

BASIC DESIGN- ELEMENTS & DESIGN PRINCIPLES.

“Design is an Expression of Feeling.....Any Creative Act is Design”.

PRINCIPLES OF DESIGN

The Principles are concepts used to organize or arrange the structural Elements of design. The way in which these principles are applied affects the expressive content, or the message of the work.

BALANCE

PROPORTION

RHYTHM

MOVEMENT

EMPHASIS / FOCAL POINT

UNITY

VARIETY

HARMONY

REPETITION

RADIATION

PARALLELISM

DISTORTION

FOREGROUND-BACKGROUND

BALANCE

Balance is a psychological sense of equilibrium.

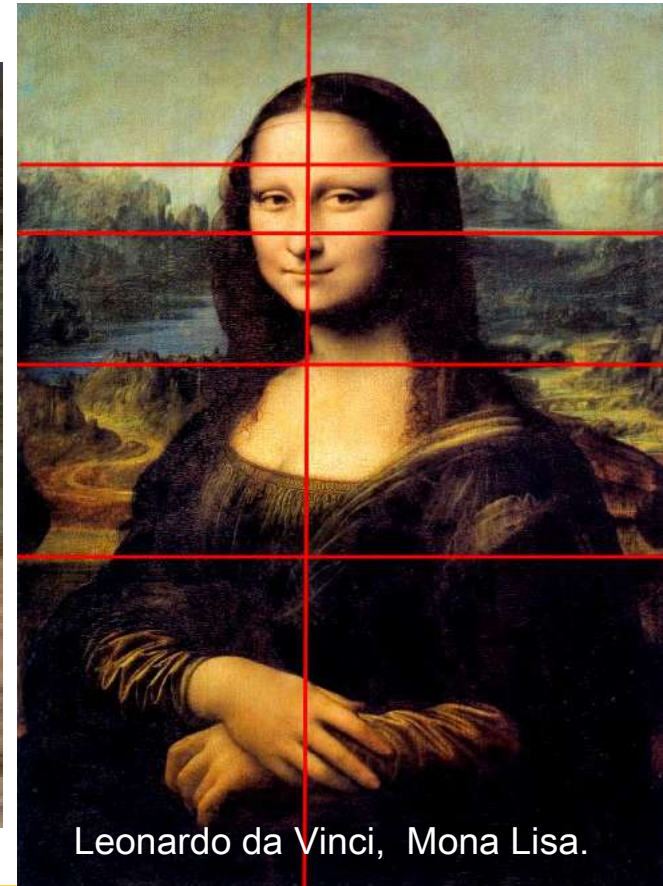
As a design principle, balance places the parts of a visual in an aesthetically pleasing arrangement.

In a composition, balance is formal when both sides are symmetrical in terms of arrangement.



Leonardo da Vinci, Last supper.

Symmetrical Balance



Leonardo da Vinci, Mona Lisa.

BASIC DESIGN- PRINCIPLES

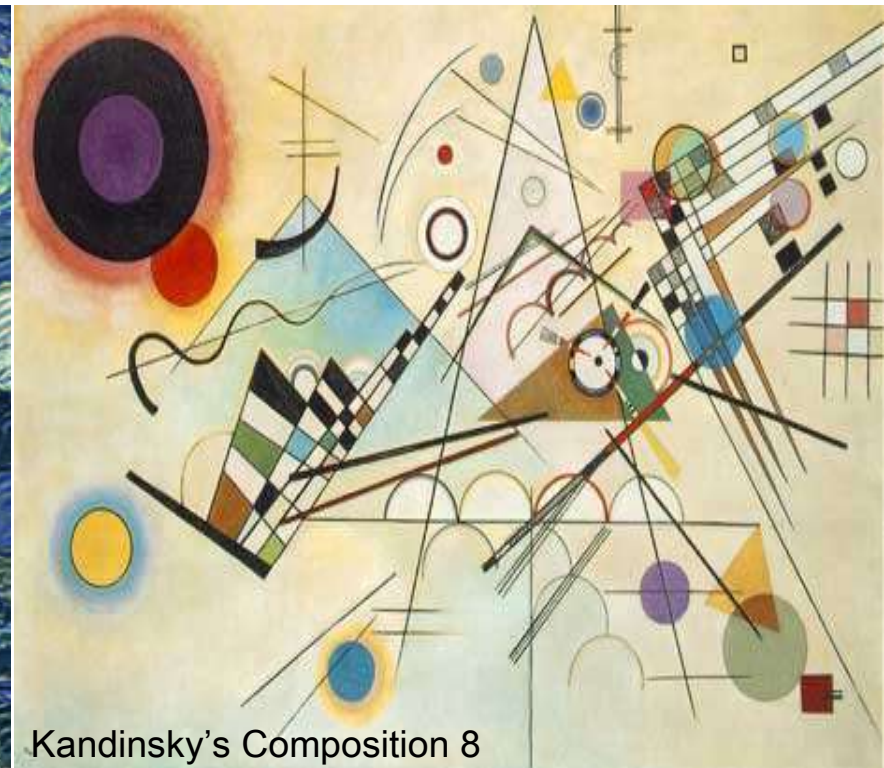
BALANCE

Balance is informal when sides are not exactly symmetrical, but the resulting image is still balanced.

Informal balance is more dynamic than formal balance and normally keeps the learner's attention focused on the visual message.



Vincent Van Gogh , The Starry Night , 1889



Kandinsky's Composition 8

Asymmetrical Balance

BALANCE



Symmetrical Balance
Art of Balance ,Jessi Palkovic, 2005

BASIC DESIGN- PRINCIPLES

BALANCE

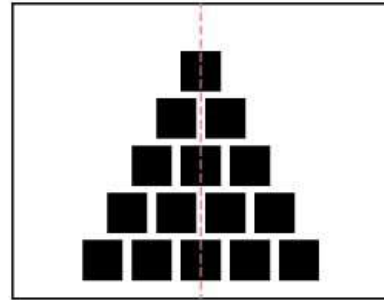
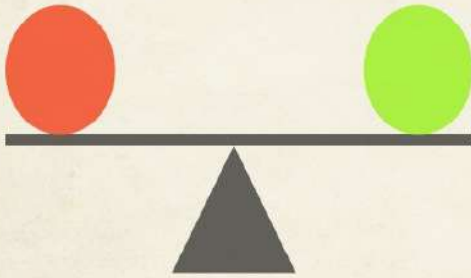
If you said, **asymmetrical balance**, you were right! The large form of the woman is "visually equal" to the black curtain and white painting on the wall. This makes the painting appear **balanced**.



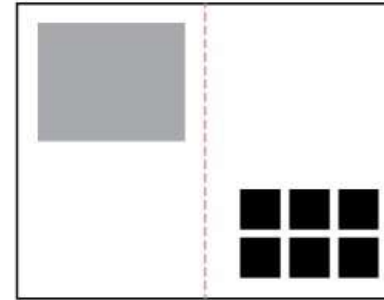
BALANCE

There are three main types of balance, horizontal balance, vertical balance, radial balance.

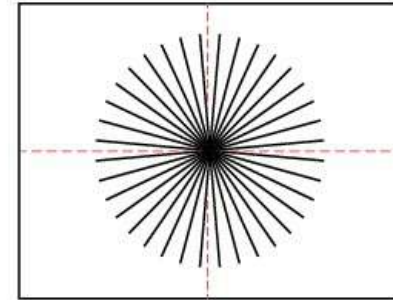
-Horizontal Balance-



SYMMETRICAL BALANCE

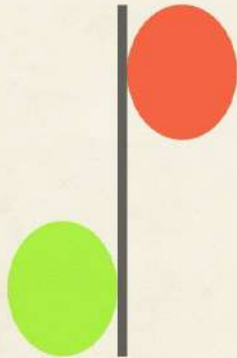


ASYMMETRICAL BALANCE



RADIAL BALANCE

-Vertical Balance-



Radial symmetry designs may be round.

