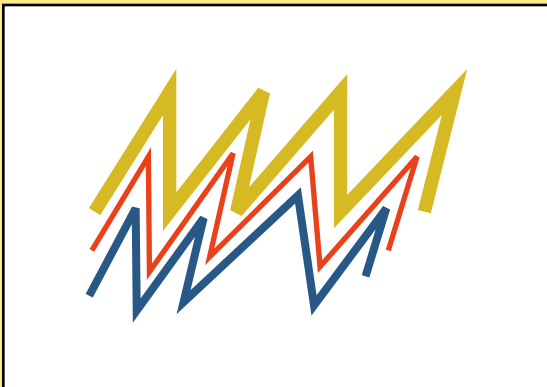
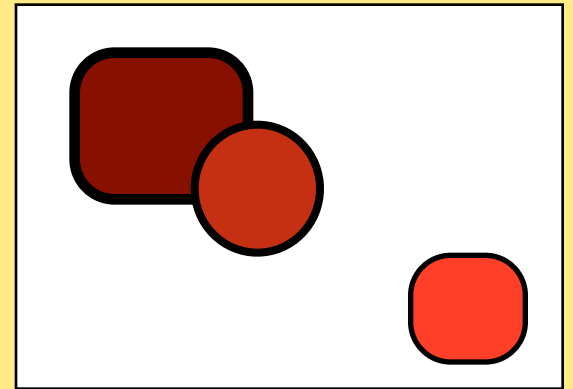


Principles of Design

Lindsay Jacquard

Unity

When all the aspects of a design work in harmony together! It also looks at how close or far away objects are, and what relationship that creates.

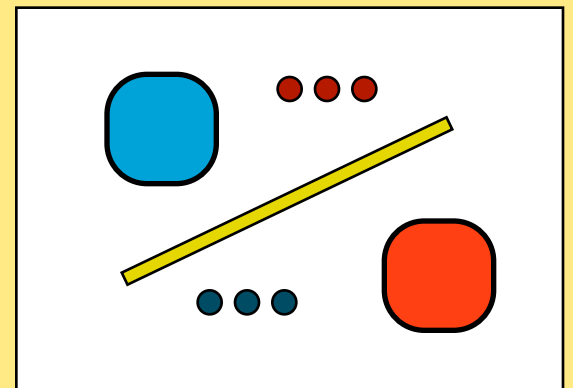


An element of the design repeats in a particular way, creating a pattern. It also gives a sense of direction and flow.

Rhythm

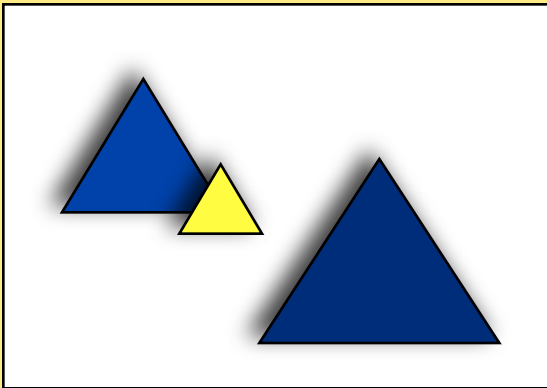
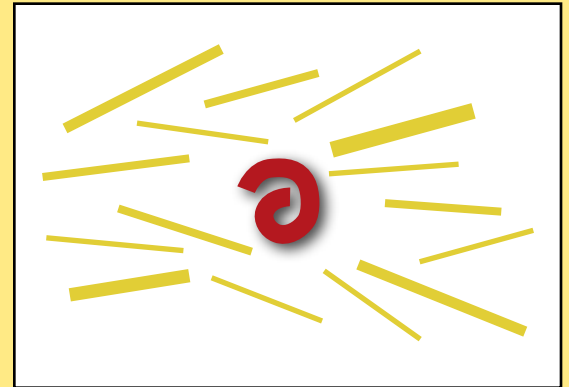
Balance

Arranging the aspects of a design so that they equal out. None of the forces overpower the others. There is symmetrical balance (even on both sides) or asymmetrical (uneven).



Emphasis

Guiding the eye to different aspects by making them stand out more. This can be done by making them larger, fancier or a different color.



The size of objects compared to other objects, its environment or even other aspects of the design.

Scale

Contrast

Elements used in a design that contradict each other. They are opposites, like light and dark, smooth and sharp or thick and thin.

