

The Principles of Design

Louisville Middle School

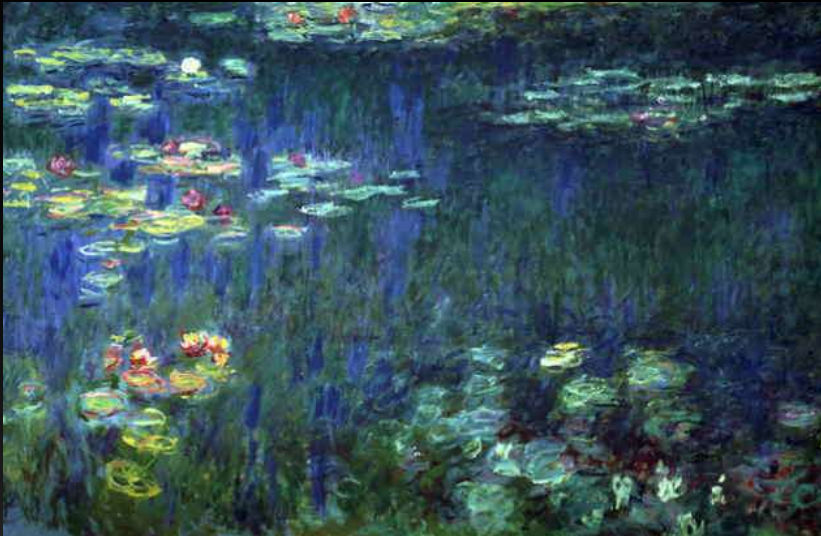
Mrs. Villers

PRINCIPLES OF DESIGN

The principles of art are the ways the elements are arranged in a composition.

(Think of these as the equation in a math.)

Unity – Connects a variety of elements and principles into a work of art with harmony and balance—all parts of the design are working together.



*Waterlilies, Green Reflection,
Left Part (1916-1923),
Claude Monet*

THE PRINCIPLES OF DESIGN

Movement – A way of combining visual elements to produce a sense of action. This combination of elements helps the viewer's eye to sweep over the work in a definite matter.



*The Day Of The Sea
(Vortex) (2009),
Mayuko Fujino*

Rhythm – A type of visual or actual movement in an artwork. It is created by repeating visual elements.

Rhythms are often described as regular, alternating, flowing, progressive or jazzy.



*Untitled - Music Series
(1978), Alma Thomas*

THE PRINCIPLES OF DESIGN

Balance – How parts of an artwork are arranged to create a sense of equal weight or interest. An artwork that is balanced seems to have equal visual weight or interest in all areas.

Types of balance are symmetrical, asymmetrical, and radial.



Jack in the Pulpit No. IV (1930)
Georgia O'Keeffe

*Ram's Head White
Hollyhock and Little Hills (1935)*
Georgia O'Keeffe



Contrast – Differences in elements such as color, texture, value, and shape. Contrasts usually add excitement, drama, and interest to artworks.



The Traveller (The Bridesmaid) (1883-85)
Joseph Tissot



Sunflowers (1888)
Vincent Van Gogh

THE PRINCIPLES OF DESIGN

Emphasis – Occurs any time an element of a piece is given dominance by the artist.



Orchestra Musicians (1870-71)
Edgar Degas

Pattern – A choice of lines, colors or shapes, repeated over and over in a planned way.



Iqoma bowl basket from the Zulu people of South Africa



Chokwe Chikunza mask from Zambia

The Assignment...

- If you are working in your sketchbook: Fold a page in your sketchbook in half length wise (hot dog).
If you are working on a loose leaf of white paper: Fold into third creating a “door” (like examples on the right).
- Create 7 even rows.
Use a ruler and divide into equal sections.
- Cut on the lines halfway through the paper to create flaps.
- In each section write an principle and use a “font” that illustrates the principle.
- On one half of the inside, neatly write the definitions.
- On the other half of the inside, create a small illustration of the principle in action.
- (They do not have to be the Art History examples I included on the PowerPoint. Simplify!)
- Ink with ultra fine sharpie & color with colored pencil.

