

CONTRAST

a difference between the elements of art. This includes line, colour, shape, etc. It is supposed to make the focal point stand out more.

VARIETY

Having many different elements of art in a design. For example, different lines or shapes, textures, and colours.

The purpose is to reduce the monotony of an image and make it more unique and interesting

PRINCIPLES of DESIGN

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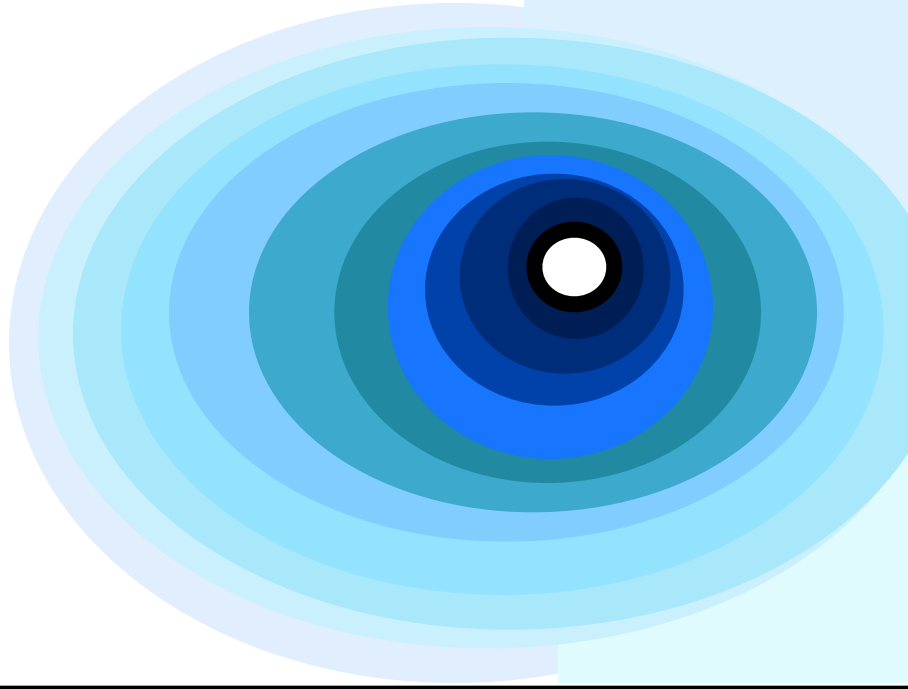
BALANCE

to be in a state of equilibrium. When the elements of a design come together to make something that is harmonious, with equal weight on both sides. The design doesn't have to be symmetrical (both halves the same), but light colours on one side can counter dark colours on the other side, or a big shape on one side is equivalent in weight to many small shapes on the other side.

EMPHASIS

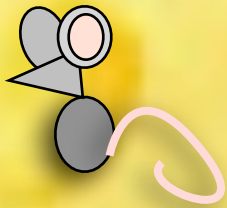
to give extra stress, or more prominence to a certain focal point in a design.

In this example, the colours pull the eye to the center of the oval.



PROPORTION

comparison of one part of a picture to another part. This gives the design a sense of scale, and makes it more harmonious and interesting.



PATTERN/RHYTHM

Having a certain element of art that repeated regularly in a particular design.

This makes a complicated design seem like it has a lot of order.

It's easier for the viewer to comprehend.

