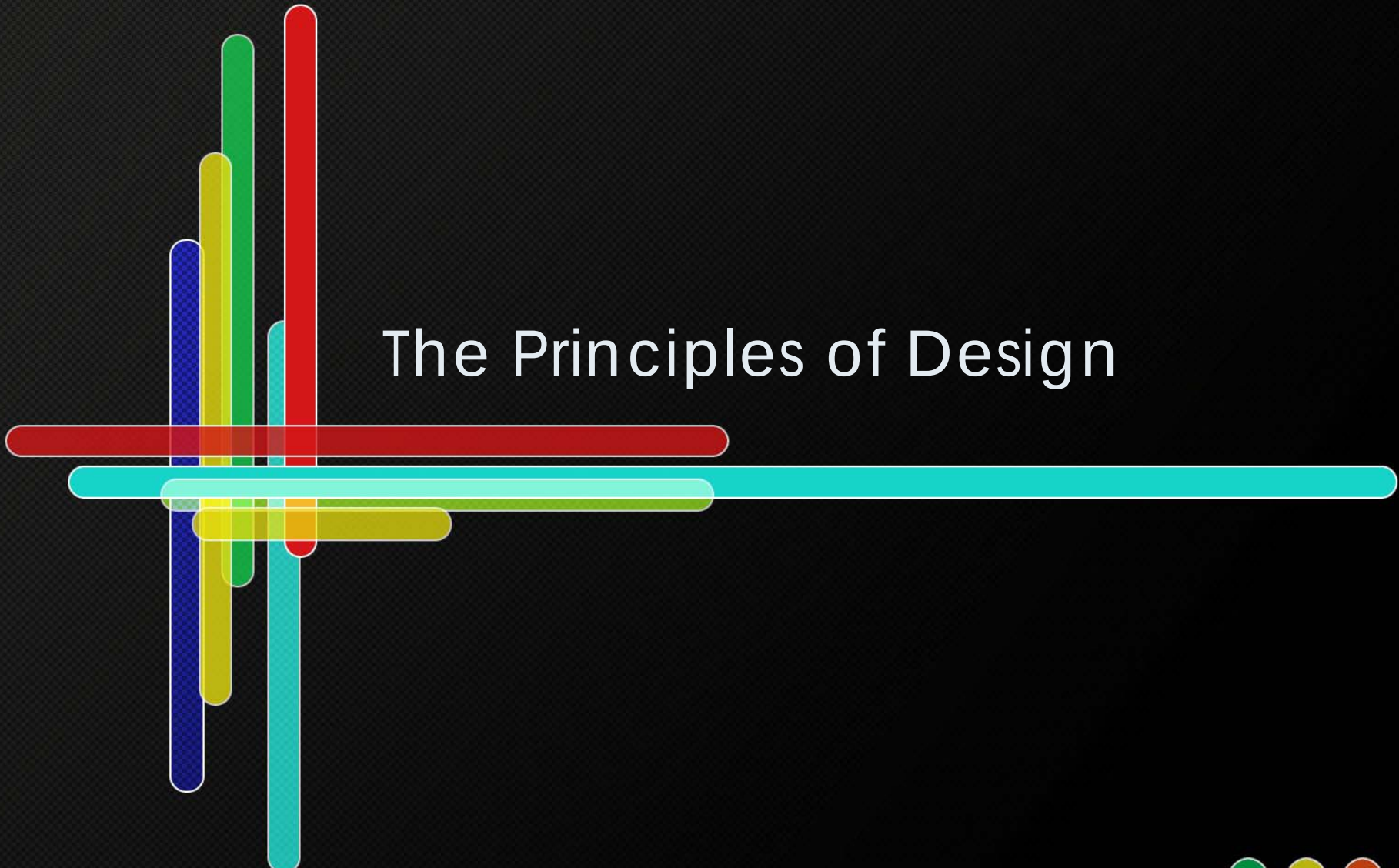
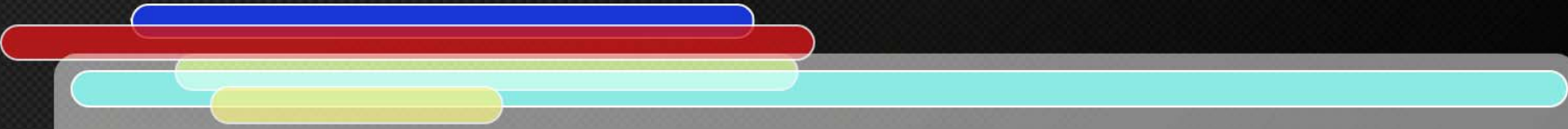