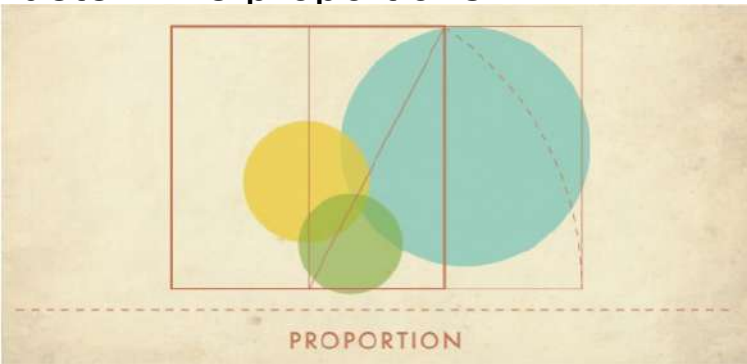
Examples of Radial Balance



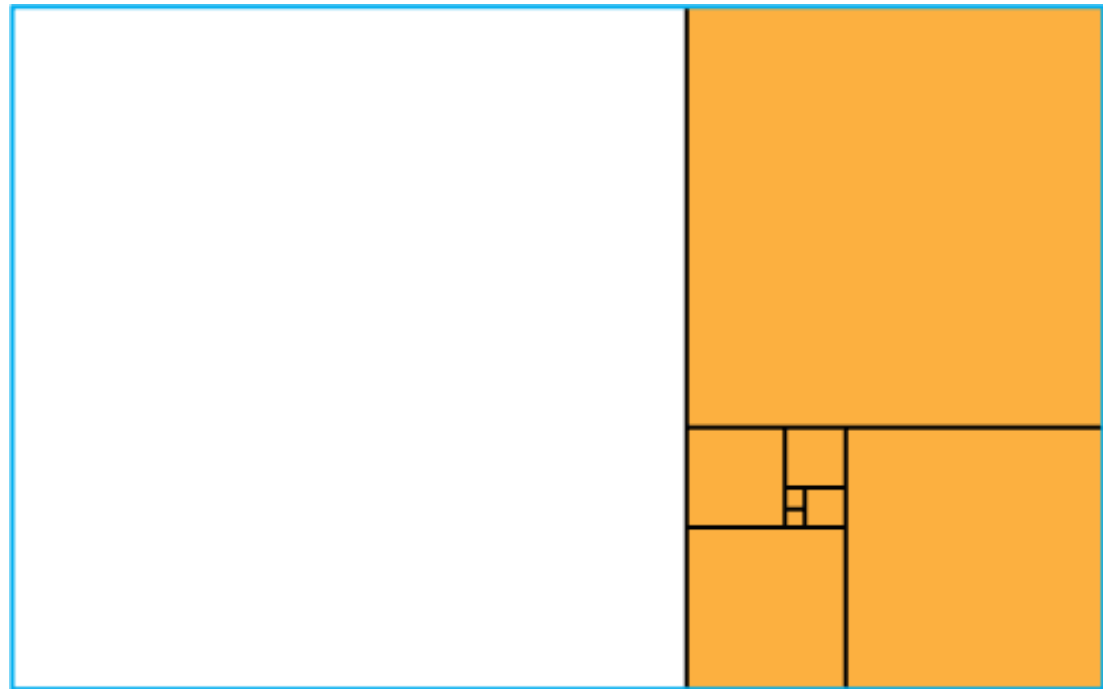
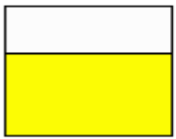
PROPORTION

Proportion refers to the relative size and scale of the various elements in a design. It is the relationship between objects, or parts, of a whole.

It is necessary to discuss proportion in terms of the context or standard, used to determine proportions.

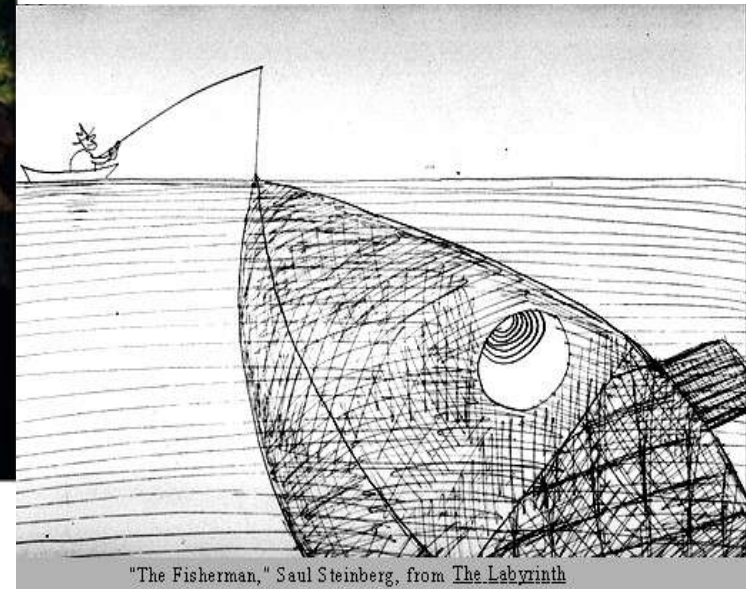
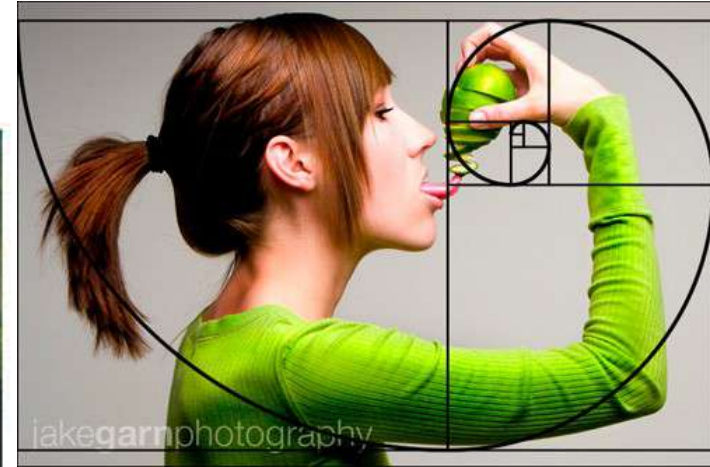
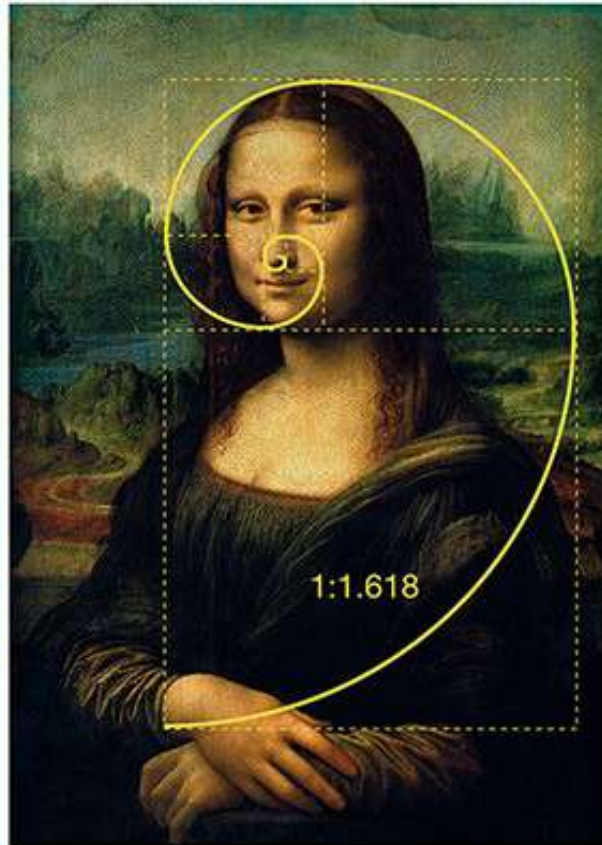
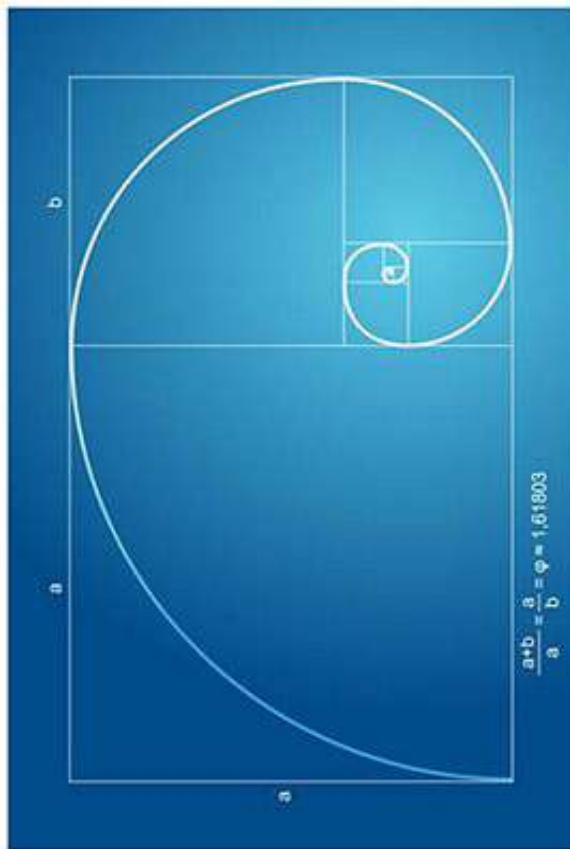


