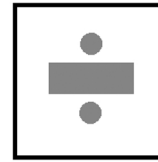


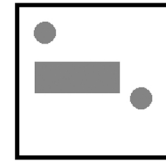
PRINCIPLES OF DESIGN

BALANCE

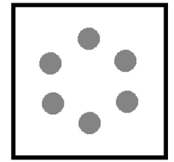
Balance is the distribution of visual weight in an artwork. The three types of balance are symmetrical (two sides are the same), asymmetrical (two sides are different but visually weighted equally) and radial (design emerges from center point).



Symmetric



Asymmetric



Radial

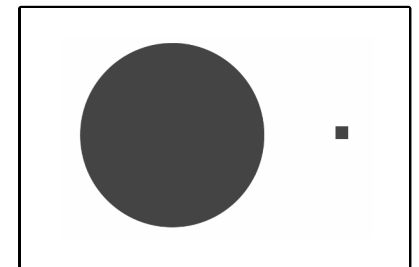
CONTRAST

Difference between two or more elements (e.g., value, color, texture) in a composition; juxtaposition of dissimilar elements in a work of art; also, the degree of difference between the lightest and darkest parts of a picture.



DOMINANCE

The importance of the emphasis of one aspect in relation to all other aspects of a design. The dominant element is the strongest focal point with the greatest visual weight.



EMPHASIS

Emphasis is the creation of a focal point in an artwork. Emphasis draws the viewer's eye to particular areas of the artwork first. Usually the artist will make one area stand out by contrasting it with other areas. The area could be different in size, color, texture, shape, etc.



MOVEMENT

Movement is how the eye travels through an artwork. Movement can lead the viewer from one aspect to another within the composition. Such movement can be directed along lines, edges, shape, and color within the work of art.

