

PRINCIPLES OF DESIGN

Gary Snider
Glenforest Secondary School
All Rights Reserved



5 PRINCIPLES OF DESIGN

- Balance
- Rhythm
- Proportion
- Emphasis
- Harmony

BALANCE



Visual balance is related to physical balance.

Lack of balance leads to a fall.

BALANCE



Visual balance is related to physical balance.

Lack of balance leads to a fall.

BALANCE



Symmetrical balance is created when one side is a mirror image of the other.

Symmetrical balance is also known as formal balance.

BALANCE



Symmetrical balance is created when one side is a mirror image of the other.

Symmetrical balance is also known as formal balance.

BALANCE

Asymmetrical balance is created when objects of equal visual weight are placed on each side of the centre.

Asymmetrical balance is also known as informal balance.



BALANCE

Asymmetrical balance is created when objects of equal visual weight are placed on each side of the centre.

Asymmetrical balance is also known as informal balance.



BALANCE

Balance need not be simply horizontal (left and right).

Diagonal lines suggest movement and result in a more dynamic composition.



BALANCE

Balance need not be simply horizontal (left and right).

Diagonal lines suggest movement and result in a more dynamic composition.



BALANCE

Balance need not be simply horizontal (left and right).

Diagonal lines suggest movement and result in a more dynamic composition.



BALANCE



BALANCE



BALANCE

Radial Balance is achieved when visual elements are arranged in a circle around a central point.



BALANCE

Radial Balance is achieved when visual elements are arranged in a circle around a central point.



RHYTHM

In graphic design, rhythm is the repetition of colour, line, shape, texture of pattern.