Good Proportion



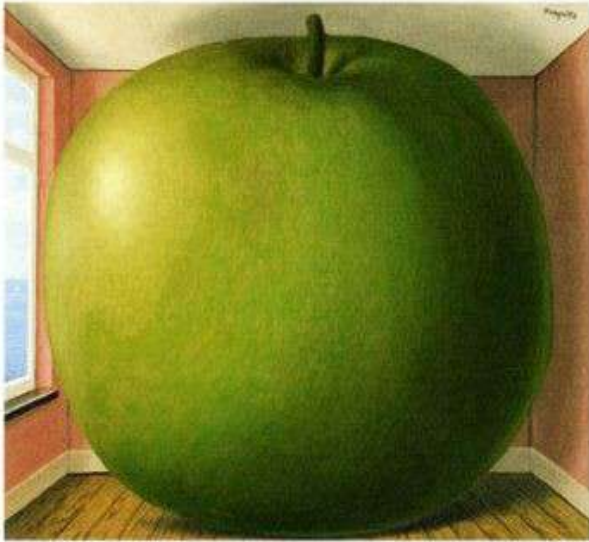
The blue-stroked rectangle and the gold-filled rectangle are proportional. The empty white section left over is a perfect square. You can divide like this almost indefinitely.

PROPORTION

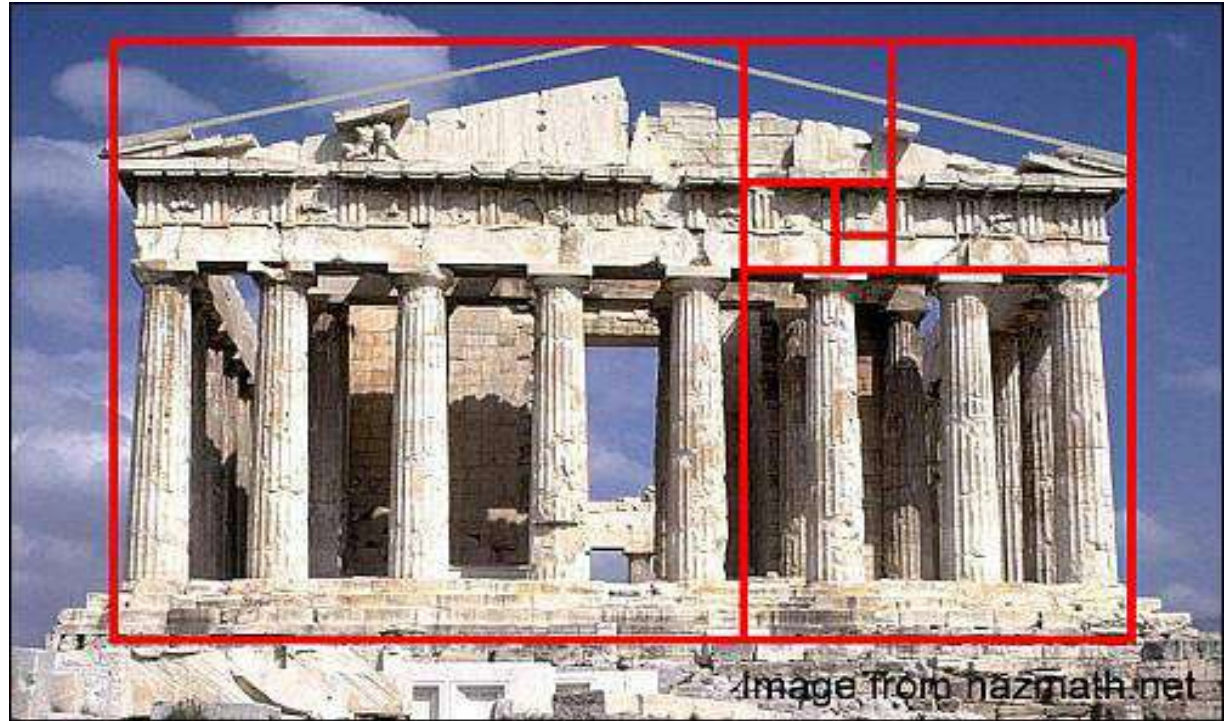


BASIC DESIGN- PRINCIPLES

PROPORTION



Manipulations in Proportion



Golden Proportion – Parthenon, Greece



RHYTHM

Rhythm is the repetition of visual movement of the elements-colours, shapes, lines, values, forms, spaces, and textures.

Variety is essential to keep rhythms exciting and active, and to avoid monotony.

Movement and rhythm work together to create the visual equivalent of a musical beat.