An abstract graphic design featuring several overlapping, semi-transparent bars in various colors (red, green, yellow, blue, cyan) arranged in a cross-like pattern. The bars have rounded ends and are set against a dark, textured background. The title text is positioned to the right of the central intersection of the bars.

The Principles of Design



The Principles of Design



- The principles of design are used to arrange the elements of design.
- Through the careful arrangement of the elements of design a composition is created.



The Principles of Design



- Unity and Variety
- Balance
- Scale and Proportion
- Rhythm
- Emphasis



Unity



- Unity in a design is what holds the design together; it keeps the design from appearing cobbled together or random.
- **The importance of unity cannot be ignored!**



How do you achieve unity in a design?



- Through careful control of the elements of design.
 - Repetition of an element
 - Strict parameters of an element



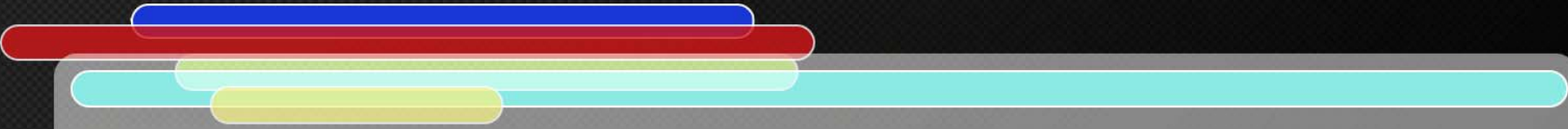
Variety



- Unity in design is of the utmost importance, however, repeating the exact same element is uninteresting and uninspired. Therefore, there must be variety within the unified design.

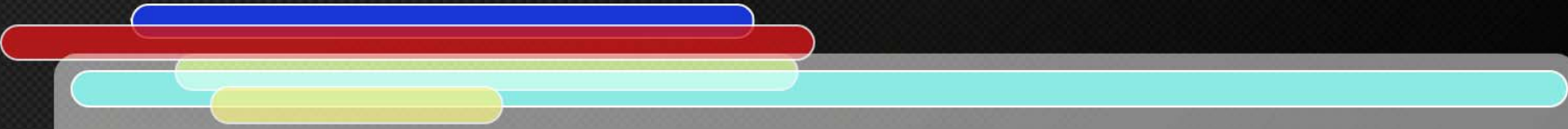


How do you achieve variety in a design?

- 
- Use one or two elements as the dominant element(s)
 - Keep tight control over the dominant elements
 - Vary the aspects of the dominant element

