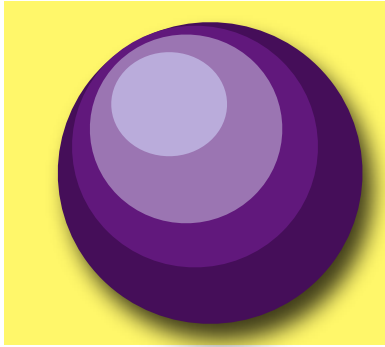


Principles of Design to Define

By Rachel Fraser

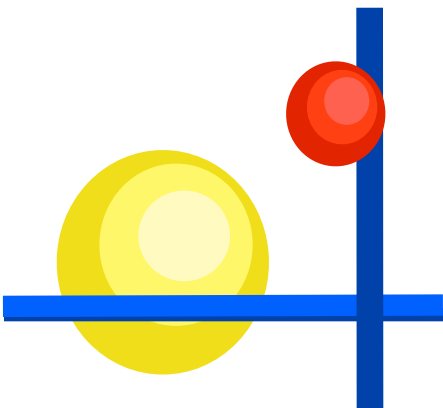


Emphasis

Emphasis makes all parts of the picture direct your eye into the focal point of the design and back out. The emphasis can be changed by making the object larger or by placing it in front of everything else so that it stands out. This example has the emphasis of a 3D object on top of a 2D surface as well as the emphasis of complimentary colours.

Repetition

Repetition is created by repeating some element or aspect of the design throughout the entire piece to create a rhythm. If something simple is repeated it can make a design seem more complex. This design repeats a simple star pattern to add to the overall look of the piece.



Contrast

Contrast is the visible difference between different elements in a design. Contrast can apply colour, line, texture, depth... By using contrast you can make the design more interesting to the viewer. This example shows a contrast of line (curved and straight), colour (complimentary) and depth (layers).

Variety

By combining different elements of art, such as colour and line, you can create an interesting and entirely unique design. In this picture there is a variety of straight and squiggly lines and of their direction.



Balance

Balance can be either symmetrical or asymmetrical by weighting the design on either one side or in the centre. You can also have a balance of colour, texture, shape...



Proportion

Proportion is the comparison of different scales/sizes to make a design more interesting or appealing. In a picture you can combine two objects that, to the viewer, already have a fixed or limited size, and by changing them the design becomes much more creative.

