

PRINCIPLES of DESIGN

Balance	The three different kinds of balance are symmetrical , asymmetrical and radial
Emphasis	Is the center of interest in a work of art, the most important element, where the viewer focuses, the focal point .
Unity	Is the quality of wholeness that is achieved through the effective use of the elements and principles of art.
Contrast	Refers to the difference in values, colors, textures, shapes and other elements. Contrast creates visual excitement and adds interest to the artwork.
Rhythm	Refers to a regular repetition of elements of art to produce the look and feel of movement. It is often achieved through the careful placement of repeated components.
Pattern	The repetition of elements to help the eye move around the artwork. The repetition of anything, shapes, lines, or color also called a motif , in a design.
Movement	Shows actions, or alternatively, the path the viewer's eye follows throughout an artwork.