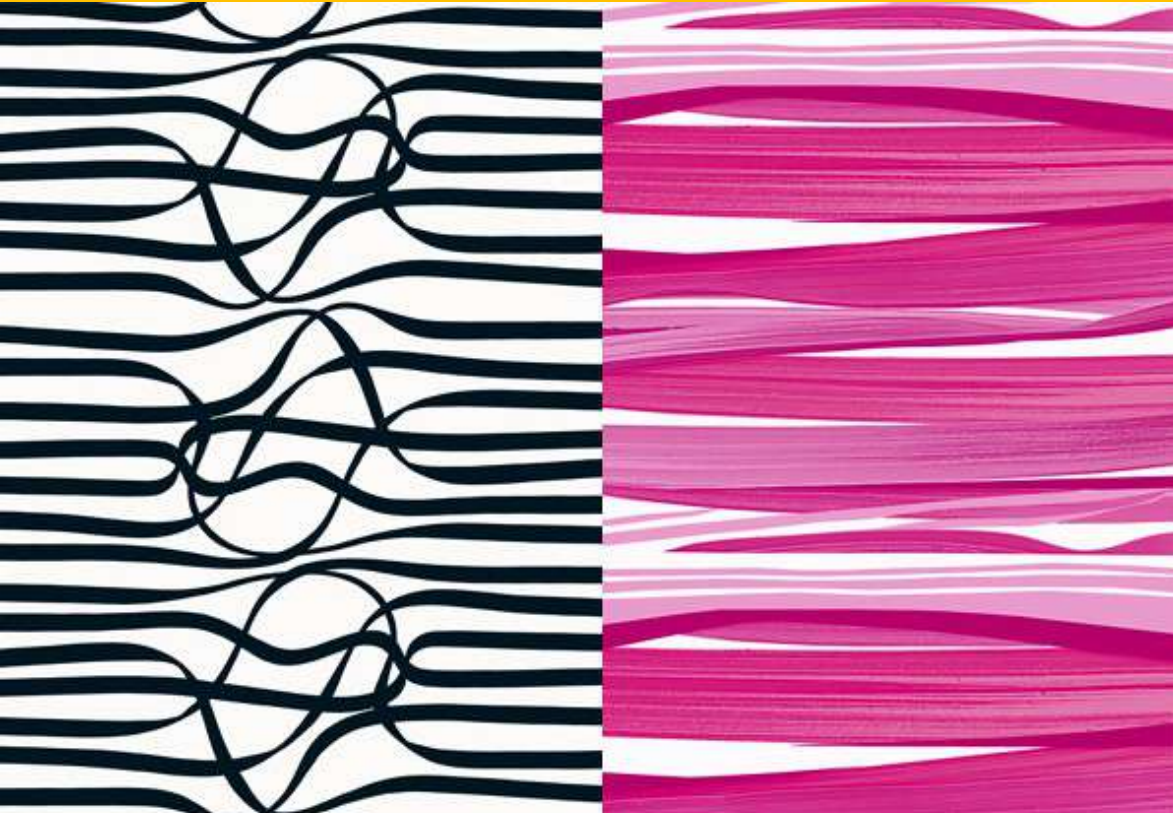


Robert Delaunay, Rhythm 1912



Piet Mondrian, The Gray Tree, date unknown

RHYTHM

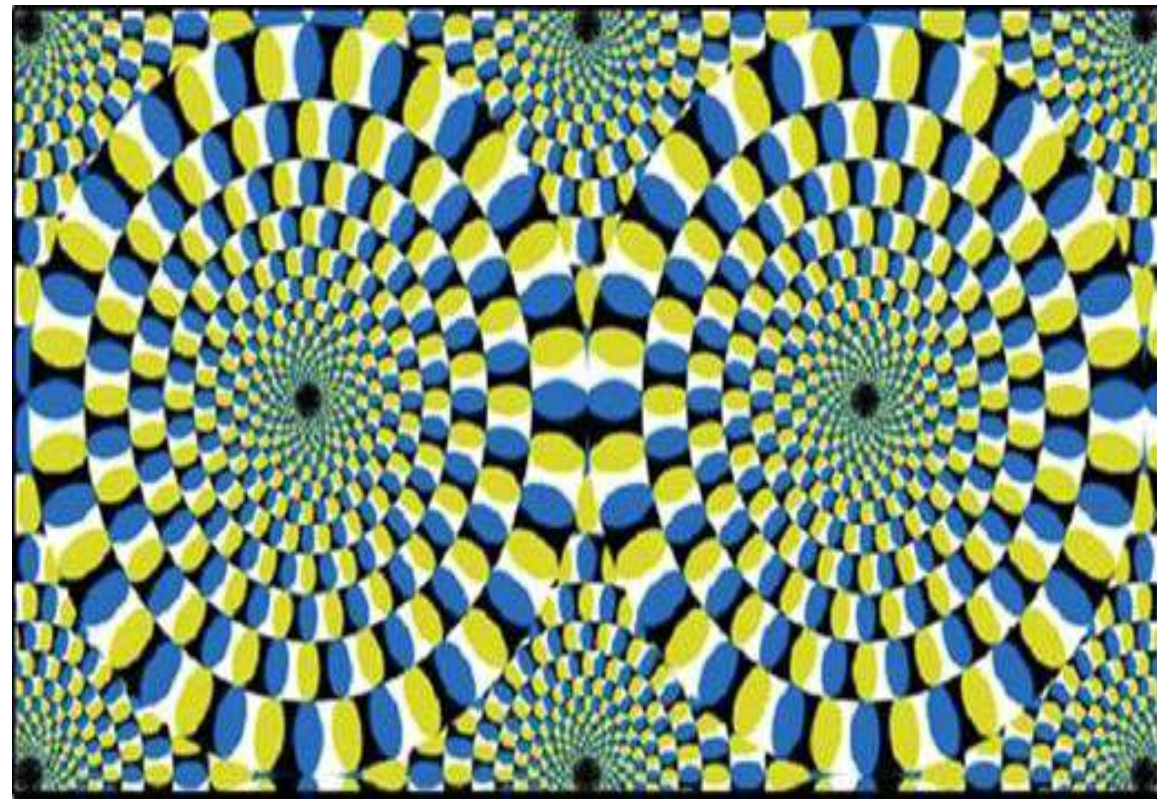


BASIC DESIGN- PRINCIPLES

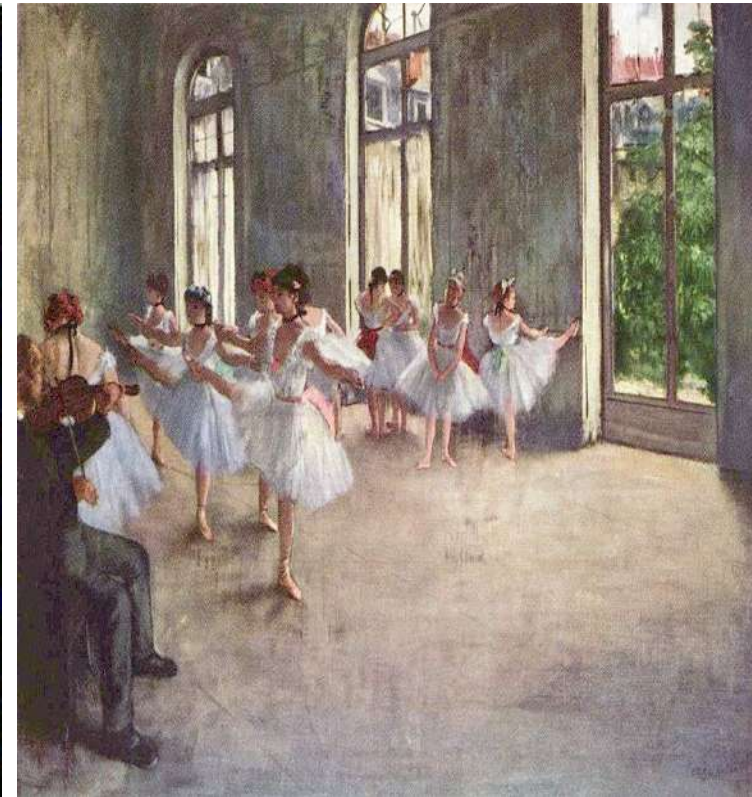
MOVEMENT

The way the artist leads the eye in, around, and through a composition. The path the eye follows. Motion or movement in a visual image occurs when objects seem to be moving in a visual image.

Movement in a visual image comes from the kinds of shapes, forms, lines, and curves that are used.



