The Principles of Design

WHAT ARE THE PRINCIPLES OF DESIGN?

The Principles of Design are the ways that artists *use* the Elements of Art to create good Compositions (artwork)

THERE ARE 8 PRINCIPLES OF DESIGN

1. Balance
2. Contrast
3. Emphasis/Focal Point
4. Variety
5. Unity/Harmony
6. Proportion
7. Rhythm/Movement
8. Pattern/Repetition

1. BALANCE

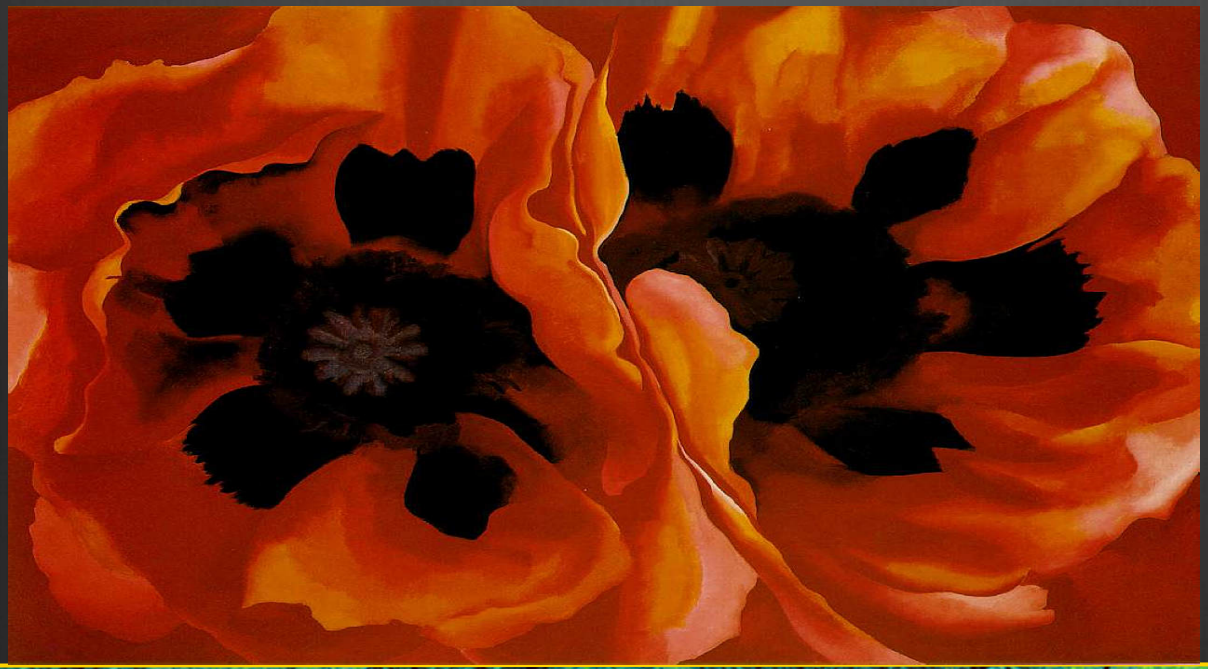
This principle of design refers to the visual equalization of the elements in a work of art.

There are three major forms of balance

The Three Major Forms of Balance are:

- ***Asymmetrical balance:*** where equilibrium is achieved by the balance differences in the art elements within a composition.
- ***Symmetrical balance:*** where the art elements in a composition are balanced in a mirror-like fashion (it does not have to be exact but close).
- ***Radial balance:*** a kind of balance where the elements branch or radiate out from a central point.

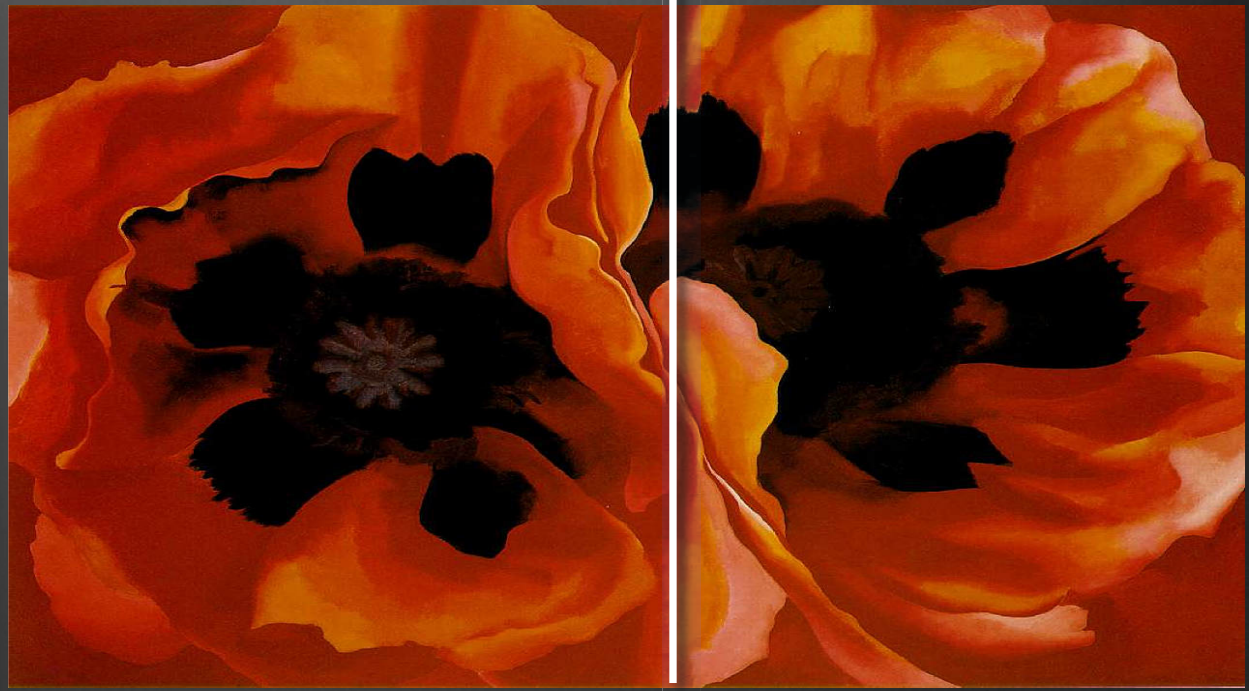
What kind of **balance** is illustrated in this painting ***Oriental Poppies,*** by Georgia O' Keefe?



