

PRINCIPLES OF DESIGN

The principles of design are more complex visual solutions, operating much like sentences and paragraphs in a story.

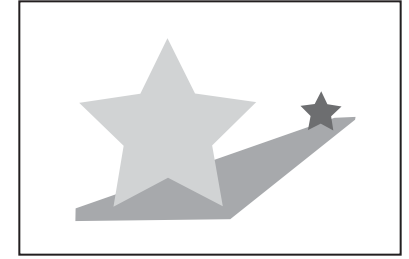
The principles of design are used to direct the viewer's gaze through the frame.



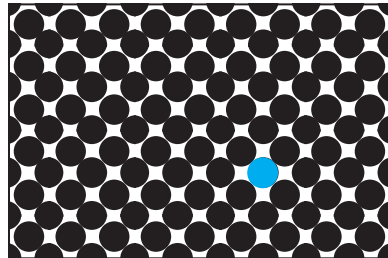
HARMONY: Cohesion that is pleasing to the eye, based on the Gestalt principle of similarity.



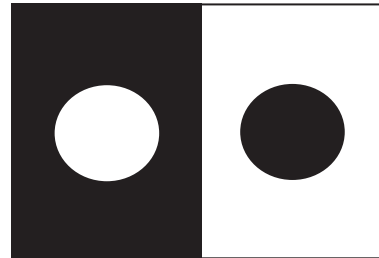
UNITY: Elements look like they belong together. The whole predominates over the parts.



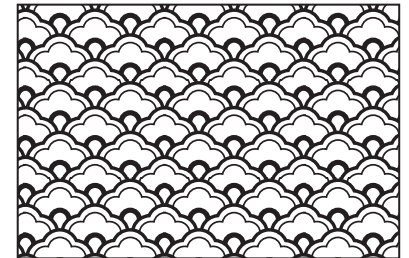
BALANCE: Sense of equilibrium achieved through implied weight, attention, tone or attraction.



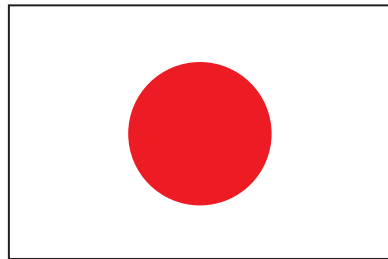
EMPHASIS: Some elements are visually more dominant than others.



CONTRAST: Two related elements are different either by shape, size, value, texture, colour, etc.



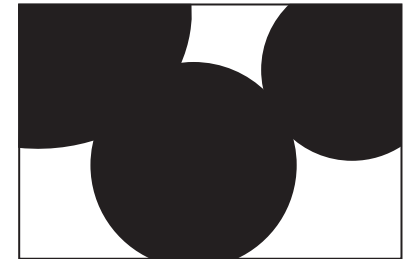
RHYTHM: Sense of flow or movement achieved by repetition of elements.



ECONOMY: Distilling information to only its basic elements. ie. "Less is More"



COMPOSITION: Organization of visual elements in work of art or design.



CROPPING: Frame closes in on visual elements, trimming portions of elements beyond the borders.