PRINCIPLES OF DESIGN

Below you will find a list of eight design principles with simple definitions. These definitions do not express the full meaning of these terms in relation to art analysis, but should serve as a basic guide with which you can examine your piece and the work of others.

**Balance** - Symmetry or visual weight in the composition of a piece of art.

**Emphasis or Focal Point** -Elements that guide the viewer’s attention through a piece to a specific point in the work.

**Contrast** -Difference in theme, imagery, and color to strengthen the other principles of the piece.

**Movement** - Using line, shape, and form to create the illusion of motion.

**Pattern** -Systematic and repetitive use of the same motif or design.

**Rhythm** - Like elements, shapes, colors, or patterns with intentional subtle variations.

**Unity** - Using compositional elements to create harmony and wholeness to a work.

**Variety** - Using compositional elements to create tension and dissonance in a work.



**DIAMONDS, NOT JUST A GIRL’S BEST FRIEND**

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