If you said **symmetrical balance**, you are correct!

If you could visually divide the paper in half, there would be a poppy on both sides.

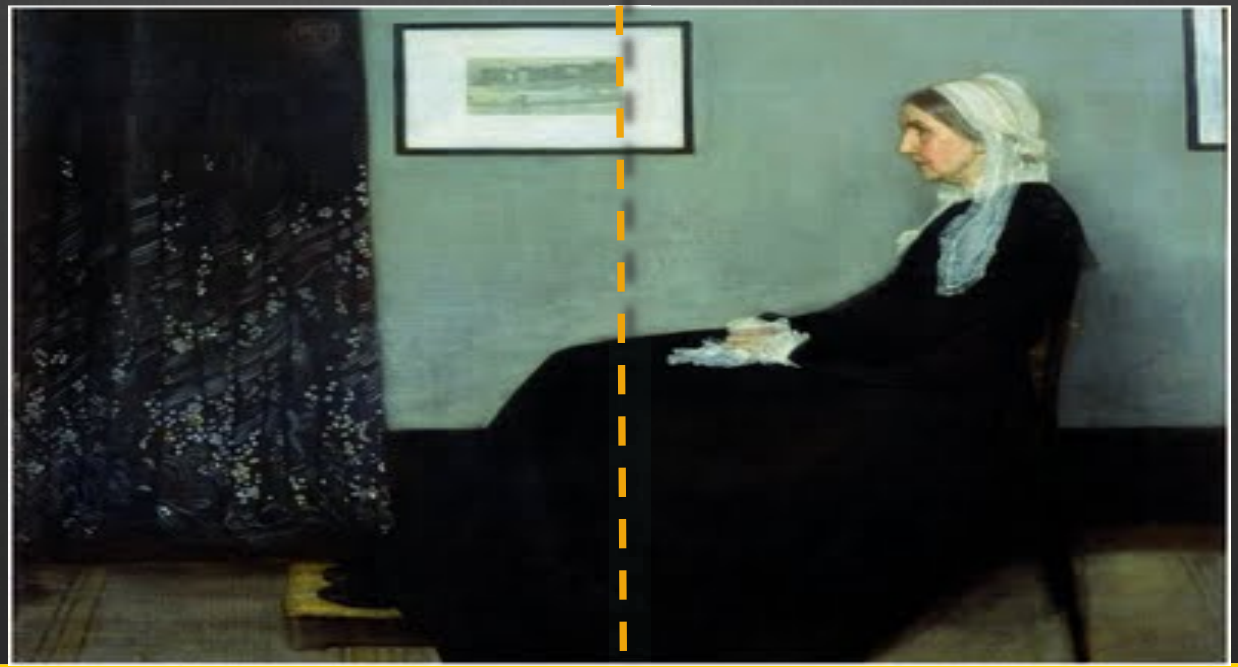
No one side dominates the pictures. Neither poppy appears to be more important than the other.



