

THE PRINCIPLES OF DESIGN



BRAINWORKS

Berkshire Regional Arts Integration Network

brainworks.mcla.edu

BALANCE

Arrangement of art elements with attention to visual weight. Symmetrically balanced artworks feel stable; asymmetrically balanced artworks can create a feeling of instability or movement.

MOVEMENT

An artwork can be composed suggesting a sense of action. The elements of art can be intentionally placed in ways that guide the viewer's eyes around the work.

REPETITION

Applying art elements so that the same element(s) are used again and again; repeating elements in a predictable way creates pattern.

PROPORTION

Size relationship between objects or elements in an artwork.

EMPHASIS

The part of the artwork that stands out in an eye-catching way; the center of interest.

CONTRAST

The juxtaposition of elements in an artwork showing differences that make them stand out from each other; many things can be in contrast to each other, including colors, shapes, or textures.

UNITY

The use of elements of art to create harmony in a composition.

VARIETY

Combining art elements in ways to create visual interest.

