**Principles of Design Reference** *The* ***recipes*** *in a work of art or design*

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| **Principle** | **Visual Example That Highlights This Principle** | **Definition and Types** |
| **1 Balance** |  | The arrangement of objects and space in a design. (Symmetrical, approximately symmetrical, asymmetrical, radial, and uneven are typical forms) |
| **2 Rhythm** |  | An arrangement with repetition (if it’s consistent then it’s a pattern) that may change within the space of the design. |
| **3 Unity** |  | Although slightly different, all the visual elements and pieces share qualities and feel as if they are part of a cohesive whole. |
| **4 Emphasis** |  | The use of contrasting elements to make a particular element stand out. |
| **5 Proportion/Scale** |  | The size of the elements within a design and the size of a design in relation to the world around it. |