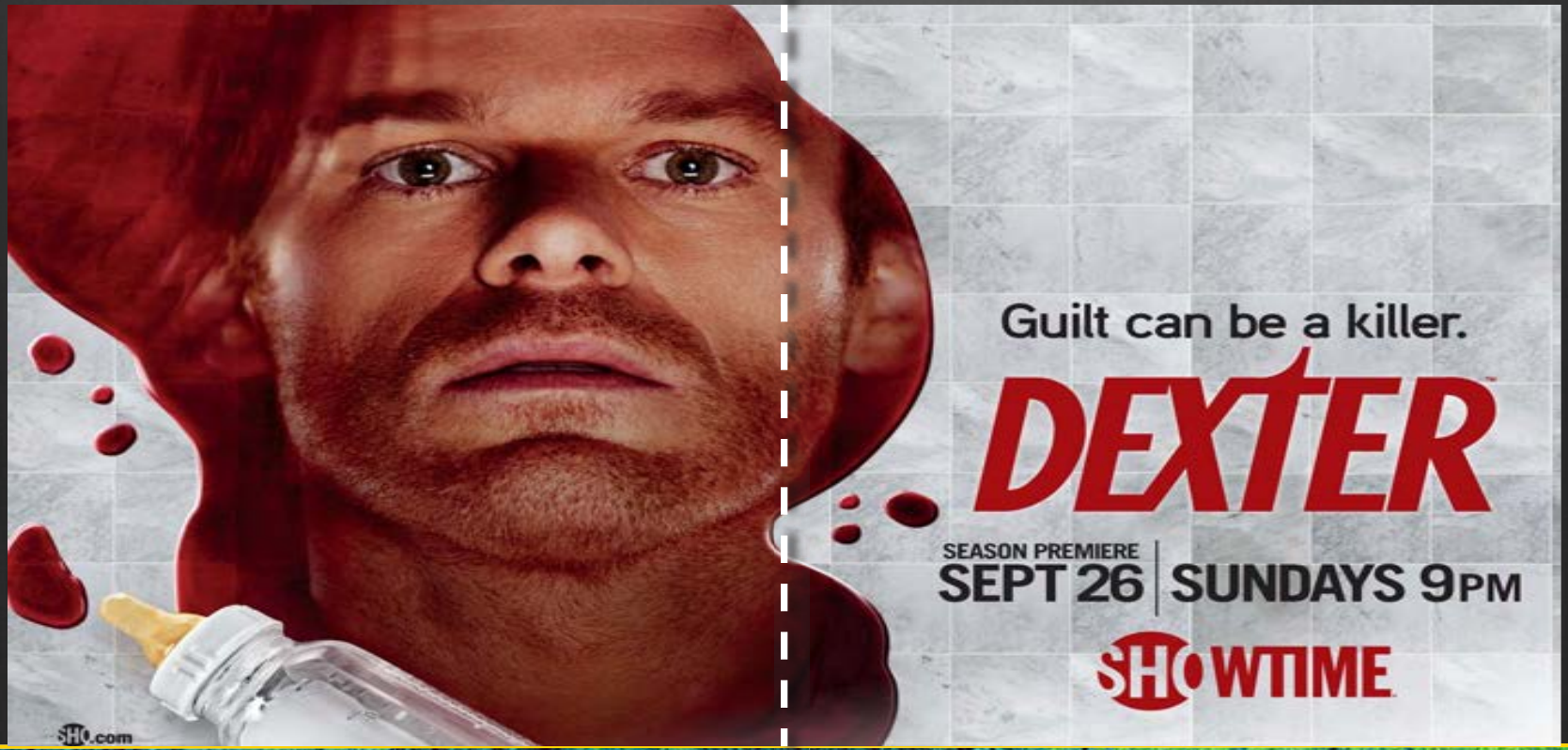
Symetrical Balance in Graphic Design

What type of **balance** is shown in this painting, *Whistler's Mother*,by James Whistler?

If you said, **asymmetrical balance**, you were right! The large form of the woman is "visually equal" to the black curtain and white painting on the wall. This makes the painting appear **balanced**.



Asymetrical Balance in Graphic Design



What type of **balance** is shown in this stained glass artwork, *Rose Window*?

Radial Balance!
Look at the spiral or spinning effect of the pattern.

The axis is the center point and the design or pattern appears to "radiate" from that point.

Radial Balance

in Graphic Design

2. CONTRAST

CONTRAST

Is a design principle that emphasizes differences between the art elements.

For example, a painting may have bright colors that contrast with dull colors or angular shapes that contrast with rounded shapes.

Sharp contrast draws attention and can direct a viewer to a focal point within a work of art.

Rembrandt
Belshazzar's Feast (1637)

Discuss how the artist uses contrast in this work?

In this work we see sharp lines and shapes with curves. Darks against lights, thick against thins and darks against lights

We also see sharp **contrast** between colors.

Contrast in Graphic Design

3. EMPHASIS / FOCAL POINT

Emphasis/Focal Point

The principle of design that is concerned with dominance; the development of a main idea or center of interest (also called focal point)

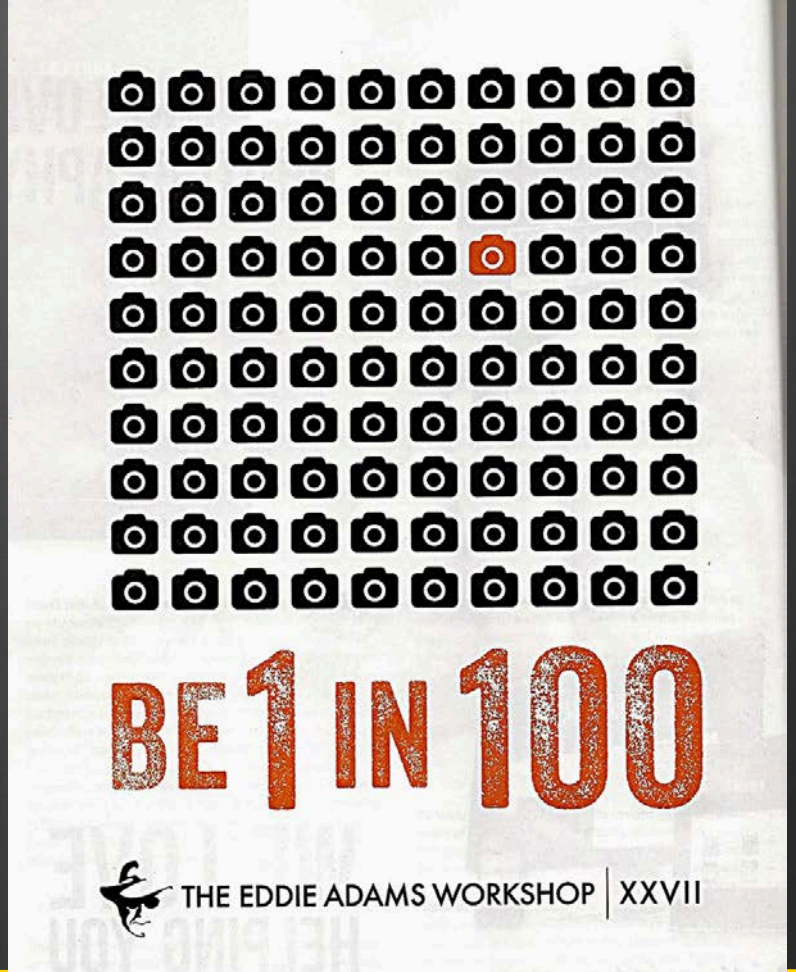
Where is the **focal point** in Wassily Kandinsky's, *Composition VII* ?