RHYTHM

Regular Rhythm



RHYTHM

Regular Rhythm



RHYTHM

Random Rhythm



RHYTHM

Random Rhythm



RHYTHM

Random Rhythm



RHYTHM

Graduated Rhythm



RHYTHM

Graduated Rhythm



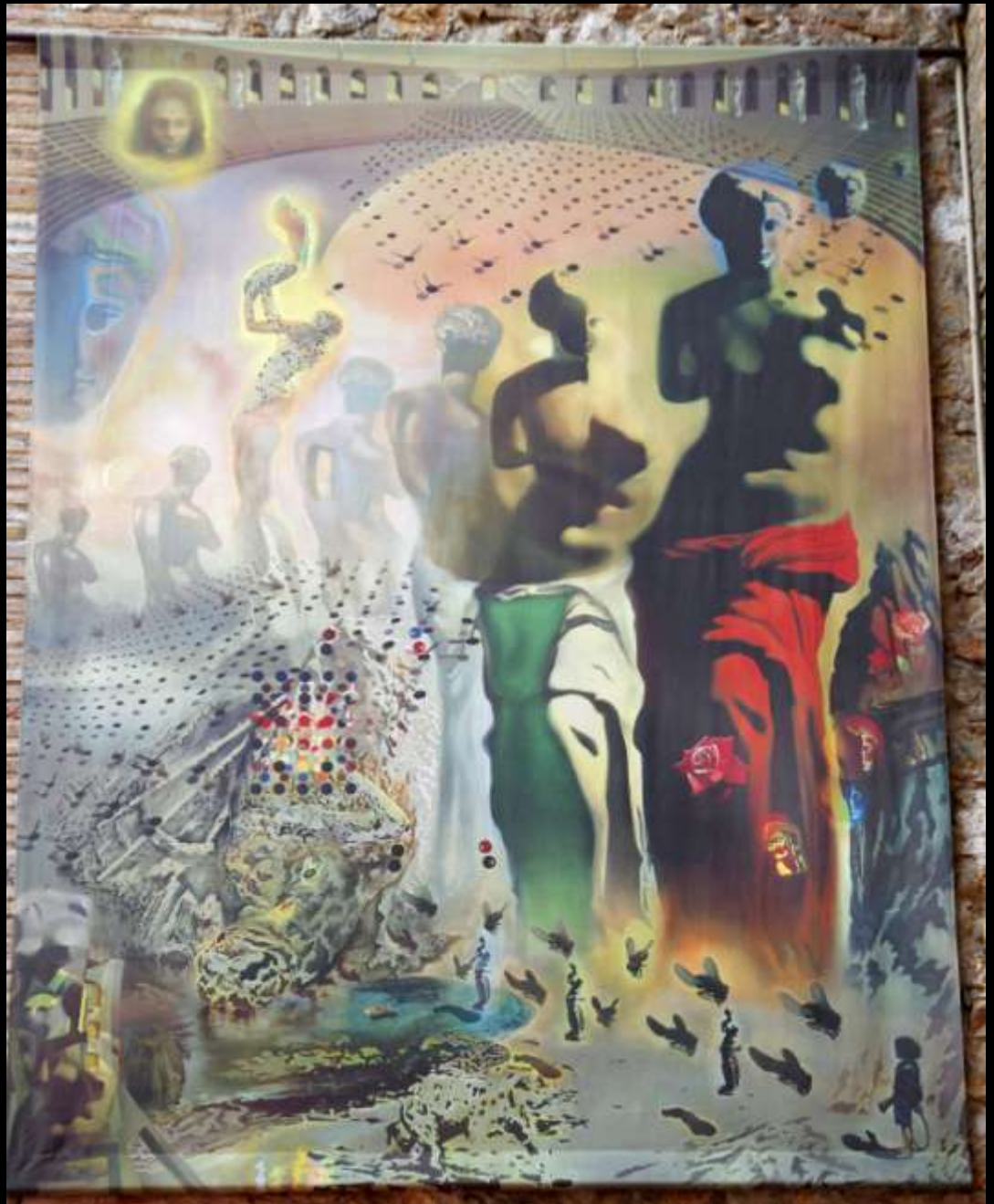
RHYTHM

Graduated Rhythm



RHYTHM

Gradated Rhythm



