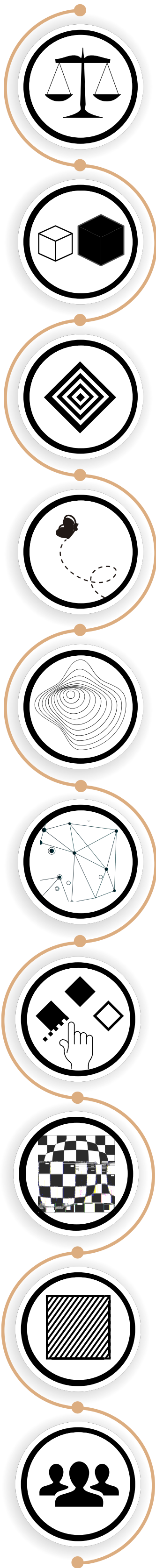


PRINCIPLES OF ART



BALANCE

Balance comprises of evenly distributed visual weight in any artwork. There are three types of balance:
Symmetry - where two sides are identical.
Asymmetry - where two sides are opposites.
Radial - where the design will spread from the center.

CONTRAST

Contrast in art refers to the difference visible between the different elements being used, which include changing the size or value, color or any other separating factor.

EMPHASIS

Emphasis is a key component in a composition to lead the eyes into a particular area, center point or key interest details in the artwork.

MOVEMENT

Movement in an artwork will lead the viewers eyes in the desired direction to follow, usually towards the focal point of the composition.

RHYTHM

Rhythm consists of repeated elements in an artwork which can include all forms of shapes and lines.

UNITY

Unity consists of all the elements in the artwork suiting each other and looking in a pleasing visual result of completeness.

VARIETY

Variety is the key of continues interest within a composition, to achieve variety a use of different elements including color, shapes, lines and patterns.

HARMONY

Harmony in art emphasizes the resemblances between separate yet related elements in an artwork.

PATTERN

A pattern can be placed onto any element within an artwork, this can be achieved by using repeated decoration of shapes or color.

PROPORTION

Proportion and scale relate to the relation of elements in size in comparison to the rest of the objects or elements in the artwork. The values of this are also determined by the position, angle or distance of the object in order to correctly judge its proportion and scale in comparison to the rest of the elements.