

## Objective 103.01

Understand concepts used to create digital graphics.



## Part Two : Principles of Design

Course Weight : 15%



**ExplorNet CareerTech**

*from The Centers for Quality Teaching and Learning*





# Principles of Design

## The Principles of Design :

- ✓ Proportion
- ✓ Balance
- ✓ Rhythm
- ✓ Emphasis
- ✓ Unity / Harmony



## Proportion

- ✓ A size relationship between components of a design
- ✓ Proportion can be :  
between one component of a design and another component  
OR  
between a component and the design as a whole



## Balance

- ✓ How design elements are arranged either horizontally or vertically on the canvas

### FORMAL BALANCE

- also known as **symmetrical balance**
- design is exactly equal on both sides

### INFORMAL BALANCE

- also known as **asymmetrical balance**
- both sides of the design are not equal, but are still balanced





# Principles of Design

## Rhythm

- ✓ Creating the feeling of movement in a design
- ✓ Generated through the **repetition** of lines, colors, shapes, and textures



## Emphasis

- ✓ Center of interest in a design
- ✓ Component of the design that is noticed first by the audience
- ✓ Can create visual flow in a design



## Unity / Harmony

- ✓ When all components of a design look as if they belong together
- ✓ Achieved when the Elements and Principles of Design are used effectively

