Exercise 1 – Design Principles

Dominance – Attracts attention to a certain part. Makes it more interesting. “Dominant” over other parts.

[Design Principle Dominance | John Lovett Design](https://www.johnlovett.com/dominance)

Subordination – creates a sense of hierarchy, less weight and less attraction. Contrast of dominance.

[Subordination: Universal Design Principles - Saeed Developer](https://www.saeeddeveloper.com/2021/05/subordination-universal-design.html#:~:text=Subordination%20is%20a%20powerful%20universal%20design%20principle%2C%20which,to%20the%20different%20elements%20that%20your%20design%20contains.)

Repetition – repeating the same or similar design elements through the whole design.

[Basic Principles of Repetition in Graphic Design - Design Guide (graphicszoo.com)](https://www.graphicszoo.com/article/basic-principles-of-repetition-in-graphic-design-design-guide#:~:text=In%20graphic%20design%2C%20repetition%20is%20the%20act%20of,fonts%2C%20lines%2C%20shapes%2C%20sizes%2C%20and%20texture%2C%20among%20others.)

Variation – change one or more of the 5 elements of design.

[Brigham Young University-Idaho ART 110 (byui.edu)](https://courses.byui.edu/art110_new/art110/week09/unity%20-variety.html#:~:text=Principles%20of%20Design%3A%20Repetition%20with%20Variation%20Repetition%20means,within%20a%20composition%20helps%20create%20interest%20and%20dominance.)

Contrast – two opposite elements making a dramatic design.

[The Ultimate Collection of Principles of Design Examples and Definitions (artclasscurator.com)](https://artclasscurator.com/principles-of-design-examples#:~:text=%20Principles%20of%20Design%20Examples%20and%20Definitions%20,between%20the%20various%20parts%20of%20an...%20More%20)

Balance – even districbution of visual weight, symmetric, asymmetric, radial, mosaic etc.

[https://www.bing.com/search?q=the principles of design balance definition&qs=n&form=QBRE&msbsrank=1\_1\_\_0&sp=-1&pq=the principles of design balancedefinition&sc=1-42&sk=&cvid=67092C76ECE2423DB478D3CB01EC8358](https://www.bing.com/search?q=the%20principles%20of%20design%20balance%20definition&qs=n&form=QBRE&msbsrank=1_1__0&sp=-1&pq=the%20principles%20of%20design%20balancedefinition&sc=1-42&sk=&cvid=67092C76ECE2423DB478D3CB01EC8358)

Unity – makes the design one or whole. Complete in harmony.

[Principles of design | Design Defined | InVision (invisionapp.com)](https://www.invisionapp.com/design-defined/principles-of-design/)

Harmony – visually satisfying effect.

[Design Principle Harmony | John Lovett Design](https://www.johnlovett.com/harmony)

Exercise 2 – sub principles

Dominance

* Focal point
* Emphasis
* Focus
* Center of interest

Subordination

* Linear perspective

Repetition

* Pattern
* Rhythm

Variation

* Shapes
* Size

Contrast

* Hierarchy
* Positive and negative space

Balance

* Proportion
* The rule of thirds

Unity

* Contour continuation

Harmony

* Placement