Kandinsky emphasized the **large black circle** in the upper left corner of his work.

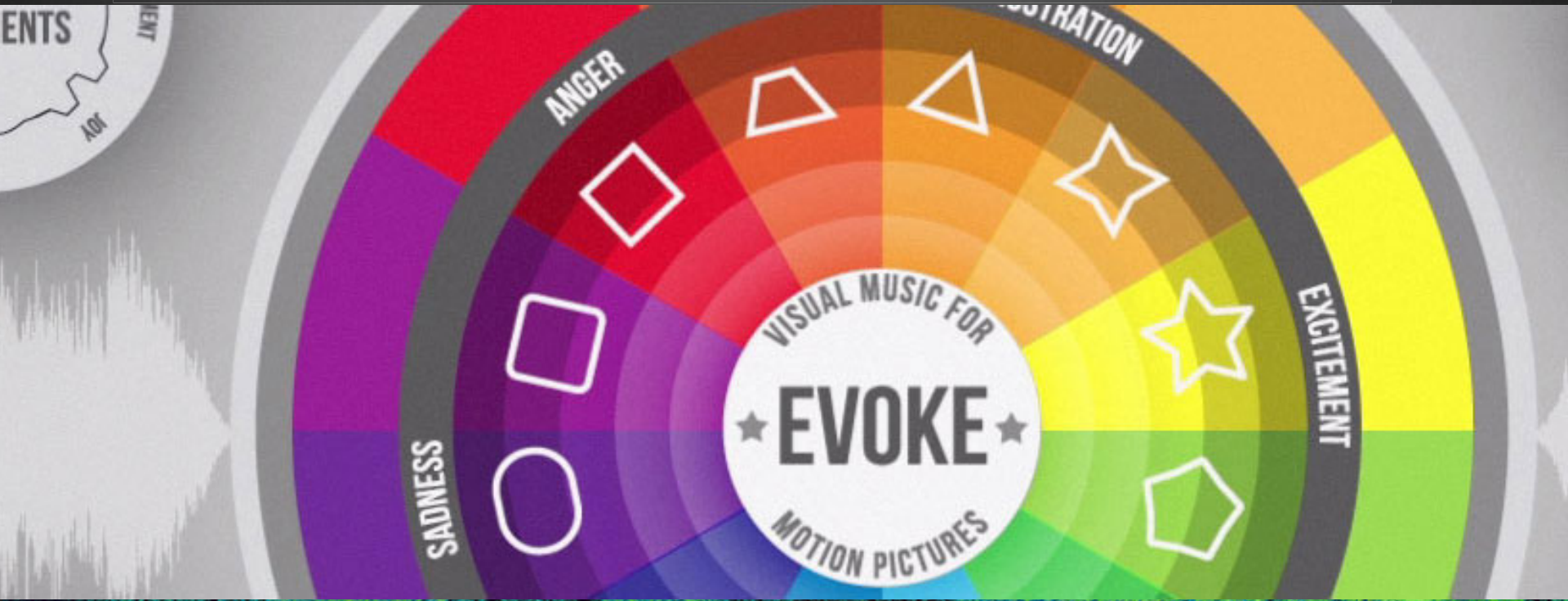
The object is different from everything else in the painting and therefore it **"stands out" as a focal point.**

Which of the elements of this composition is used as the emphasis?

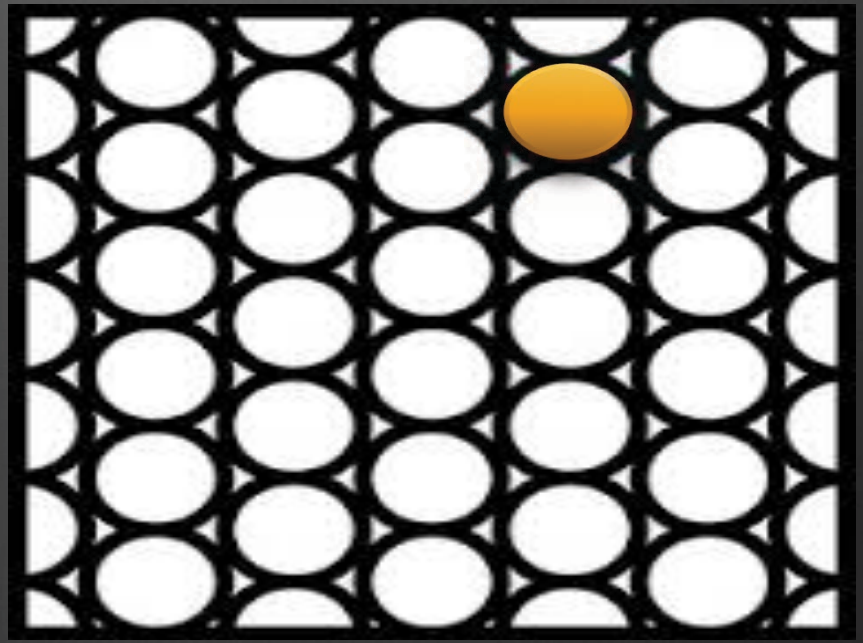
The red camera emphasizes the concept of being one in a hundred.



What is emphasized here?
The word evoke through the use of contrast, color and line.



