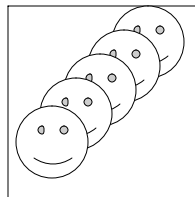
## 3. RHYTHM

The repetition of objects or elements within one picture



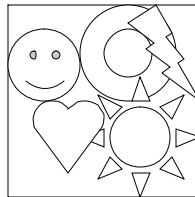
## 4. MOTION

1. The illusion of motion within a picture
2. The leading of the viewer's eye across the picture surface as an implied line



## 5. VARIETY

Including many different elements or objects within one picture



## 6. UNITY

Assuring that in any given picture the **“whole is predominant over its parts.”** Assuring that the picture has visual continuity, that everything looks like it belongs together.

One can achieve unity using repetition, proximity and continuation.

