

# Principles of Design

The **Principles** are concepts used to organize or arrange the structural elements of design.

# Balance

- A feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical or evenly balanced or asymmetrical and un-evenly balanced. Objects, values, colors, textures, shapes, forms, etc., can be used in creating a balance in a composition.

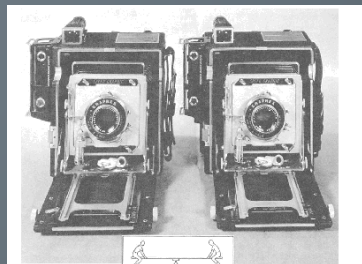


Figure 5-9A.—Symmetrical, or formal, balance.

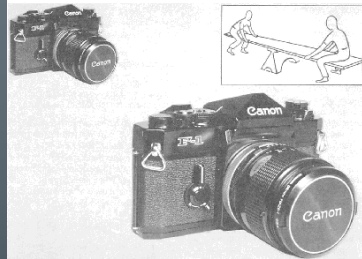


Figure 5-9B.—Symmetrical, or formal, balance.

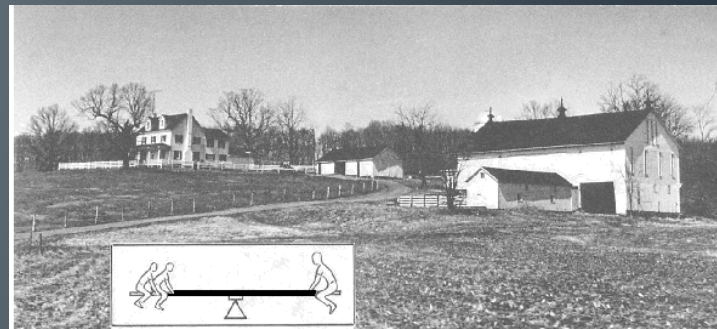


Figure 5-10.—Asymmetrical, or Informal, balance.

# Symmetrical balance

- Can be described as having equal "weight" on equal sides of a centrally placed fulcrum. It may also be referred to as **formal balance**.



Is this photo balanced? Can you split in half and have the same thing?

With the exception of the cloud behind the building on the left, this photo shows **symmetrical balance**. If you were to take and split this photo in half, you would have the same things on each side.

Is this photo balanced? If you look at the four tiles in the middle, do they appear to be the same?

This photo shows **radial balance** because all four sections are the same. When put together they make a repeated design that shows a circular motion.



# Asymmetrical balance

- Also called **informal balance**, is more complex and difficult to envisage. It involves placement of objects in a way that will allow objects of varying visual weight to balance one another around a fulcrum point.



Is this photo balanced? Does your eye move around the photo? If it does, can you conclude that it is a balanced photo? Do objects appear to take up space throughout the photo?

The bike in this photo does provide balance, because of the lighting. If there wasn't a shadow from the pedal, there would be an empty corner left.

# Movement

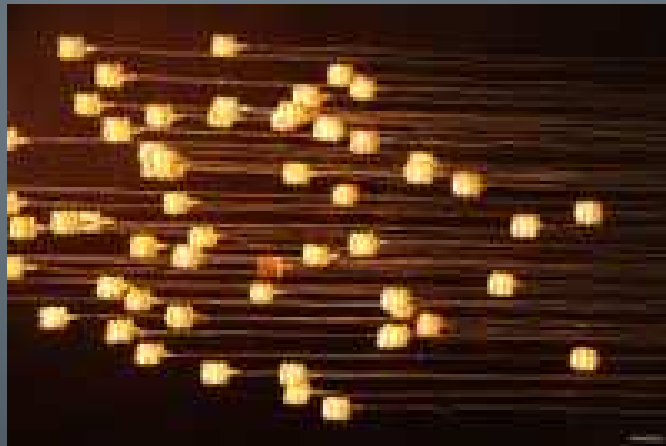
- Is the path the viewer's eye takes through the artwork, often to a focal area. It can be directed along lines, edges, shapes and color.



Does this photo show movement or is it still? What did the photographer do to make this photo?

# Rhythm

- a movement in which some elements recurs regularly. Like a dance it will have a flow of objects that will seem to be like the beat of music.



What happens when you look at this photo? Does your eyes jump around from bright spot to bright spot? Why does this occur?

Your eye moves around in this piece, because the lights are spaced out in a **rhythm** way just like notes are placed on a sheet of music. The contrast between the light and the background make the lights and the lines stick out.

# Pattern

- Repeating visual elements such as line, color, shape, texture, value or image tends to unify the total effect of a work of art as well as create rhythm. Repetition can take the form of an exact duplication (pattern), a near duplication, or duplication with variety.



When looking at this photo, what do you notice? What happens when the pennies are repeated? Does your eye stay in one place or travel?

You probably have realized that your eye tends to travel around the whole piece. When the pennies are repeated, they create a pattern in the gaps between them. Some of the pennies are heads up and others are tails up. This also provides a pattern.

# Contrast

- Refers to the arrangement of opposite elements (light vs. dark colors, rough vs. smooth textures, large vs. small shapes, etc.) in a piece so as to create visual interest, excitement and drama.



In this photo, you can see that there is a contrast between light and dark colors. You can tell that there are fish in this picture, because the background color is a bright orange.

How would the photo differ if the background color was a blue or green? Would the fish stick out as much? Would it be as interesting?

# Emphasis

- Center of interest is an area that first attracts attention in a composition. This area is more important when compared to the other objects or elements in a composition. This can be by contrast of values, more colors, and placement in the format.



Where does your eye look first in this photo? Why does your eye go there first?

You probably looked at the center (brown portion) of the flower first. Like the photo above, the photographer zoomed in on this flower. The flower is bright and in focus, while the background is dark and blurry. This contrast makes the center of the flower the focal point of the photo.

# Unity

- Occurs when all of the elements of a piece combine to make a balanced, harmonious, complete *whole*. Unity is another of those hard-to-describe art terms but, when it's present, your eye and brain are pleased to see it.



What about this photo is it unified?

The one thing that makes this photo appealing to the eye is the colors. It's what we call a monochromatic scheme (different values of one color). The color is also blue, which is a cool color and cool colors are known for being relaxing. Based on this can we conclude that this photo is unified