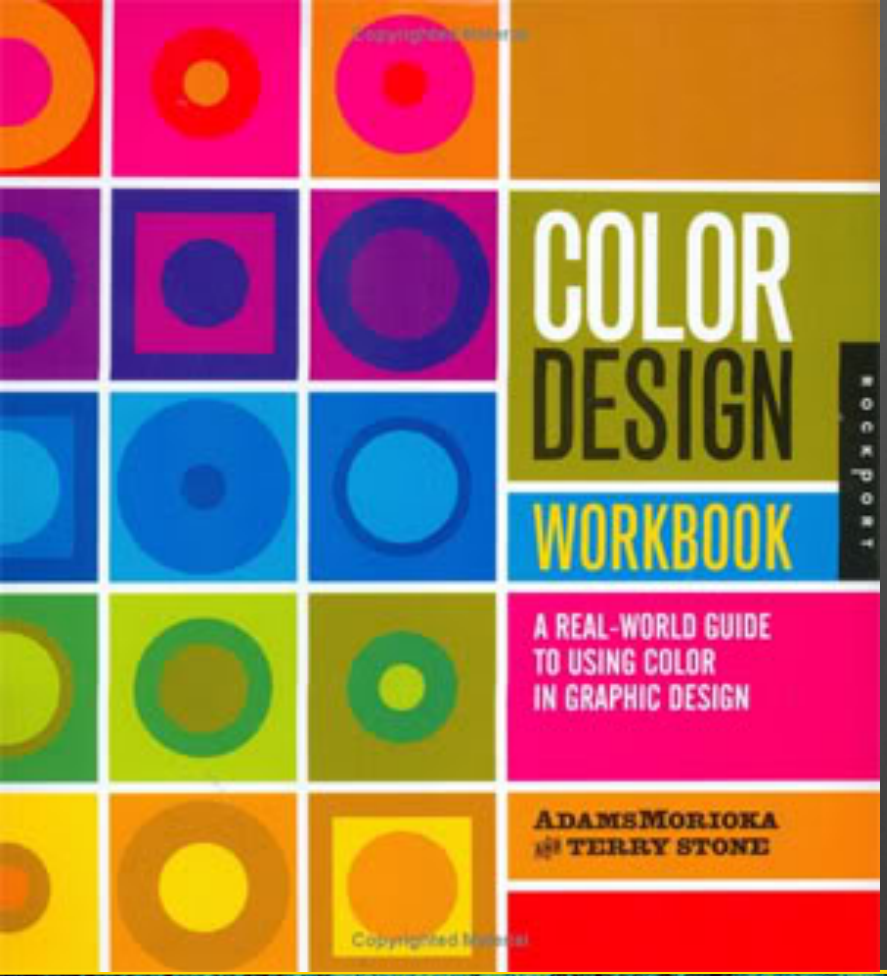
In a pattern of circles and spaces, the art director filled one with the color orange, to EMPHASIZE that that circle is different, special, worthy of a greater story.



4. VARIETY

Variety is achieved when the art elements are combined in various ways to increase visual interest.

For instance, an assortment of shapes that are of a variety of sizes attracts more attention than an assortment of shapes all the same size.



In this book cover design, variety is reached through the use of pattern.

Here, the artist creates a visual interest through the use of variety

Graphic
Design

MAKING
WORDS

GRAPHIC
ART DIRECTION
USER

5. UNITY / HARMONY

This principle refers to the visual quality of wholeness or oneness that is achieved through effective use of the elements of art and principles of design.

What do you think the artist used to keep this Ad unified or working together?

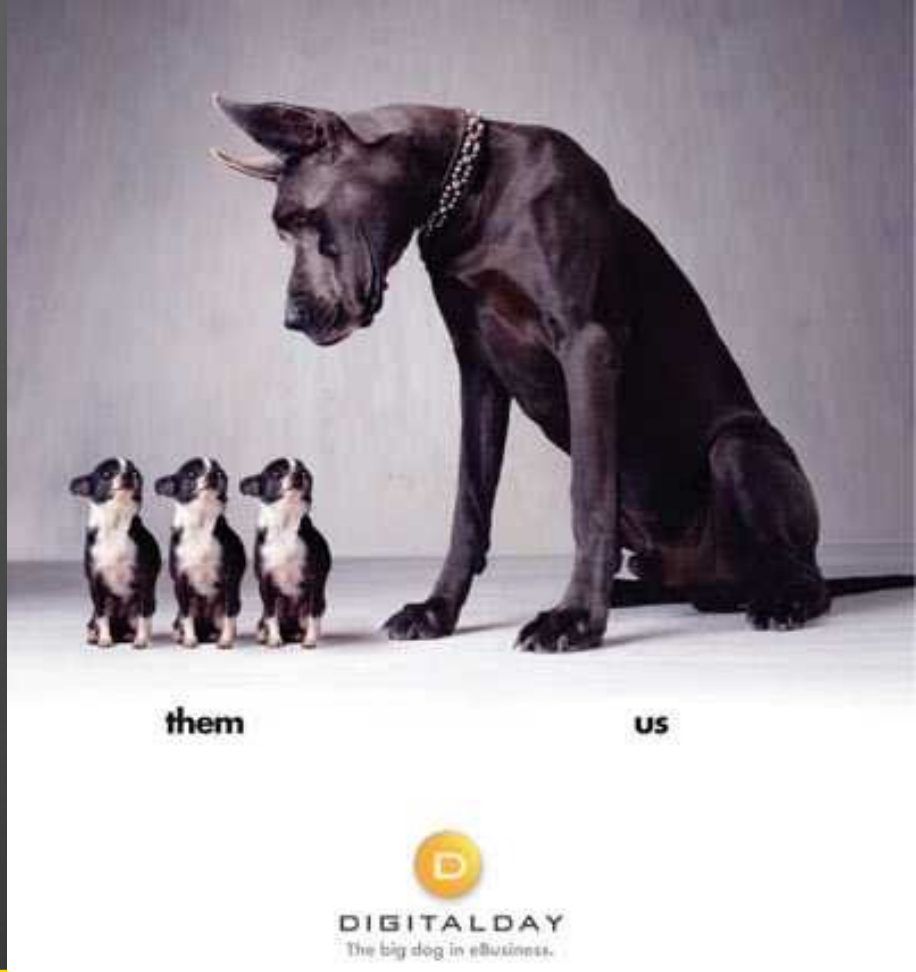
Here the artist used individual photograph prints and juxtaposed them together to create the number 20

