

Principals of Design

The Principles Of Design refer to the organization of a work of art. Each Principle interprets how an artist uses the Elements of Art, composition and design to express their feelings and ideas. By studying these, your own work will become more sophisticated as you will begin to apply this new knowledge to your own works of art.

Balance

Balance involves the distribution of elements in a work of art. When an artist organizes these elements they are evenly or unevenly spread over the area to achieve a desired effect. Balance can be symmetrical or asymmetrical, as well as static or chaotic. Balance can create movement, tension or calmness.

Rhythm and Movement

The words Rhythm and Movement are often associated with music, or dance. The visual art can also contain rhythm and movement. Movement is a visual pathway in a work of art. Rhythm is a continuance, a flow, or a sense of movement achieved by repetition of regulated visual units; the use of measured accents.

Proportion

The word "Proportion" involves the relationship between sizes - scale.

Harmony

The cohesion of various picture parts. A "pulling together" of opposing forces on a picture plane is accomplished by giving them all some common element(s): color, texture, value, etc...

Variation

Variety is a counterweight to harmony. It is the other side of organization essential to unity. Variety gives an artwork interest and vitality, as the elements are repeated with enough change or difference to enhance each other.

Economy

Distilling the image to the basic essentials for clarity of presentation. **Example:** Often the beginner's solution to various complex visual problems lead to overworking, or unnecessary complexity. This can deteriorate into fragmentation, and lack of unity.

Dominance

The principal of visual organization where certain elements assume more importance than others in the same composition or design. Some features are emphasized and some are subordinated.