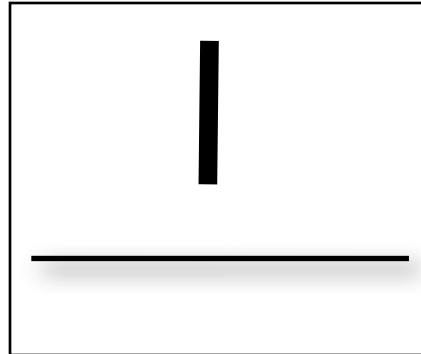


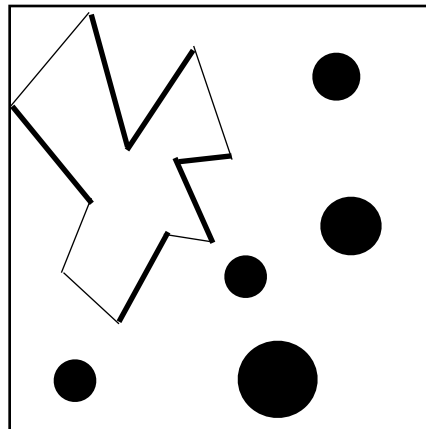


Principles of Design!

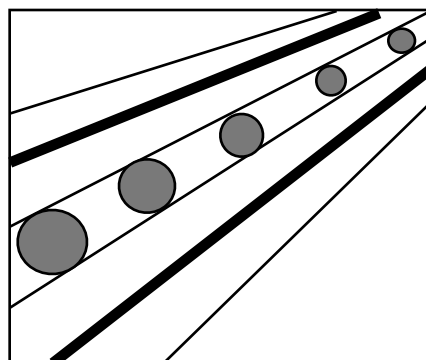
Balance: Images that we judge against our ideas of physical structure and occurs when the weight is evenly distributed or unevenly distributed around a central axis.



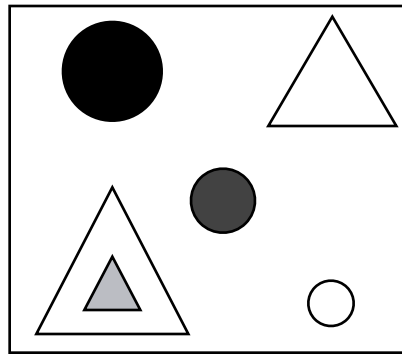
Dominance: Relates to the varying degrees of emphasis and determines where audience's attention is drawn to within the design.



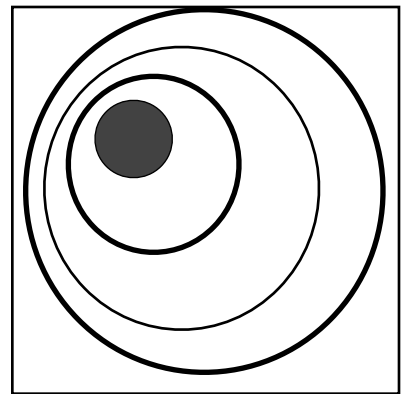
Rhythm: Is the repetition or alternation of elements, it creates a sense of visual movement.



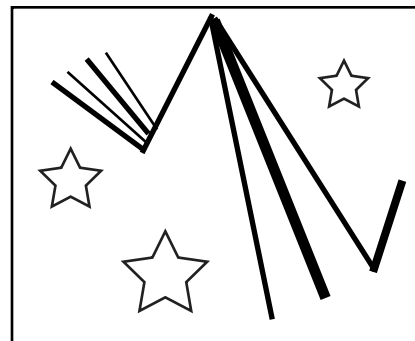
Variation: Occurs when the elements of artwork vary in sizes, colors and textures.



Pattern: Uses the elements in planned or random repetitions to enhance surface.



Unity: Describes the relationship between the individual and the whole of a composition. It investigates the aspects that are necessary to tie the design together! :)



By: Ashley Rushton