Unity / Harmony in Graphic Design

6. PROPORTION

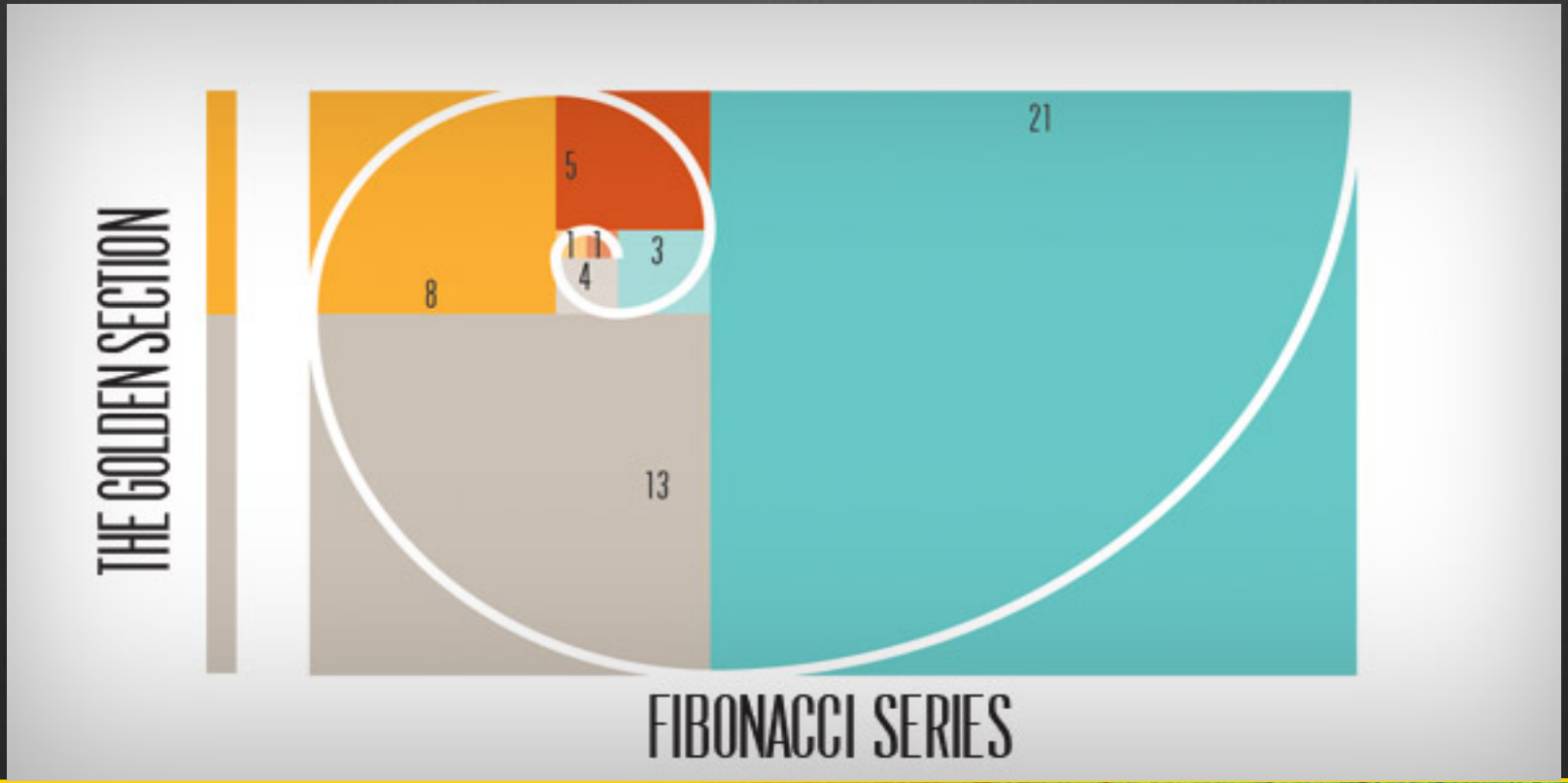
The relationship in size of one component (part) of a work of art to another

How is this artist, using **correct proportion**?



Sometimes artists chose to distort or **exaggerate the proportions** of the subjects involved.

