

CHAPTER 8 NOTES*

Principles of Design:

Unity: When all the elements work together as one to communicate ideas or feelings

Variety: Differences to make the work less boring and create visual interest

Emphasis: When one thing or area attracts more attention—another word for this is focal point, or it is said to be dominant

Rhythm: repetition of similar elements to create implied movement in an artwork.

Movement: using directional lines, shapes, forms, figures in action, color gradations can imply movement as do a sequence of images put together. Optical illusions also can create movement in a work. Art that actually moves is called kinetic.

Balance: Even visual weight around an artwork. Symmetrical—same on both sides, asymmetrical—different on both sides, but still even, approximate symmetry—very similar on both sides & radial balance—all coming from a center point out.

Pattern: Repeating lines, shapes and other elements over the surface of an area (adds movement and variety to works.)

Proportion: Size relationships between parts of an artwork

*Hobbs, Jack, et al. *The Visual Experience*. 3rd ed. Worcester: Davis, 2005. 166-205. Print.