

## Principles of Design

BY : AR. NEHA MISHRA  
 ASSISTANT PROFESSOR  
 B.VOC (INTERIOR DESIGN)

# What is Design

*Design* is the creation of a plan or convention for the construction of an object or a system. It may be an architectural blueprints, engineering drawings, business processes, circuit diagrams or sewing patterns. *Design* has different connotations in different fields

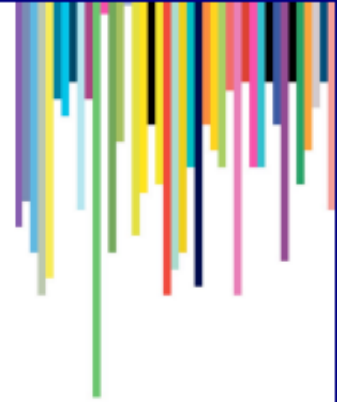


**Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users, clients or customers. Design may be described as creativity deployed to a specific end**

# Principles of Design

The **principles of design** describe the ways an artist use different elements of design in a composition. These ways or principles are

- Balance
- Rhythm
- Emphasis
- Contrast
- Movement
- Harmony
- Proportion and scale



# Principles of Design

## BALANCE

A sense of equilibrium.

When establishing balance consider visual weight created by size, color, texture and number of objects.

Balance is the concept of visual equilibrium, and relates to our physical sense of balance. It is a reconciliation of opposing forces in a composition that results in visual stability. Most successful compositions achieve balance in one of two ways: **symmetrically** or **asymmetrically**.



# Principles of Design

## BALANCE

**Symmetrical balance** can be described as having equal "weight" on equal sides of a centrally placed fulcrum. It may also be referred to as **formal balance**. When the elements are arranged equally on either side of a central axis, the result is **Bilateral symmetry**.

This axis may be horizontal or vertical. It is also possible to build formal balance by arranging elements equally around a central point, resulting in **radial** symmetry. This is called **Radial Balance**



# Principles of Design

BALANCE

**Symmetrical balance**



# Principles of Design

## BALANCE

### **Radial Balance / Biaxial Symmetry**



# Principles of Design

BALANCE

**Near Symmetry & Inverted Symmetry**





# Principles of Design

## BALANCE

**Asymmetrical balance**, also called informal balance, is more complex and difficult to achieve. It involves placement of objects in a way that will allow objects of varying visual weight to balance one another around a central point.

It just means that there are no mirror images in a composition. The term, however, is usually used to describe a kind of balance that does not rely on symmetry:



# Principles of Design



## RHYTHM

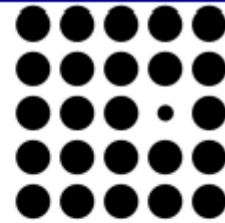
A visual tempo or beat. The principle of design that refers to a regular *repetition* of elements of art to produce the look and feel of movement. It is often achieved through the careful placement of repeated components which invite the viewer's eye to jump rapidly or glide smoothly from one to the next.



Rhythm in architecture is the repetitive use of a group of visual elements, at least three times, to establish a recognizable "pattern." Simple examples of rhythm are the alternating window and column arrangement of most high rise office buildings. More complex rhythms make use of what in jazz music is called "counterpoint", that is, two or more intersecting or overlaid rhythms. This is seen frequently in classical architecture, where a series of columns and openings are overlaid on top of a series of smaller openings.

# Principles of Design

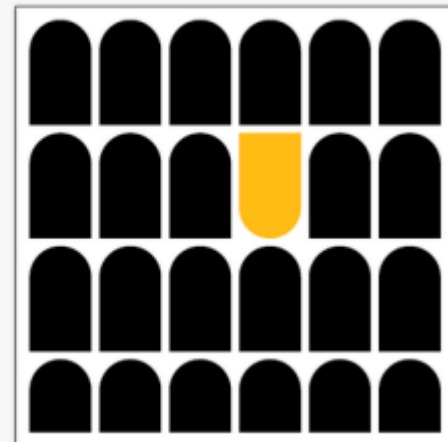
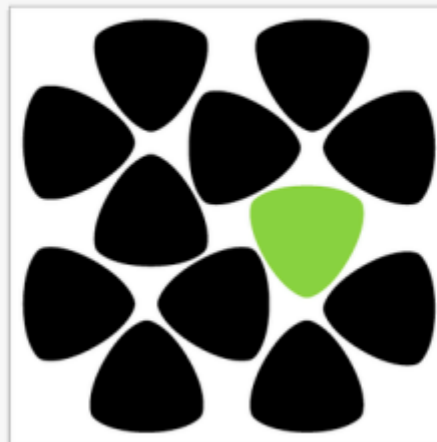
## EMPHASIS



Emphasis creates a focal point in a design composition; it is how we bring attention to what is important in it.