“Rotating Snakes” (Kitaoka, 2003)



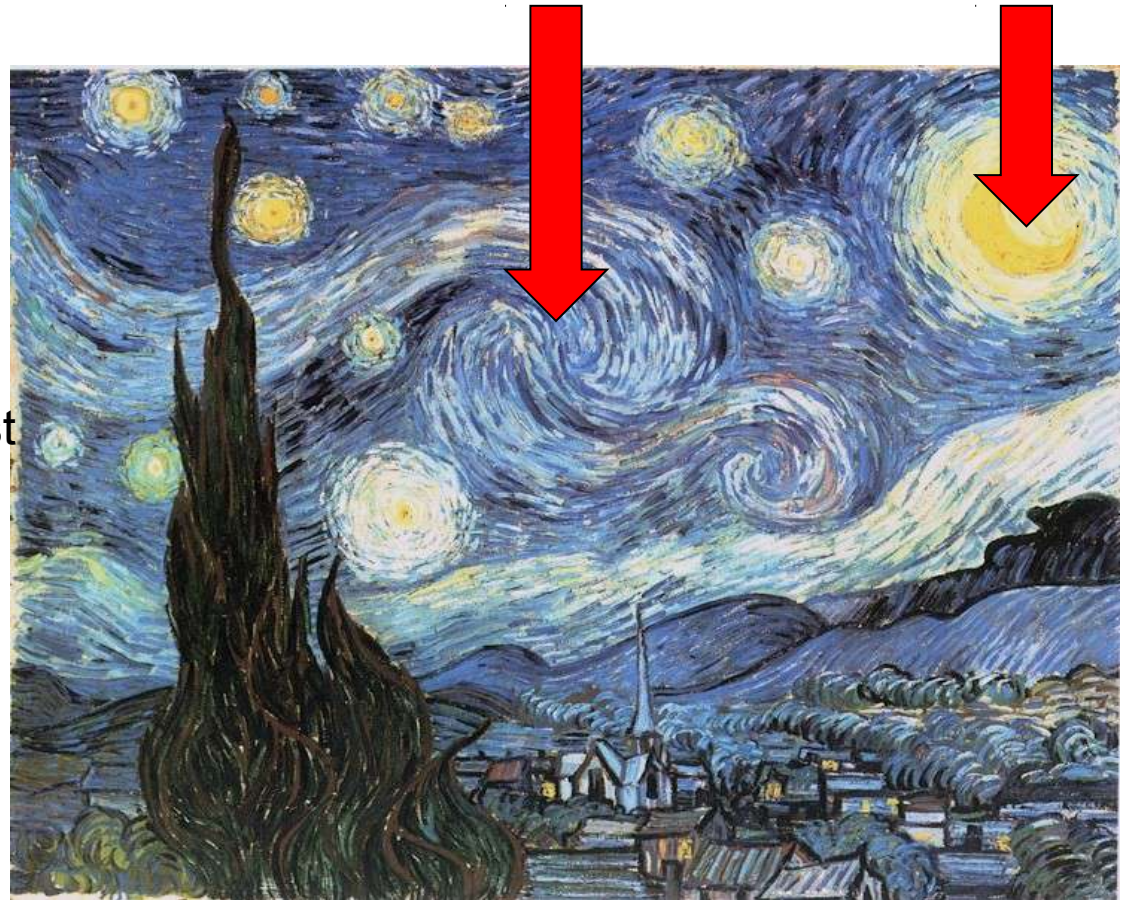
Edgar Degas, entitled, Ballet probe, 1873.

MOVEMENT

Movement is the art principle that uses some of the elements of art to produce the look of action or to cause the viewer's eye to sweep over the art work in a certain manner.

MOVEMENT

Look at the painting and concentrate on how your eyes bounce from one star to another. This is an example of how an artist can create movement in a work of art.



MOVEMENT



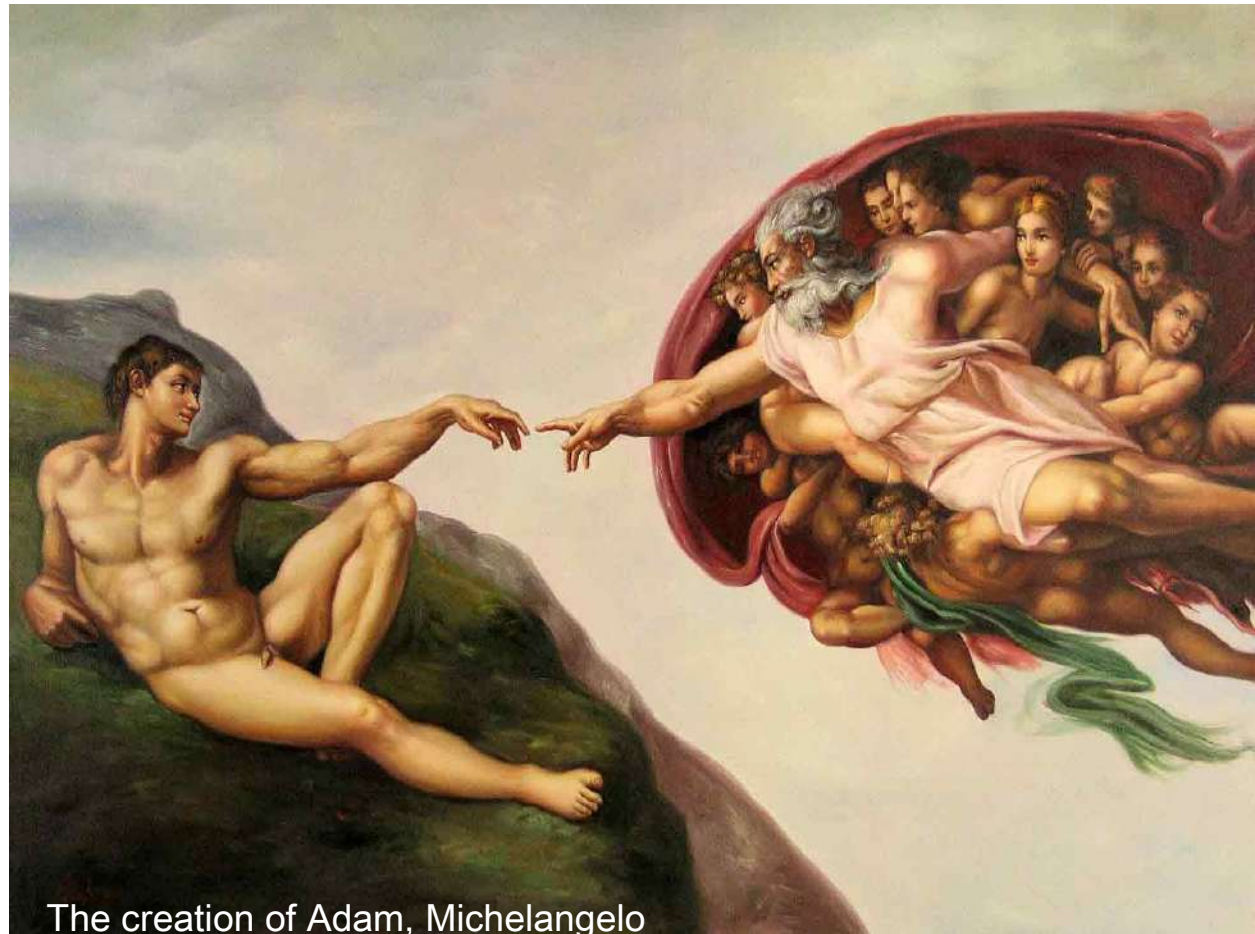
BASIC DESIGN- PRINCIPLES

EMPHASIS / FOCAL POINT

Emphasis is used by artists to create dominance and focus in their work. Artists can emphasize colour, value, shapes, or other art elements to achieve dominance. Various kinds of contrast can be used to emphasize a centre of interest.

