

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.