RHYTHM

Gradated Rhythm



PROPORTION AND SCALE



PROPORTION AND SCALE



PROPORTION AND SCALE



PROPORTION AND SCALE



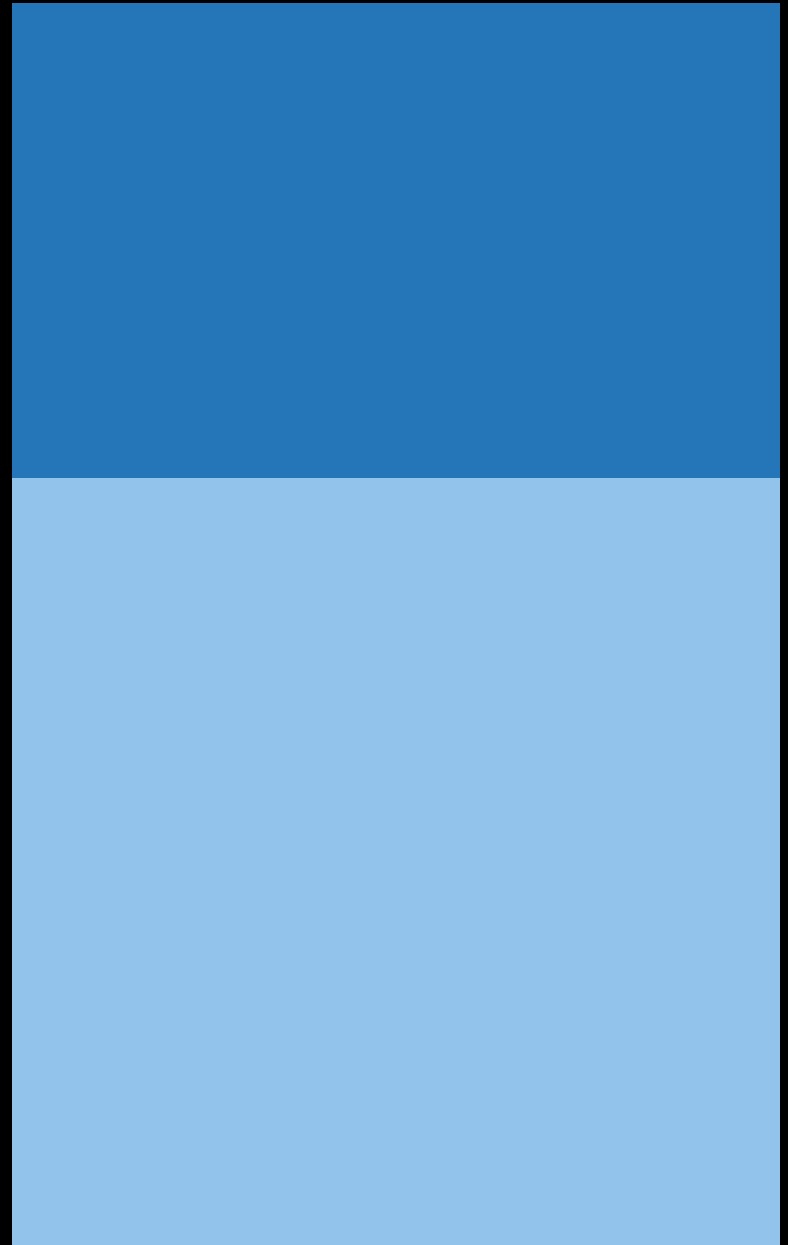
PROPORTION AND SCALE



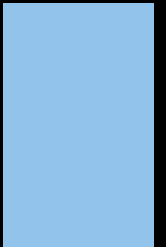
THE GOLDEN RATIO

$$\frac{a+b}{a} = \frac{a}{b}$$