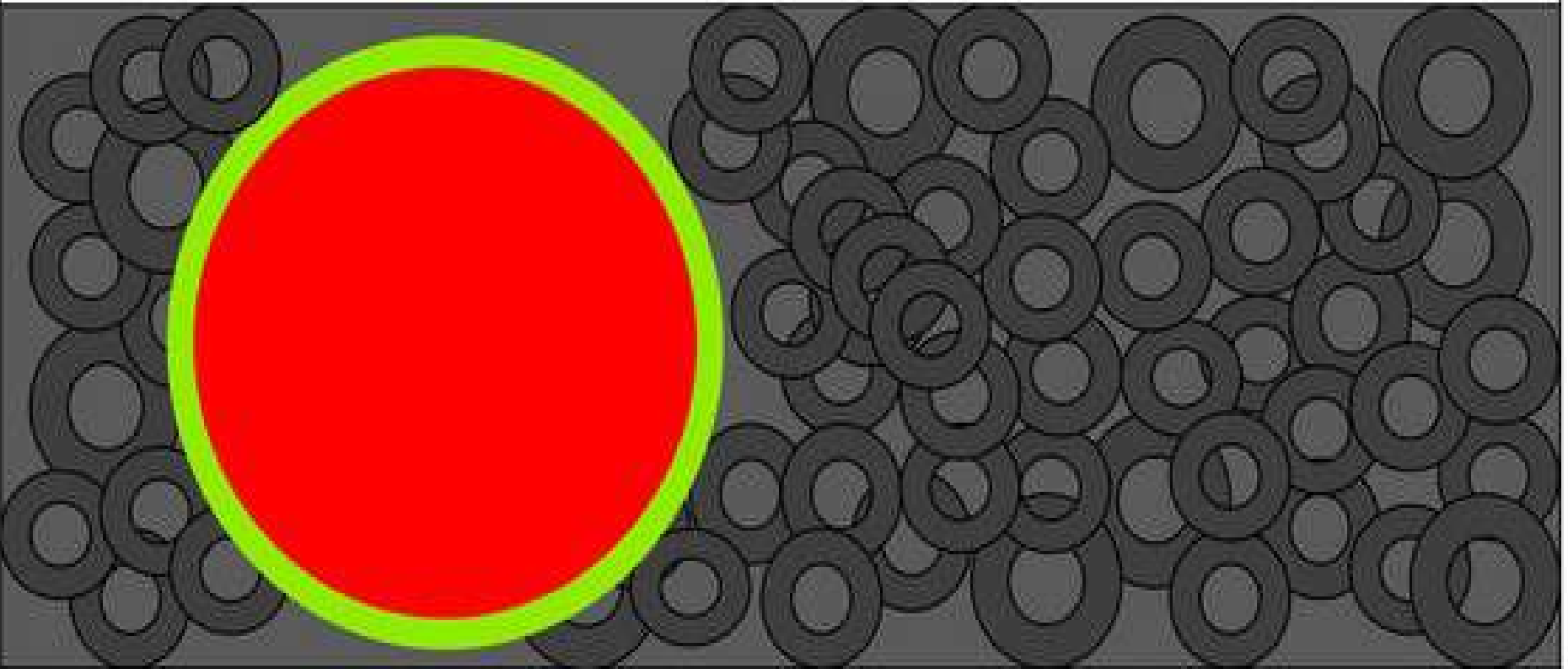


Girl with pearl earring, Vermeer



The creation of Adam, Michelangelo

EMPHASIS & SUBORDINATION



EMPHASIS= CIRCLE IS LARGER SIZE AND INTENSE, COMPLEMENTARY COLORS

SUBORDINATION=CIRCLES ARE SMALLER SIZE, MUTED COLOR, & BLEND WITH BACKGROUND

EMPHASIS / FOCAL POINT



The Meditative Rose , Salvador Dali



Proud Rose , Thomas Kinkadee

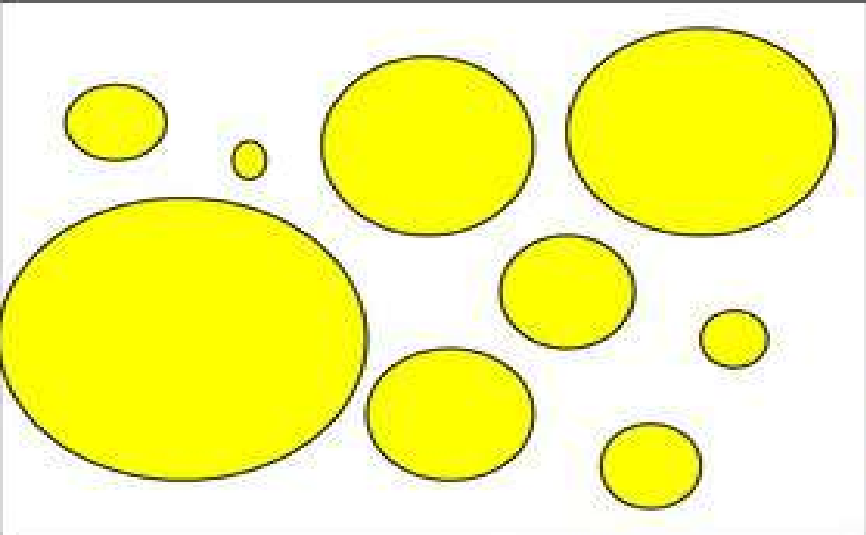
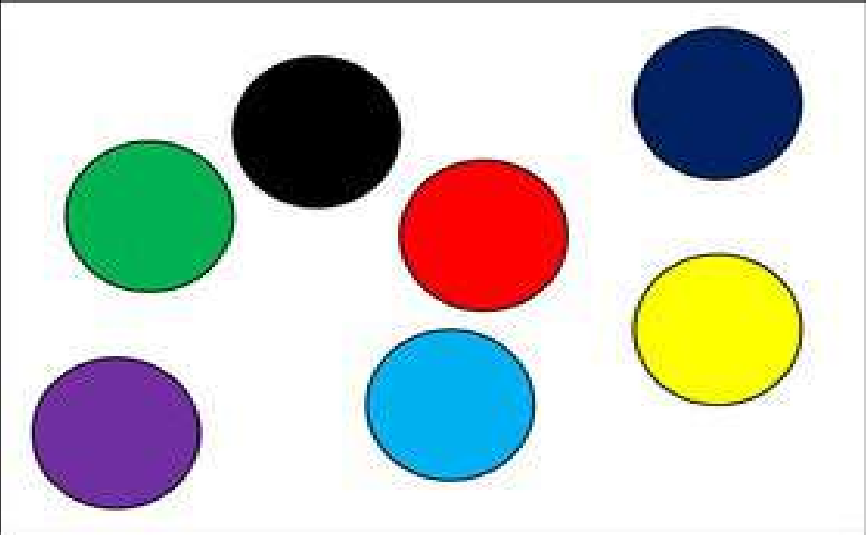
BASIC DESIGN- PRINCIPLES

UNITY

Unity means the harmony of the whole composition. The parts of a composition made to work together as a total visual theme.

Unity is the relationship among the elements of a visual that helps all the elements function together.

Unity gives a sense of oneness to a visual image. In other words, the words and the images work together to create meaning.

UNITY & VARIETY	
	
UNITY=SAME COLOR VARIETY=DIFFERENT SIZES	UNITY=SAME SIZE VARIETY=DIFFERENT COLORS

VARIETY

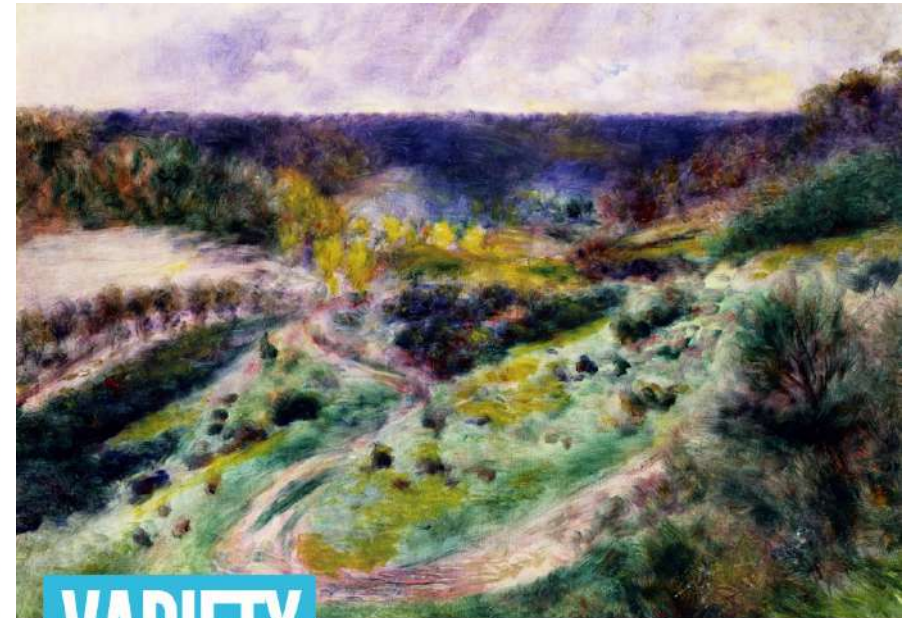
Variety provides contrast to harmony and unity. Variety consists of the differences in objects that add interest to a visual image.

