Principles of Design Guide Sheet

The principles of design describe the ways that artists use the elements of art in a work of art.

**Balance** - The appearance of equal visual weight within a composition. Ex: two people on either side of a statue.

**Proportion** - The relationship between the sizes of objects or components in an image. Helps to indicate an object’s size, distance, and location.

**Repetition** - of elements helps to create a sense of rhythm or movement in a photograph.

**Contrast** is the scale of difference between black and white in your images.

**Variety** - is all the different elements in the photograph. Variety helps to add interest to the work and keeps the viewer’s eyes moving around the piece.

**Movement and Rhythm** - In a photograph, movement is real or implied motion (think action photography) Movement can also refer to how a viewer’s eye travels through a picture. **Rhythm** can be created by the organized repetition of art elements or objects.

**Emphasis** - the focal point of the work.

**Unity** - all of the individual parts of the photograph come together and support each other to make one unified image.