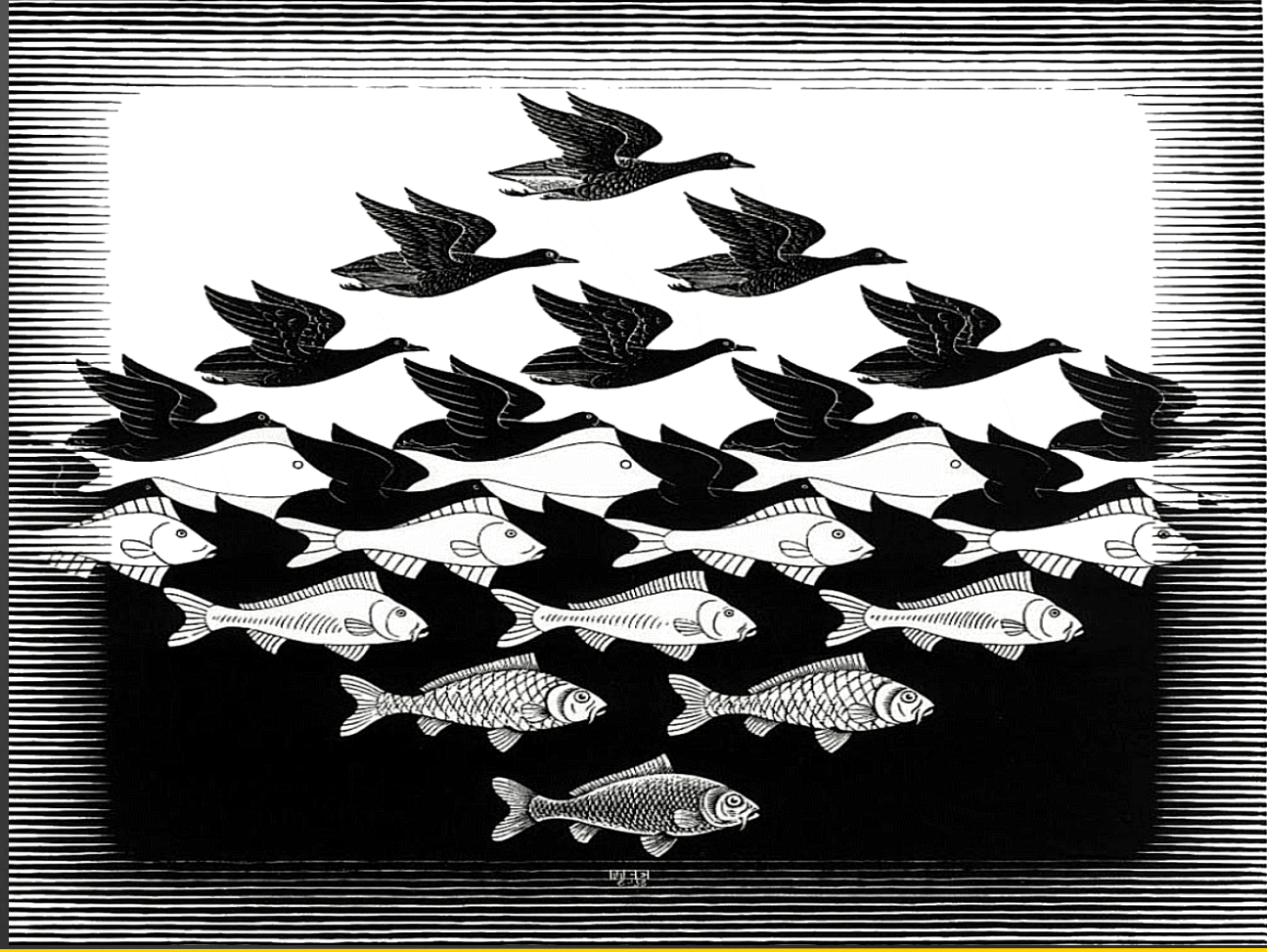
Proportion in Graphic Design



7. RHYTHM / MOVEMENT

Rhythm refers to a way of utilizing the art elements to produce the look and feel of rhythmic movement with a visual tempo or beat

How does the artist **M.C. Escher** establish a sense of rhythm with this piece?



Rhythm in Graphic Design

Rhythm in Graphic Design

Rhythm in Graphic Design

8. PATTERN / REPETITION

Repetition of an element of art (i.e., shapes, lines, or colors) to achieve decoration or ornamentation.

What elements has the artist used in this mask to create **pattern**?