Variety can be achieved by using opposites or strong contrasts. Changing the size, point of view, and angle of a single object can add variety and interest to a visual image.

Breaking a repeating pattern can enliven a visual image.

Unity/Harmony and Variety

- Unity - the appearance of oneness. The design works as a whole.
- Variety – provides diversity bringing movement/life to unity.
- Pattern – a repetitive ordering of design elements



VARIETY

The use of different, often contrasting, elements that provide visual interest.

How many different kinds of lines, colors, shapes and textures are used to create interest in the work?

UNITY-VARIETY



Kandinsky ,Several Circles 1926.

In this composition, unity is provided by the repetition of circles on a neutral background. Variety is added by varying the sizes and colours of the circles, and by overlapping them.

UNITY-VARIETY



Thomas Pollock Anshutz The Ironworker's Noontime 1880

Unity is suggested by the repetition of the figures and their muscularity. They are also enclosed within the architectural structures of the foundry. Variety is obvious in the number of different poses struck by the ironworkers, while showing off their physiques.

BASIC DESIGN- PRINCIPLES

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.

Patterns or shapes can help achieve harmony.

By repeating patterns in an interesting arrangement, the overall visual image comes together.



HARMONY

Harmony

The shape of one part should "fit" the shape of its adjoining elements.

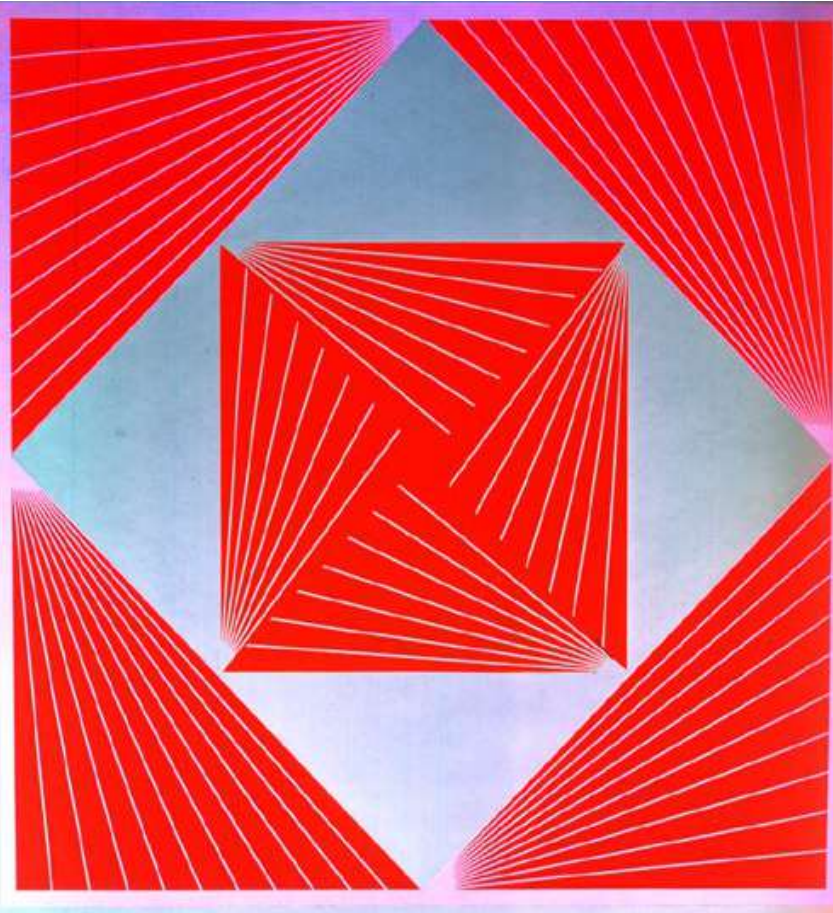


Good Harmony



Lack of Harmony

HARMONY



Intrinsic Harmony



Radial Harmony

Andrew Covell

April 19

HARMONY



Harmony:
The principle of design concerned with combining similar art elements to create a pleasing



...Harmony...



I chose this image because even though it is made up of lots of different shapes the painting still has unity and harmony.

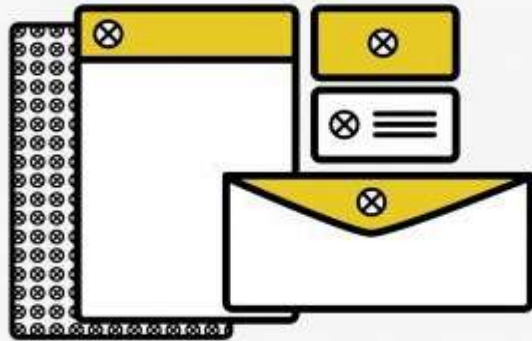
REPETITION

Repetition is the use of same thing/ pattern more than once and the same thing/pattern arranged in different location.

It is the simplest and most fundamental of all design principles and is the building block of other principles.

The repetition of elements of design creates unity within the artwork.

4. REPETITION



.....

Repetition helps to tie individual elements together



REPETITION



René Magritte - Golconde, 1953.



Jasper Johns - Three Flags, 1958.