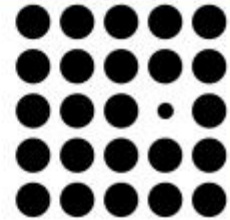
It is the the focus of attention and interest within a composition

In Architecture it is the feature that commands attention and makes a design visually interesting



# Principles of Design

## EMPHASIS



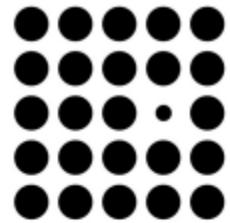
The main reason in using emphasis is to help you communicate the message that needs to be communicated. Emphasis helps readers determine the important information on your display and allows them to interpret the message faster. This process of arranging the visual elements on a composition according to their order of importance and emphasis is called Visual Hierarchy. Visual Hierarchy is used to guide readers attention to the main places on your composition.

You will read this  
before you read this.

# Principles of Design

How to Create Emphasis  
EMPHASIS

- Make it bolder
- Make it brighter
- Change Style
- Add special visual effects.
- Add a border or frame
- Add more negative of positive space
- Add shadow or lights
- Change the color
- Change the position
- Create Focal Points



It is the function of

**ART**

to renew our perception.

What we are  
**familiar**  
with we cease to see.

# Principles of Design

## Contrast (variety)

Contrast is simply defined as difference. Difference between elements or subjects within a work of art or composition. Contrast can be created through variety within the elements of art. (i.e. value, color, texture) Contrast can be used to create a focal point or area of interest in an artwork

Contrast is closely related with variety which is usually considered as principle of design. Although some art purist, stick with variety and argue that contrast simply creates variety.



# Principles of Design

## Contrast (variety)

it is easy to understand how colour can create contrast. For example, complementary colours provide a high level of contrast. Complementary colours are colours that are located directly across from each other on the colour wheel. Red and green, blue and orange, and purple and yellow are all examples of this. But when using complementary colours, we also have to consider value. Value is the darkness or lightness of colour. Without contrast in value, the contrast created by complementary colours is counter-productive. Notice how the red and green vibrate off of each other. The result is aesthetically horrid. The problem lies in the use of value. There needs to be contrast in value along with the contrast in colour. If we change the values, not the colours, the result is more successful



**CONTRAST**

**CONTRAST**

# Principles of Design

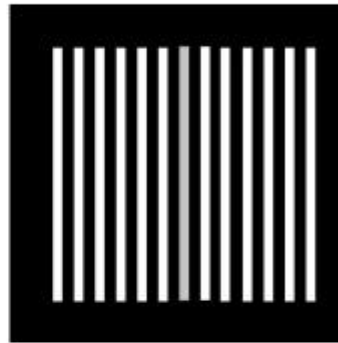
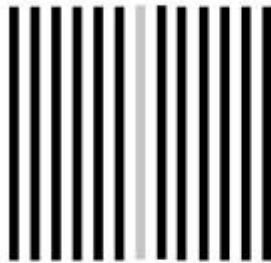
Contrast (variety) in Colour





# Principles of Design

Contrast (variety) in Space



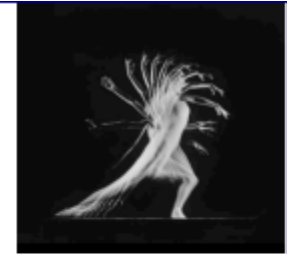
# Principles of Design

## Movement

Is a visual flow through the composition. It can be the suggestion of motion in a design as you move from object to object by way of placement and position. Directional movement can be created with a value pattern. It is with the placement of dark and light areas that you can move your attention through the format

An art work may incorporate *actual motion*; that is, the artwork itself moves in some way. Or it may incorporate the illusion of, or *implied movement*.

Art that moves through the effect of natural properties, either its own inherent properties or their effect, is unpredictable. Spatial relationships within the work change continuously, with endless possibilities. One of the delights of experiencing such artwork is the element of change and surprise. It's as if every time we look at it we are seeing a new artwork.



