

Principles of Design

Balance: overall visual weight of a composition

Symmetrical



Asymmetrical

Rhythm: repetition of related elements of art



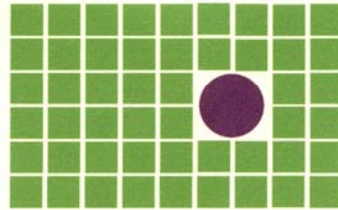
Unity: the appearance of a coherent/harmonious whole



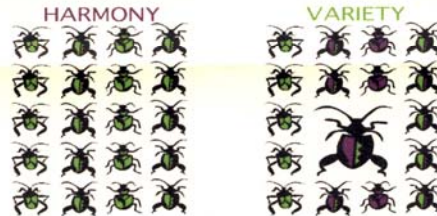
Contrast: juxtaposition of strongly dissimilar elements



Emphasis: the focal point(s) of a composition



Pattern: repetitive, ordered surface designs



Movement: paths for the eye to follow in a composition

Diagonal line of stairs moves
the eye upwards



BRUCE PM