



THE PRINCIPLES OF DESIGN

The *Principles of Design* are the way artists use *Elements of Art* to create an effect, like sentences telling a story.

MOVEMENT - the literal change in position of an element of art (like an armature that moves on a sculpture) or the path the eye takes from one element to another (like following the curve of one line to another).

REPETITION - the use of an element of art multiple times. Repetition might help to create other principles of design, like movement, rhythm, emphasis, balance, or unity.

PATTERN - the sequence created by one or more repeated elements of art. For example, alternating red and blue lines or triangles in a grid.

RHYTHM - the flow of a pattern through an artwork to create a mood. If a pattern is a repeated shape, then rhythm is how frequently it is repeated.

PROPORTION - the relation of one element of art to another. Realistic proportions help create unity, like the size of an eye that relates to a face. The proportion of an artwork in relation to a person is called scale.

EMPHASIS - the focus or most important part of an artwork. Typically the emphasis of a painting catches the viewer's attention first. Artists often emphasize one area by contrasting one element of art with another.

BALANCE - equal distribution of the weight of elements of art. This might be literal (two forms that weigh the same) or visual (similar colors in opposite corners of a painting), symmetrical (the exact same shapes) or asymmetrical (three small shapes that equal a large one).

UNITY - the way individual elements of art work together to create one shared effect.

VARIETY - A mix of several different elements in a work of art. Variety can help create interest and move the eye around the work of art.