Artist Unknown,Indonesian, Wall Plaque,

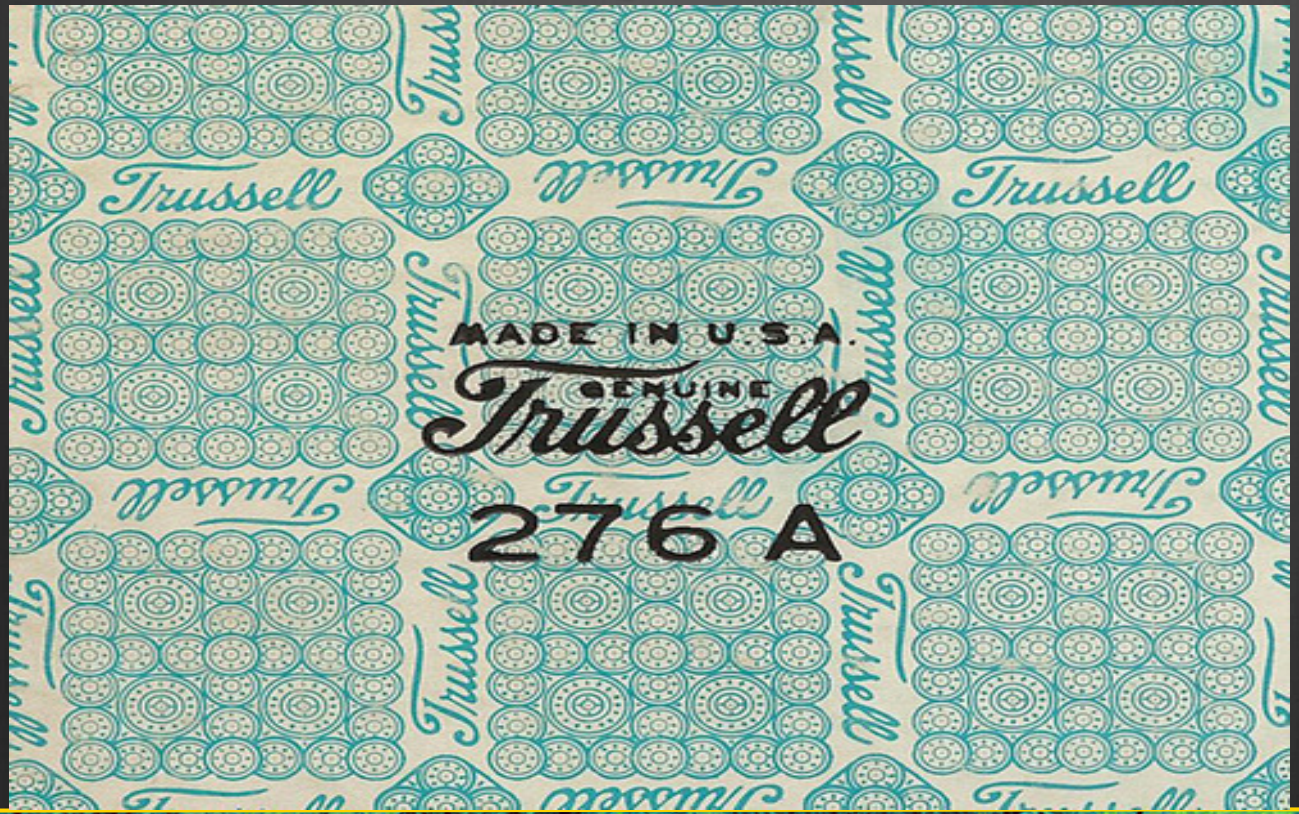
This decorative wall plaque is a great example of how an artist uses **lines and shapes** to create **patterns.**

How has the artists use of **pattern** enhanced this piece?

Henri Ma[illegible]e

Would this piece be as interesting if the artist had used a solid background rather than this patterned one?

Pattern in Graphic Design

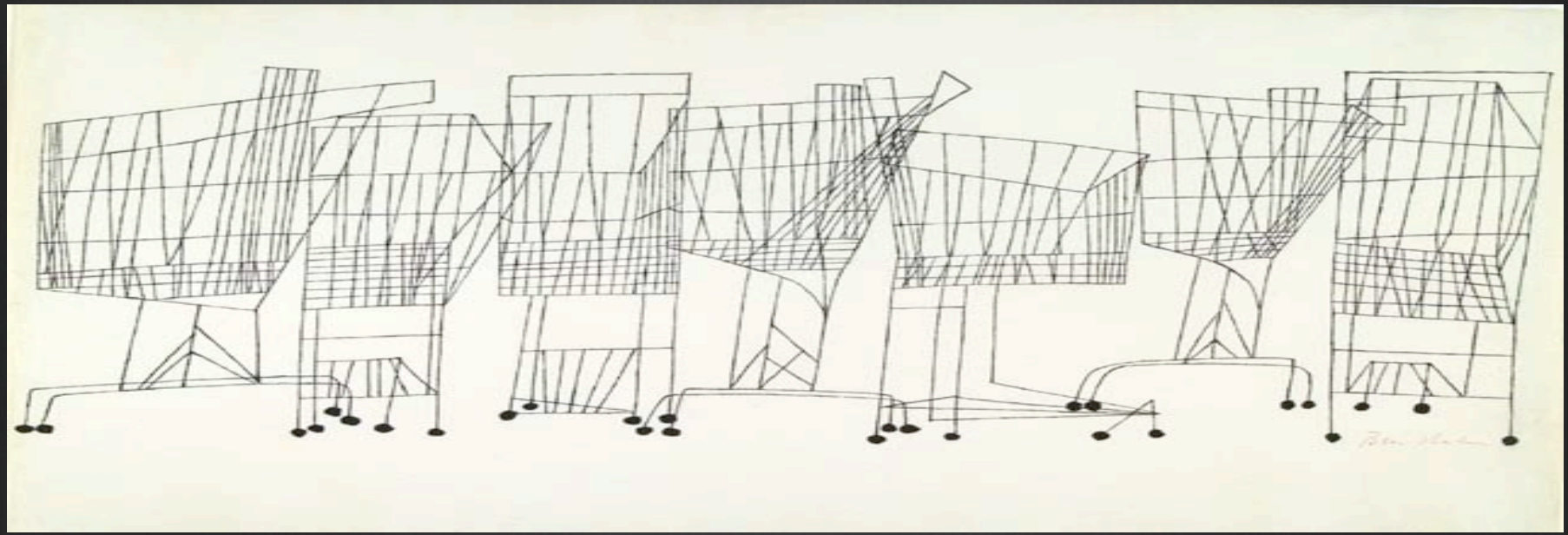


Pattern in Graphic Design

REPETITION:

A way of combining art elements so that the same elements are used over and over to achieve balance and harmony.

Ben Shahn has shown **repetition** in his work, ***Supermarket*** by repeating the same subject over and over to create an interesting composition. He used the same type and thickness of line and the same shapes



This beautiful ***Scorpion Mola*****,** by an unknown artist , from the Panama Canal Kuna Indians shows **repetition of what elements of art**?

Shapes, colors, lines, and forms are repeated.

Repetition in Graphic Design

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THE PRINCIPLES OF DESIGN IN REVIEW

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