

PRINCIPLES OF DESIGN

Balance— opposing forces are equal
Symmetrical or unsymmetrical

Unity achieved by dominance
of one element

Contrast/conflict-- straight vs curved..... light vs dark
Contrast of value, line, texture, direction, size, shape

Repetition—repeating line, shape, color, direction, texture, value, size
Can be repeated exactly, or with variation (see harmony)
Alternation-- a rhythmic sequence of repeating

Rhythm—movement of the eye through the composition , by means of repetition, contrast,
Gradation. (see gradation)

Emphasis/dominance—the parts of the composition which stand out in the design

Harmony—two or more units which are similar, closer proximities in color/value/shapes/line
Achieves an overall pleasing effect
Sometimes achieved by repetition of elements (see repetition)

Gradation—transition from light to dark, warm to cool, perpendicular to horizontal,
One shape to another (part of rhythm) (Used by Ravel in his *Bolero*)

ELEMENTS OF DESIGN

Line— simple, limitless, can be suggested as objects, or points
Can describe texture, value, can be straight, wiggly, curved, thin, fat, dark, light..

Shape—line which goes around , and comes back on itself to enclose an area

Color—Hue/Value/Intensity ... Monochromatic/analogous/split/complementary/triadic

Value— the relative dark and light of an object

Light and Shade— the side which receives light, and the one away from light, creating shadow

Texture— the quality of an object that distinguishes it from another of the same size or value
May be tactile, visual, rough or smooth

Perspective-- the practice of depicting a three dimensional object on a 2-dimensional surface

Size— sizes of shapes in positive AND negative spaces should vary, creating interest

Direction— lines can go vertical (balance, stable), horizontal (restful), oblique (dynamic, dramatic)