

Principles of Art

- ◆ Balance
- ◆ Emphasis
- ◆ Proportion
- ◆ Unity
- ◆ Variety
- ◆ Rhythm
- ◆ Movement

Principles of Art

RHYTHM

Rhythm refers to how elements are repeated or how they change and develop.



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BALANCE

The arrangement of elements in a composition can create balance or imbalance. Three key ways to create balance are through symmetry, asymmetry and radial symmetry.



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EMPHASIS

Emphasis is what makes part of a composition stand out. Artists and designers can emphasise something in various ways which include using its position, using converging lines, or by making it unusual.



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PROPORTION

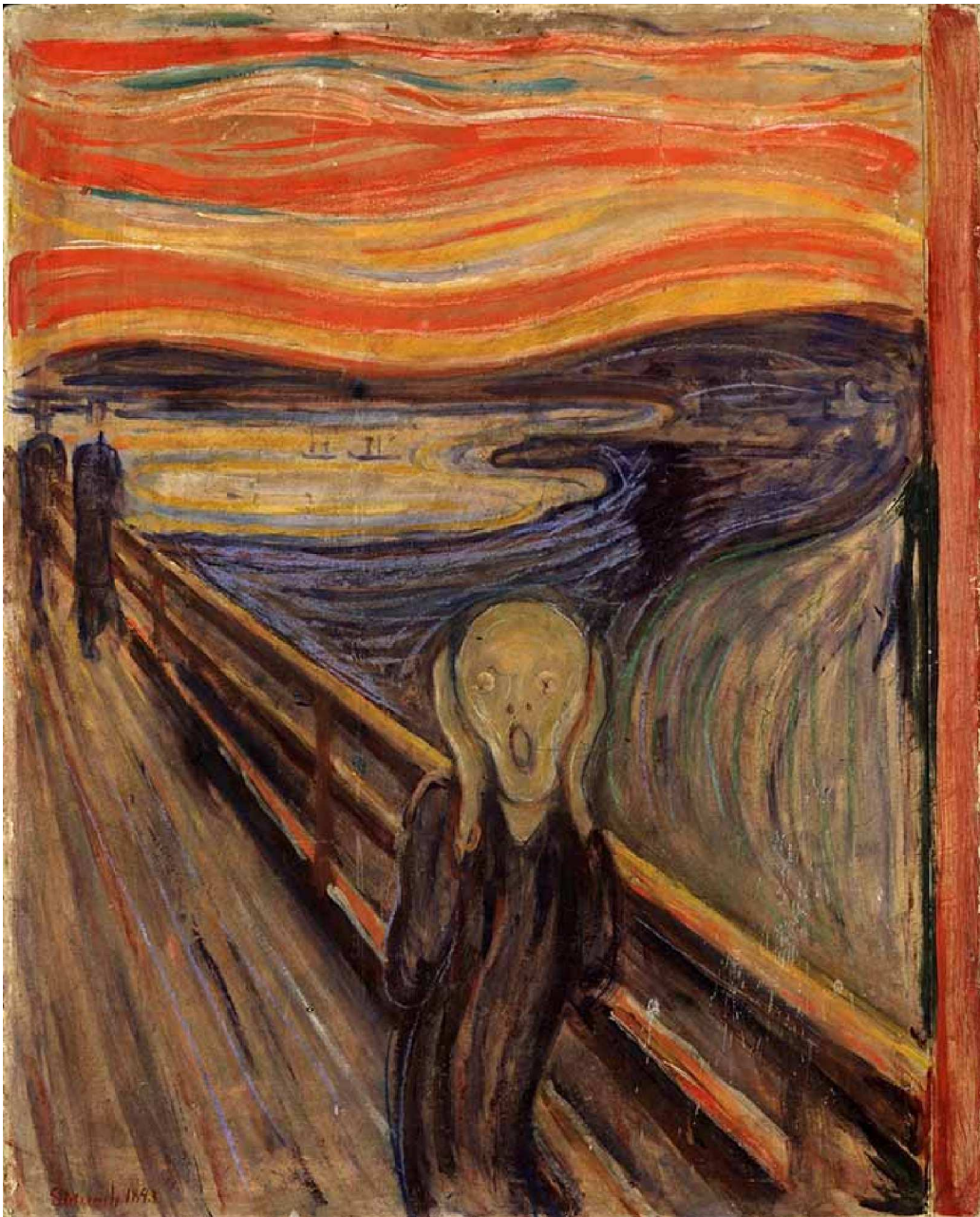
Proportion describes the relationship between the dimensions of different elements and an overall composition. Scale refers to an artwork's size and how parts of a composition relate to each other.



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UNITY

Unity refers to how different elements of an artwork or design work come together and create a sense of wholeness.



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VARIETY

Variety refers to how artists add complexity to their work using visual elements. Contrast, difference and change, and elaboration all add visual interest to an artist's work.



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MOVEMENT

A principle of design used to create the look and feeling of action and to guide the viewer's eye throughout the work of art.



