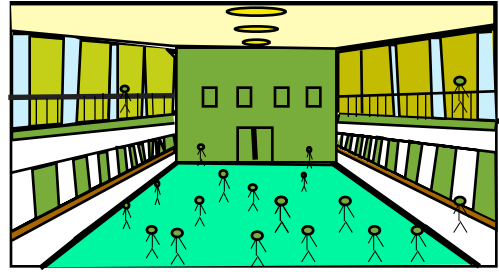


## Principles of Design

1. Proportion: The relative size or shape of an object in art in relation to other similar elements or how something is expressed, often used to emphasize a certain point or object. Can be used to direct ones eye.



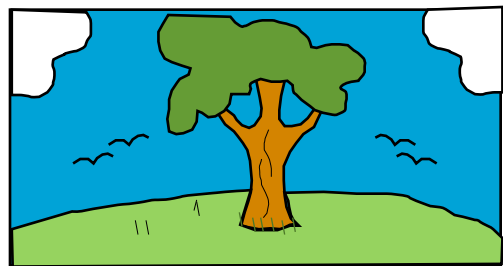
This is a good example of proportion because of the sense of distance and depth it gives the observer.

2. Contrast: Used to emphasize a part of the art through the use of opposite elements, like putting something small beside something very large or a dark spot in a sea of white.



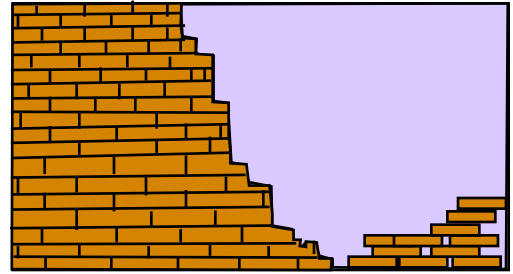
This is a good example of contrast because of the way the hand made pitcher looks against the plain background and amongst the smooth, modern plastic cups. The pitcher draws the eye.

3. Balance: Used successfully in a composition either asymmetrically or symmetrically, is the arrangement of the elements of the design to produce harmony or a pleasing visual effect.



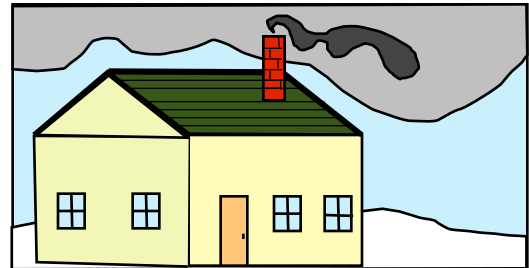
This is a good example of balance because it is symmetrical, where both vertical halves of the painting are similar to one another, easily putting forward the singular message. Very visually pleasing

4. Unity: When all aspects of the art compliment and work to achieve the desired result, outcome, or message that the artist wants to convey.



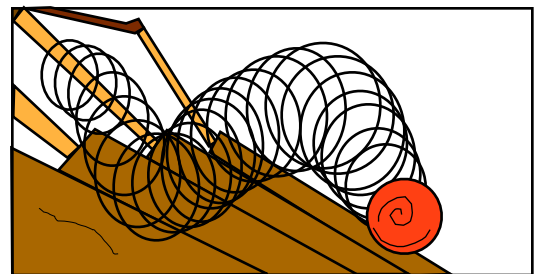
This is a metaphorical representation of unity, where all the bricks, pieces of the puzzle, paint strokes, etc., come together to make the wall, or a beautiful picture/desired message.

5. Emphasis: To stress a certain focal point in a piece of art that the artist wants the observer to take particular interest in it. Could also be used to make a less interesting or less significant part of the art more apparent in contrast to the emphasized object.



The emphasis in this picture is the bright red chimney. It is emphasized by its attention grabbing colour, relative position, and the weather in the image also reinforces the fact that a warm fire is essential since it is so cold.

6. Movement: The way our eye moves through the piece of art. This movement of the eye is controlled by the artist and sometimes also refers to way an artist makes an action appear in the art.



In this image the feeling of movement is represented by the circles detailing the previous positions of the ball as it tumbles down the stairs. The eye follows the path of the circle all the way to base of the stairs where it is about to begin another bounce.