

# PRINCIPLES OF DESIGN

## Emphasis –

**is created by visually reinforcing something we want the viewer to pay attention to.** This is often used to train the viewer's eyes on the center of interest, or a focal point – the area of interest the viewer's eye naturally, instinctively skips to. Some of the strategies employed to create degrees of importance are contrast of values, use of color, placement, variation, alignment, isolation, convergence, anomaly, proximity, size, and contrast.

## Balance –

**is the distribution of interest or visual weight in a work.** A balanced work will have all the elements arranged such that the work will have a sense of visual equilibrium or stability. Balance can be symmetrical, asymmetrical, or radial. Objects, values, colors, textures, shapes, etc. can be used in creating balance in a composition.

## Contrast –

**is the juxtaposition of opposing elements (opposite colors, value light / dark, direction horizontal / vertical).** The greater the contrast, the more something will stand out and call attention to itself.

## Repetition –

**of elements in regular or cyclic fashion creates interest.** Repetition strengthens a design by tying together individual elements and bringing a sense of consistency. It can create rhythm (regular, alternating, flowing, random, progressive) and patterns. Variation introduced to repetition increases the level of interest.

## Movement –

**is a visual flow through the composition.** In some works, movement is implied by the use of static elements to suggest motion and direct a viewer's eye along a path through the work. In a still image, aspects such as lines, diagonals, unbalanced elements, placement, and orientation can play the role of active elements. In others, movement can be real, giving some elements the ability to be moved or move on their own.

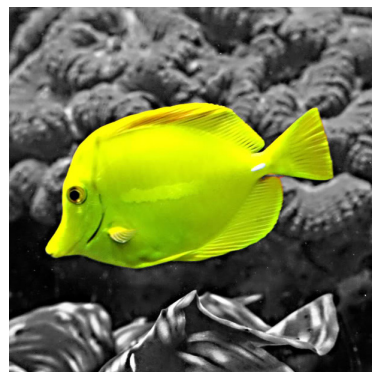
## Harmony –

**brings together a composition with similar, related elements (adjacent colors, similar shapes, etc.).** Harmonious elements have a logical relationship, connection, alignment, or progression. They work together and complement each other.

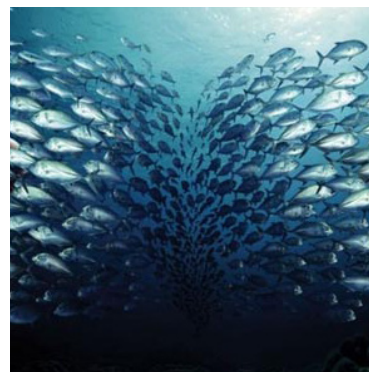
## Proximity –

**is the process of ensuring related design elements are placed together.** Any unrelated items, should be spaced apart. Close proximity indicates that items are connected or have a relationship to each other and become one visual unit which helps to organise or give structure to a layout.

## EMPHASIS



## BALANCE



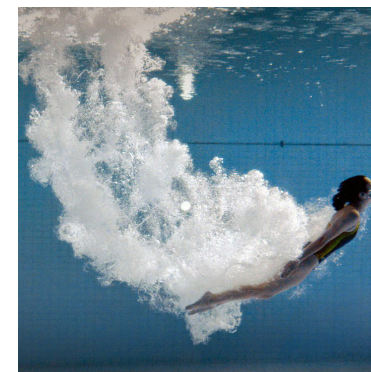
## CONTRAST



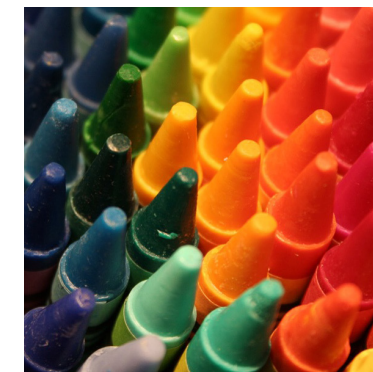
## REPETITION



## MOVEMENT



## HARMONY



## PROXIMITY

