

# CONTRAST



The juxtaposition of related and significantly different elements.



**LINES:** thick vs. thin  
**SHAPES:** geometric vs. organic  
**TEXTURES:** rough vs. smooth

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# PROPORTION



The spatial relationship of one object to another, or to the whole.



**EXAGGERATED/DISTORTED PROPORTION:** intentionally changing proportions to communicate a specific message

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# REPETITION



The repeated use of similar elements.



**LIMITED:** 1 or 2 repeated elements - causes a visual echo  
**MOTIF:** a distinctive unit in an artwork, such as a specific shape  
**PATTERN:** recurring motifs are repeated in a predictable way

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# MOVEMENT



The arrangement of elements so that they lead the eye throughout an art work.



**DIRECTIONAL LINES:** moves the eye to suggest physical movement  
**SHAPES:** dominant shapes move the eye from one object to another  
**EDGES:** fuzzy edges are interpreted as being in motion

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# RHYTHM



The repeated use of similar elements, but with variations, to create a sense of movement.

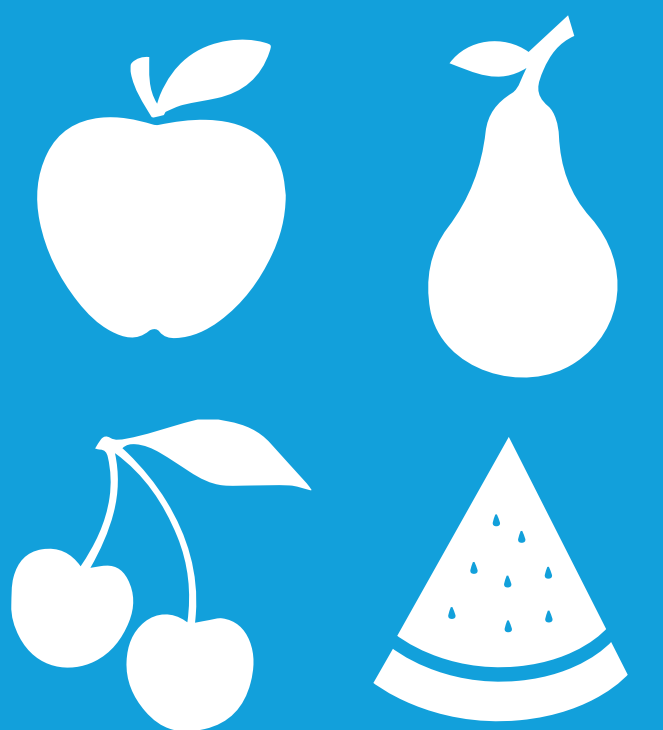


**RANDOM:** repetition of motif in no obvious order  
**ALTERNATING:** placement of motif changes in a predictable way  
**PROGRESSIVE:** motif has gradual change each time it is repeated

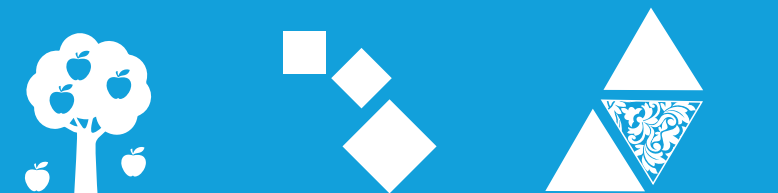
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# PRINCIPLES OF DESIGN

# VARIETY



The use of similar and different elements in an artwork.



**OPPOSITION:** juxtaposition of elements with strong contrast  
**CHANGE:** object's size, point of view, or angle is altered  
**ELABORATION:** intricate details are juxtaposed with simplicity

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# EMPHASIS



Highlighting part of an artwork to draw attention to it.



**CONVERGENCE:** elements pointing towards the focal point  
**LOCATION:** elements close to the centre create a focal point  
**ISOLATION:** element placed off by itself creates a focal point

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# BALANCE



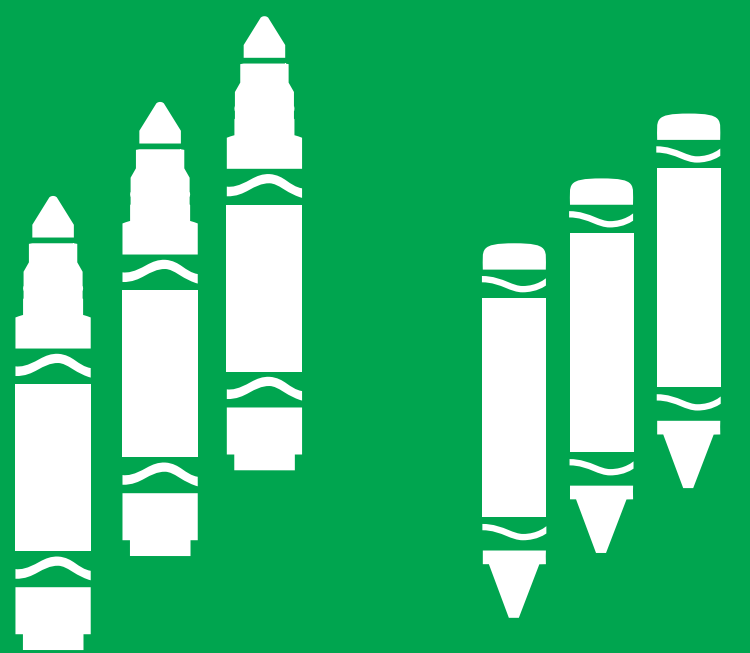
The arrangement of elements so that they seem equal in weight or importance.




**SYMMETRY:** one side is the mirror image of the other  
**ASYMMETRY:** two sides are not identical - but are arranged so their weight is equal  
**RADIAL:** elements are evenly spaced around a central point

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# UNITY



The arrangement of elements in such a way as to highlight their similarities.



**REPETITION:** similar elements are repeated  
**PROXIMITY:** elements placed close together, limiting the negative space  
**CONTINUATION:** elements that create a continuous line or edge

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# HARMONY



The arrangement of elements so they work together as a whole.



**-tone:** limited colour range allows the elements to work together  
**SHAPES:** shapes work together to tell a story  
**lines:** helps create a relationship between elements

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