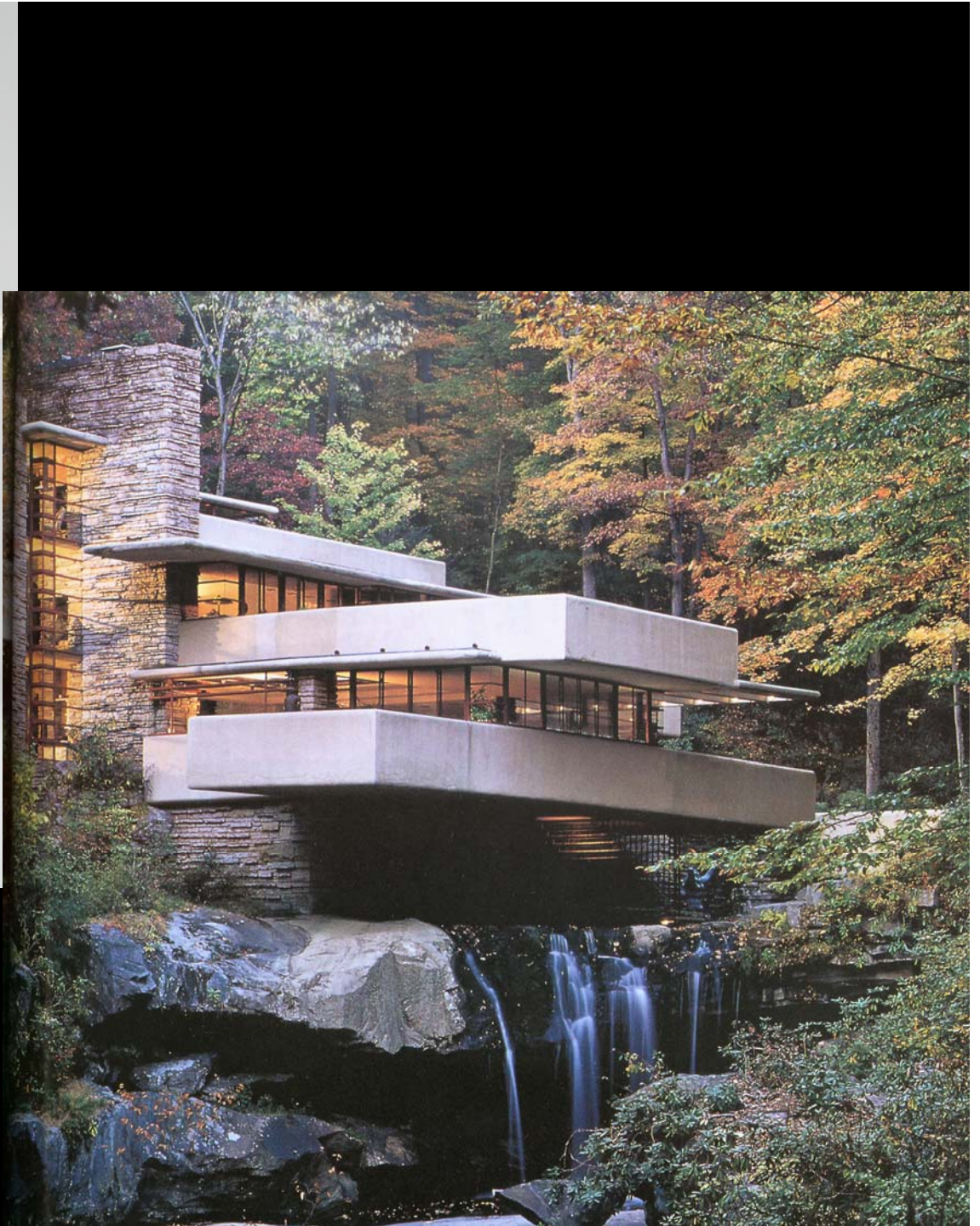


Examples

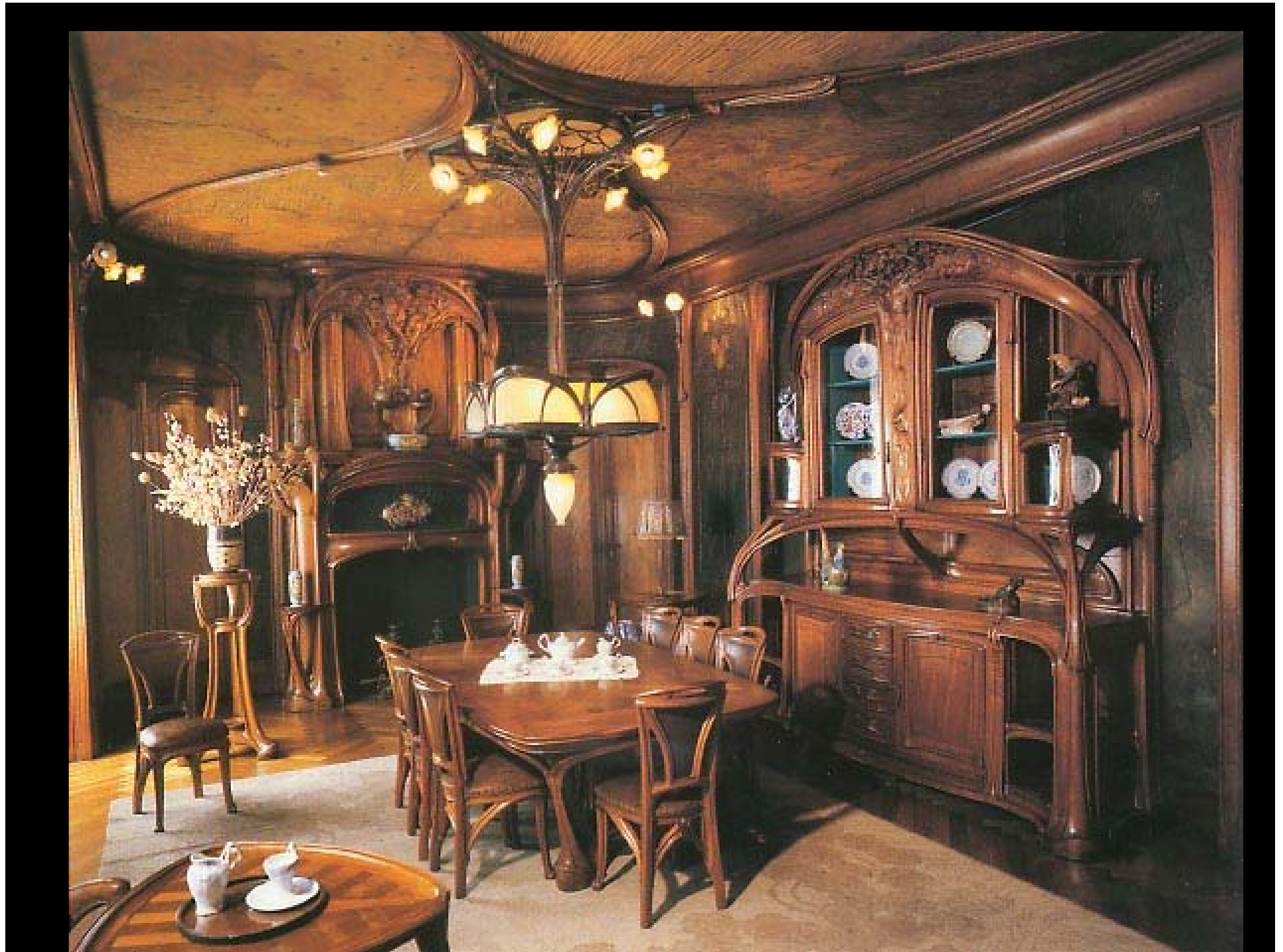


- Line
 - Choose a dominant type of line and change its path, width, continuity, sharpness, consistency, or length.
- Color scheme
 - Create a tight color scheme, but vary the intensities, tints, tones and shades of those colors.
- Texture
 - *Star Wars, Liaisons*
- Shape
 - *Liaisons, 3PO*











1970s











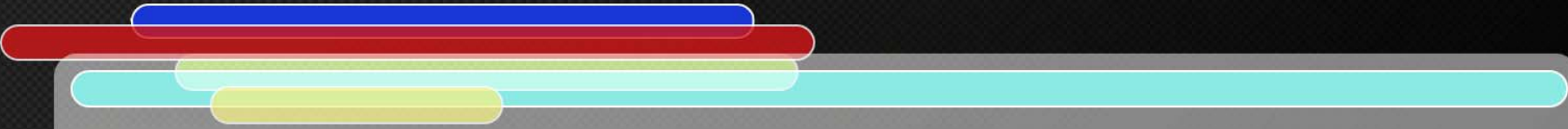


Balance

- The equal distribution of weight or force among visual units.
- Visual balance creates equilibrium/harmony
- Imbalance creates uneasiness/tension



Types of Balance



- Symmetrical
- Asymmetrical
- Radial
- Horizontal
- Vertical















v. The Caretaker



Vigil