$$= 1.6180339887...$$



THE GOLDEN RATIO





EMPHASIS

EMPHASIS



EMPHASIS



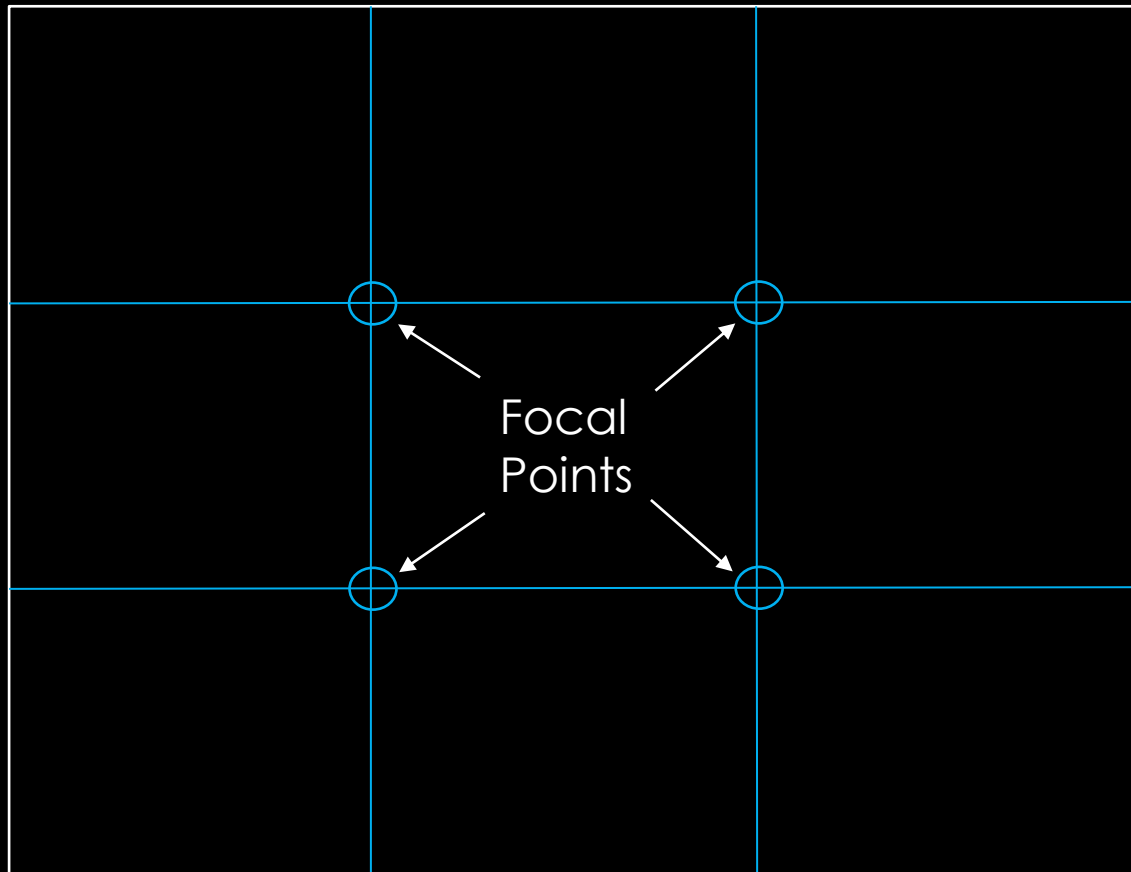


EMPHASIS

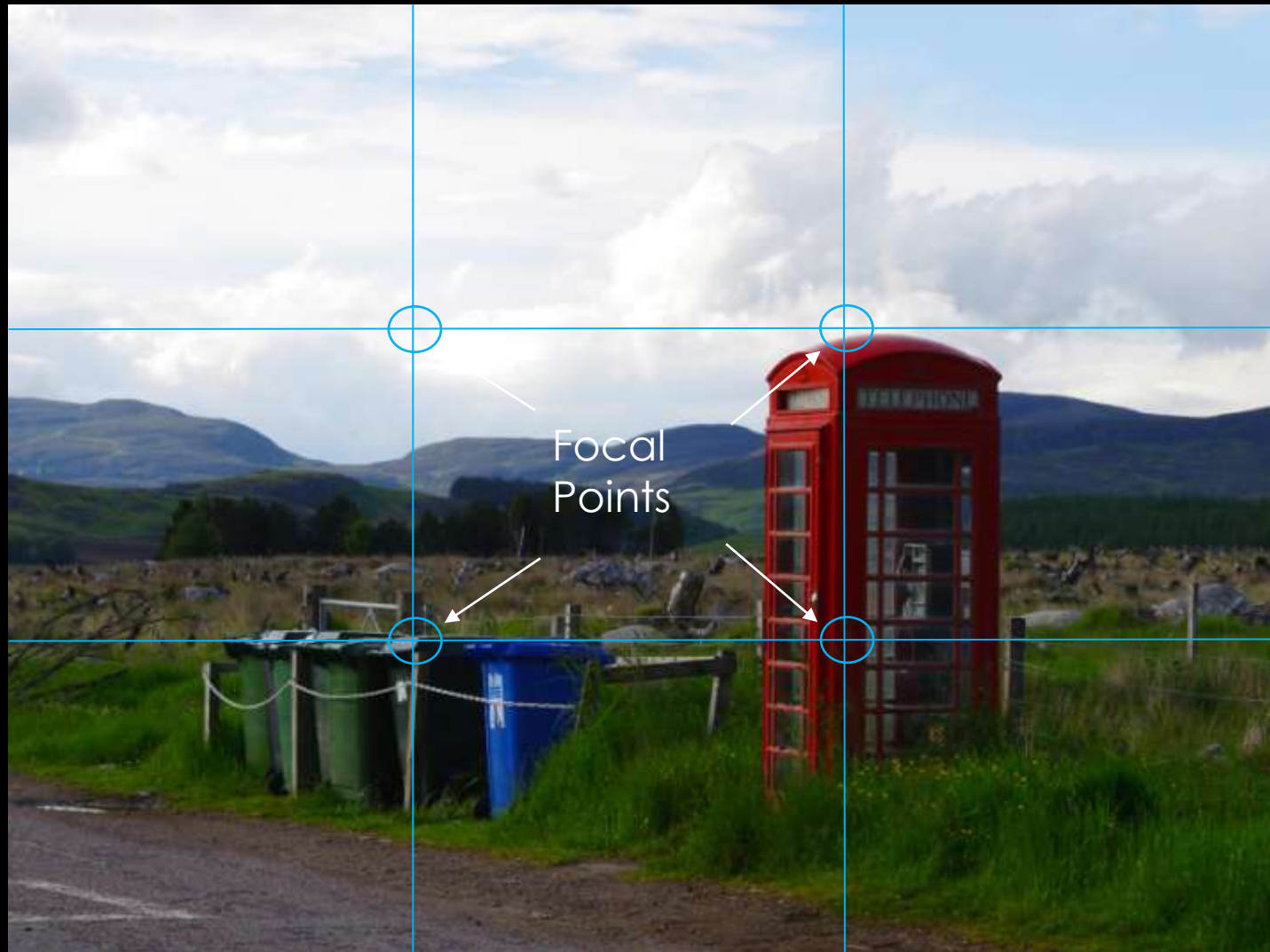
EMPHASIS



RULE OF THIRDS



RULE OF THIRDS



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY



HARMONY