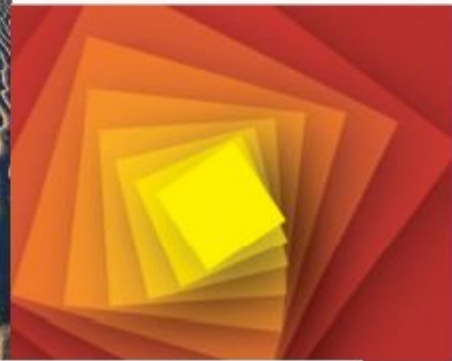
Alexander Calder



Alexander Calder, *Sumac*, 1952. Sheet metal, wire, and paint. 29 1/4" x 48" x 35"

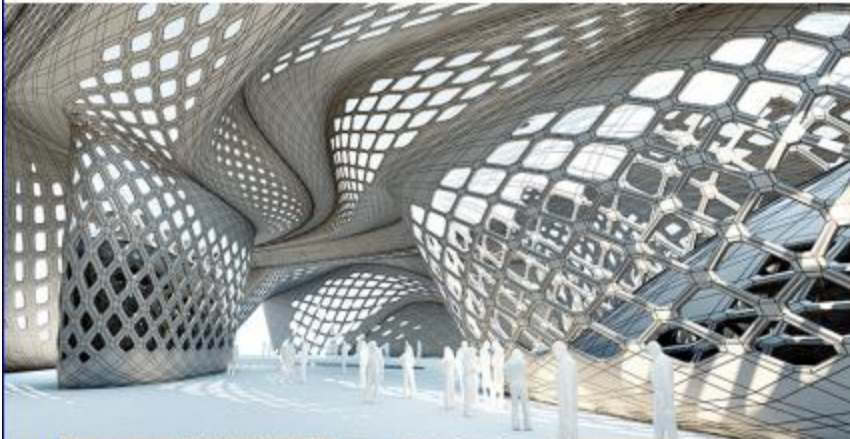
# Principles of Design

## Movement Patterns



# Principles of Design

## Movement in Architecture



# Principles of Design



## Harmony

**Harmony** in visual **design means** all parts of the visual image relate to and complement each other. **Harmony** pulls the pieces of a visual image together. **Harmony** can be achieved through repetition and **rhythm**

- There are 2 types of harmony.
  - Unity
  - Variety



# Principles of Design

## Harmony By Unity

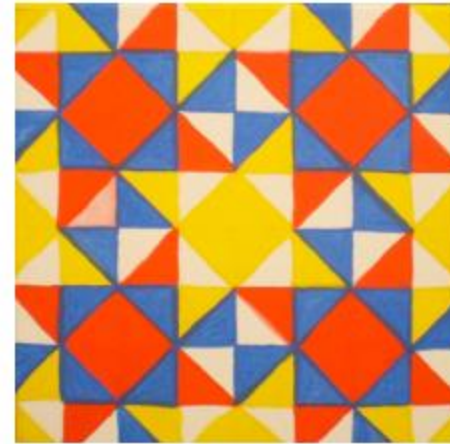


- Unity occurs when all the parts of a design or composition are related by one idea.
- A unified design has consistency of style



# Principles of Design

## Harmony By Unity




# Principles of Design

## Proportions & Scales

**Scale** refers to the size of an object (a whole) in relationship to another object (another whole). In art the size relationship between an object and the human body is significant. In experiencing the **scale** of an artwork we tend to compare its size to the size of our own bodies.



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# Principles of Design

## Proportions & Scales



Scale relates to the size of a design in relation to the height and width of the area in which it is placed

# Principles of Design

## Proportions & Scales

- Relates to the actual and relative size and visual weight of the design and its components.
- Furniture and accessories must be in scale to the room

GOOD SCALE

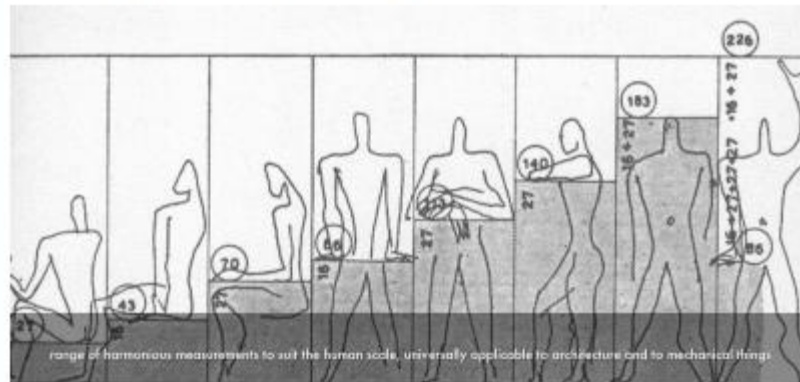


BAD SCALE



# Principles of Design

## Proportions & Scales



Scale is very much associated with **ergonomics** when used in the field of architecture. The space designed for human being is closely related size of body parts and its function.

