

# Principles of Design

## *Basic Concepts*



**ExplorNet CareerTech**

*from The Centers for Quality Teaching and Learning*





# Principles of Design

**The five principles of design are:**

- ✓ Proportion
- ✓ Balance
- ✓ Rhythm
- ✓ Emphasis
- ✓ Unity





# Principles of Design

## Proportion:

- ✓ The size relationship of how one part relates to the size of another part
- ✓ How the size of one part relates to the size of the whole





# Principles of Design

## Balance:

- ✓ How elements are arranged horizontally or vertically in a design
- ✓ Can be formal (symmetrical)
- ✓ Can be informal (asymmetrical)
- ✓ Formal/informal refers to horizontal or side-to-side balance





# Principles of Design

## Formal Balance:

- ✓ Also known as symmetrical balance
- ✓ All elements are equal on both sides





# Principles of Design

## Informal Balance:

- ✓ Also known as asymmetrical balance
- ✓ All design elements are different on both sides
- ✓ Unequal
- ✓ Used to make appear more exciting





# Principles of Design

## Rhythm:

- ✓ The feeling of movement – through repetition of lines, color, shapes or textures
  
- ✓ Rhythm is achieved by:
  - Repetition
  - Radiation
  - Gradation





# Principles of Design

## Emphasis:

- ✓ The center of interest in the design
- ✓ First thing seen or noticed  
*ex: large bold headline of a newspaper*







# Principles of Design

## Unity:

- ✓ The goal of the design
- ✓ When all parts look as if they belong together
- ✓ When elements and principles of design are used effectively

