

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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