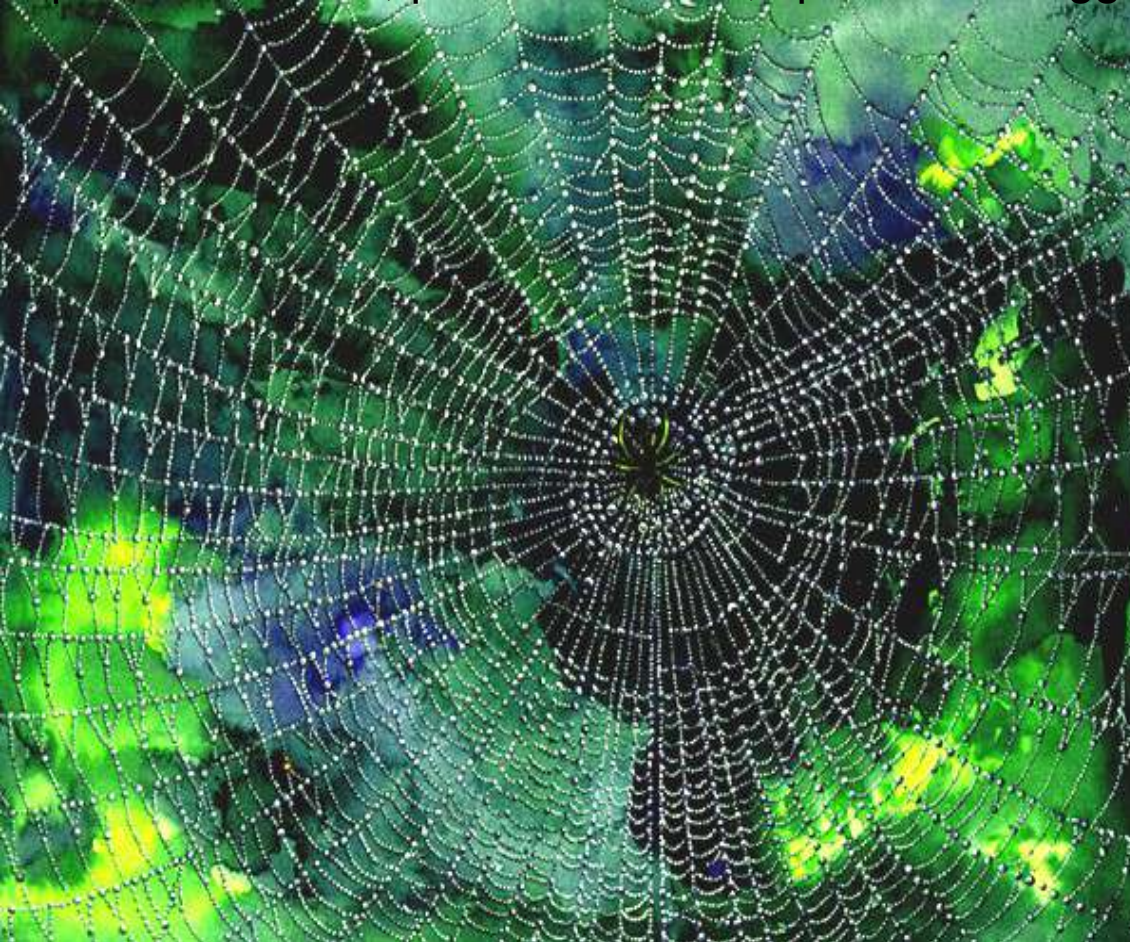


M.C. Escher - Lizard, 1942

BASIC DESIGN- PRINCIPLES

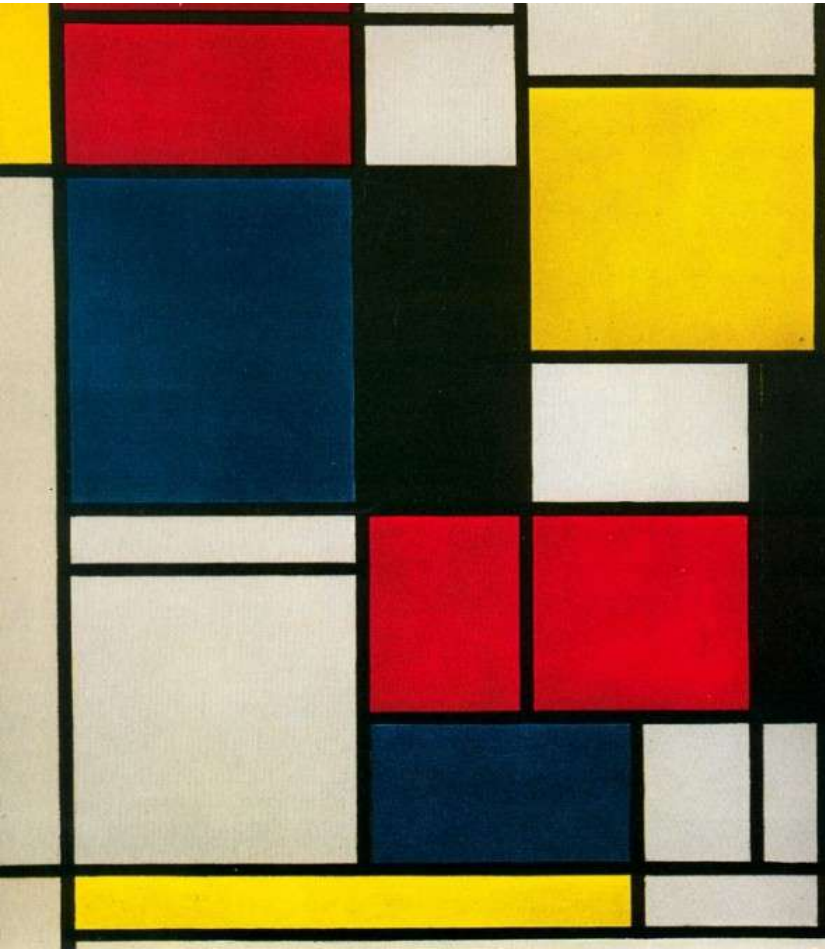
RADIATION

Radiation is a feeling of movement steadily bursting outwards in all directions from a visible / suggested central point , emission of rays from a central source.
Spokes of wheel , petals of flower , spider web suggests radiation principle.



PARALLELISM

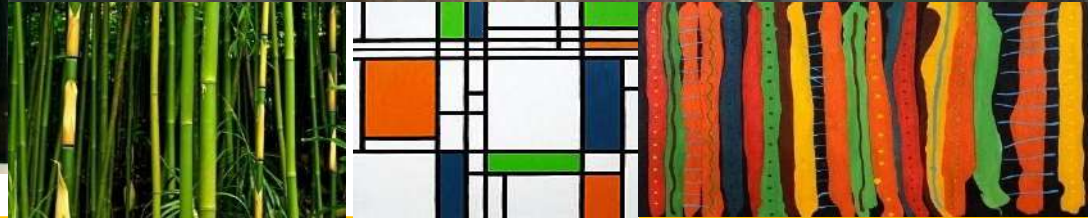
Parallelism is the use of lines lying on the same plane, equidistant at all the points and which are never meeting. It is the simple yet interesting design principle.



Composition Red Blue Yellow - Piet Mondrian



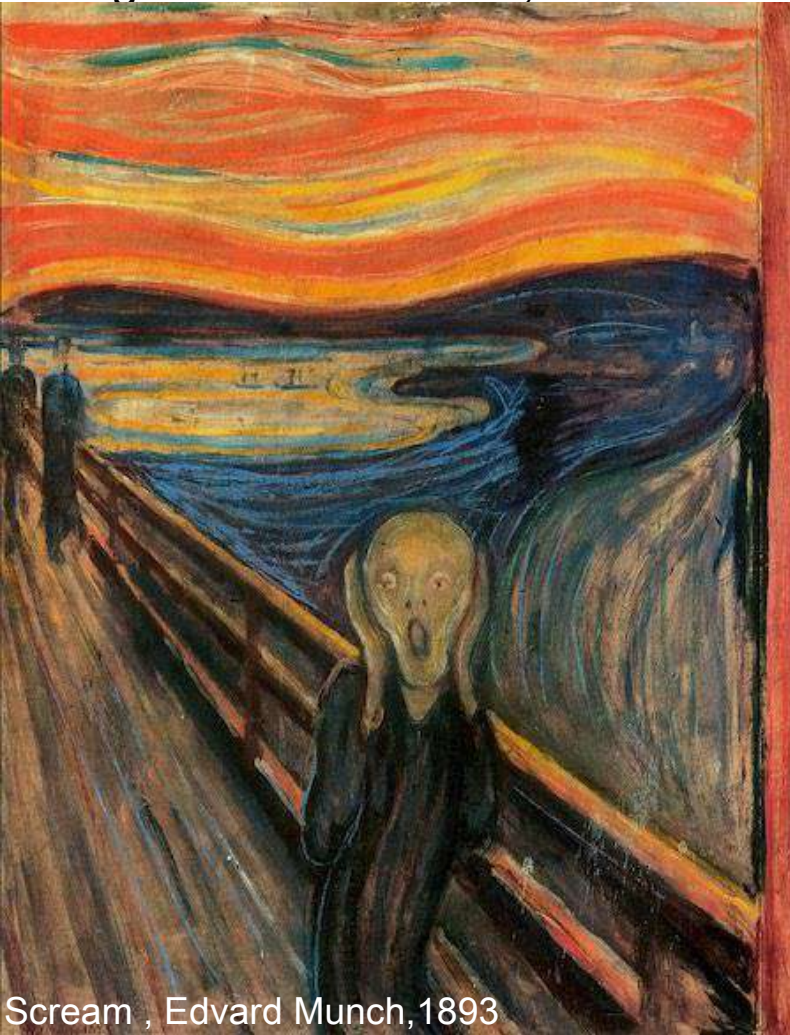
Holder's Symbolist Painting



BASIC DESIGN- PRINCIPLES

DISTORTION

Distortion is a change of a reality's depiction, altering it in a way that one is able to still recognize the item itself, but notices it is changed in some manner.



Scream , Edvard Munch, 1893



Distortion is the deliberate alteration or departure from a normal depiction of shapes , forms, imagery and proportion.

FOREGROUND-BACKGROUND

In a Composition is divided into three parts : Foreground , Middle ground & Background. The Foreground appears closest to the viewer, whereas the Background appears farthest to the viewer and Middle ground appears in between Foreground- Background.

