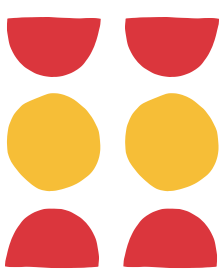
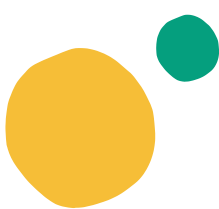


PRINCIPLES OF DESIGN



BALANCE

It refers to the arrangement of the elements of art in a work of art, in order to create a sense of visual balance or stability. Balance can be asymmetrical, symmetrical or radial.



PROPORTION

It is about the relationship and size of one object to another object.



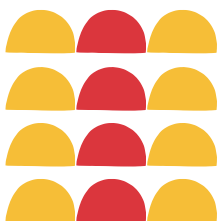
EMPHASIS

It is concerned with the dominant feature or centre of interest of a work of art. Artists use emphasis to draw their audience into the most important part of the composition.



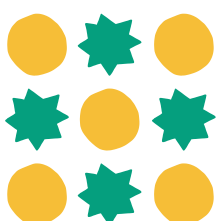
CONTRAST

It is the arrangement of opposite elements and effects in a work of art. Often, contrast directs the audience to a focal point. It also helps to emphasise, create variety, visual interest and drama.



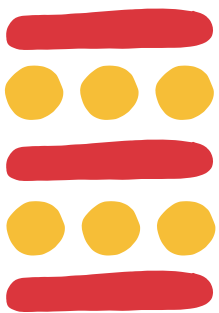
REPETITION

It refers to one or two shapes being repeated, or to the recurrent use of an element of art in a composition, to create a visual repetition or to visually accentuate certain aspects of the work.



PATTERN

It is the repeated use of an element of art or a group of elements of art (a theme) in a repeated and predictable manner, called a sequence.



RHYTHM

It is a combination of elements of art being repeated, but with variations. When motifs or elements of art are being repeated, alternated, or otherwise arranged, the intervals between them or how they overlap, can create rhythm and a sense of movement.



UNITY

Unity is the harmony of all elements of art in a composition. No single element of art dominates.