

# PRINCIPLES OF DESIGN

## REPETITION

The repetition of specific visual elements such as a unit of shape or form. A method used to organize surfaces in a consistent regular manner.



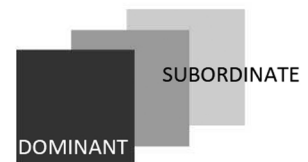
## RHYTHM

Rhythm is the regular repetition of elements such as line, shape and forms to create interest and consistency.



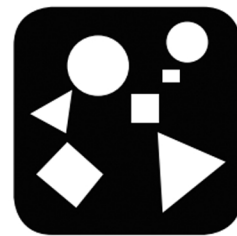
## SUBORDINATION

Making an element appear to hold a secondary or lesser importance within a design or work of art.



## VARIATION

The use of several elements of design to hold the viewer's attention and to guide the viewer's eye through and around the work of art.



## UNITY

Unity means that all elements within the artwork are in harmony. Variety within elements adds interest to the composition.

