

The Principles of Design

The tools to plan and organize artwork

BALANCE		Balance is the distribution of visual weight in an artwork. The three types of balance are symmetrical (two sides are the same), asymmetrical (two sides are different but visually weighted equally) and radial (design emerges from center point).
CONTRAST		Contrast is the difference between elements in a composition. This can happen through a variety of elements such as value change, size difference, etc.
EMPHASIS		Emphasis is the creation of a focal point in an artwork. Emphasis draws the viewer's eye to particular areas of the artwork first.
PATTERN		Pattern decorates the artwork with regularly repeated elements such as shapes or color.
UNITY		Unity means that all elements within the artwork are in harmony. Variety within elements adds interest to the composition.
MOVEMENT		Movement is how the eye travels through an artwork. Movement can lead the viewer from one aspect to another within the composition.
RHYTHM		Rhythm is the regular repetition of elements such as line, shape and forms to create interest and consistency.