

DESIGN PRINCIPLES - SUBTOPICS

BALANCE

Balance vs Imbalance
Horizontal and Vertical
Symmetrical vs. Asymmetrical
Balance by Value and Color
Radial Balance
Crystallographic Balance
Allover Pattern

EMPHASIS & FOCAL POINT

Attracting Attention
Ways to Achieve Emphasis
Contrast
Isolation
Placement
Degree of Emphasis
Single Element
Absence of Focal Point
Emphasizing the Whole

SCALE/PROPORTION

Scale of the Art
Human Scale
Scale within the Art
Internal Proportions
Contrast of Scale
Scale Confusion
Surrealism and Fantasy
Proportion
Notions of the Ideal
Root Rectangles

RHYTHM

Rhythm & Motion
Shapes and Repetition
Alternating Rhythm
Progressive Rhythm
Patterns and Sequence
Converging Patterns

UNITY VS VARIETY

Harmony
Ways to Achieve Unity
Proximity
Repetition
Continuation
The Grid
Varied Repetition
Unity vs Variety
Chaos vs Control