



THE PRINCIPLES OF DESIGN



THE RULES OF GOOD DESIGN

- The principles of design are the rules that govern how we use each of the elements of design in any given art work.



THE RELATIONSHIP OF THE ELEMENTS AND PRINCIPLES OF DESIGN

ELEMENTS OF DESIGN

Line
Texture
Color
Shape/Form
Pattern

TOOLS

PRINCIPLES OF DESIGN

Balance
Rhythm
Emphasis
Proportion/Scale

RULES

To
create

Harmony



PRINCIPLES OF DESIGN

- Balance
- Proportion & Scale
- Emphasis
- Rhythm
- Harmony



WHAT IS THE DEFINITION OF BALANCE?

- What does the word balance mean?
- Where is balance used?
- What comes to your mind when you think of balance?



BALANCE

- The parts of a design are arranged so they achieve a feeling of rest and equilibrium
- Refers to how **lines, shapes, colors, textures, and patterns** are used to break up an area or space into parts.
- You can manipulate the elements of design to increase or decrease apparent visual weight.



TWO TYPES OF BALANCE

- Within balance there are two main methods to create equilibrium
 - Symmetrical Balance
 - Asymmetrical Balance



SYMMETRICAL BALANCE

- Both sides are EXACTLY the same, a mirror image of each other.
- This type of balance gives a very solid and professional look.
- Symmetrical balance is referred to as formal balance.

SYMMETRICAL EXAMPLES





ASYMMETRICAL BALANCE

- The design is balanced, but each side is different in some way.
- This type of balance tends to draw attention to a particular area.
- Asymmetrical is referred to as informal balance.

ASYMMETRICAL EXAMPLES



Symmetrical

Balance

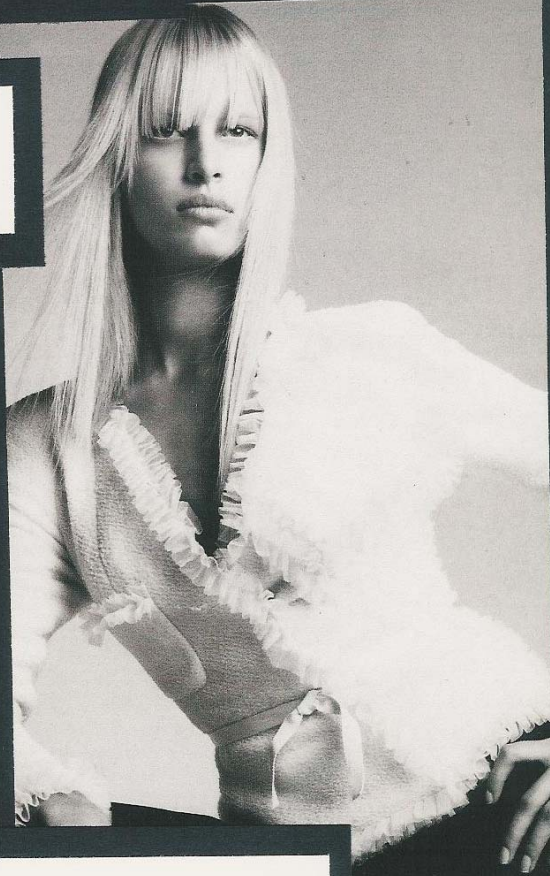


The model is wearing an symmetrical ensemble. The buttons of her collar shirt cuts down the center of her body as her business coat divides her body into vertical fourth. The outfit is a continuous mirror image of repeating proportions. The symmetrical effect makes the model appear more formal, serious, and business like. Everything is in balance, making her body slender.

PORTFOLIO EXAMPLE

Asymmetrical

Balance



The model is wearing a asymmetrical blouse. The left side of her body seems to weigh down the right side of her body. This is because she has a pocket and a waist tie crowding on her left side. The asymmetrical design is dramatic and gives the model a sense of edge.

PORTFOLIO EXAMPLE



BALANCE PORTFOLIO PAGES

- Titles: Symmetrical Balance, Asymmetrical Balance
- Select Two Pictures; one symmetrical, one asymmetrical
- Paragraphs
 - Describe what ELEMENTS make the design a particular type of balance
 - Explain what it does to the design (formal, informal, draws attention....)