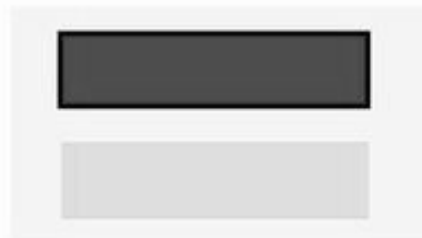
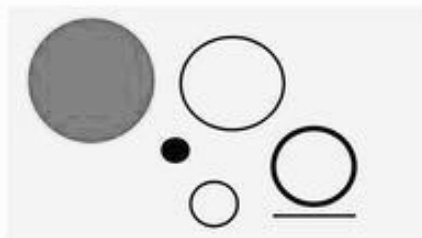


# the principles of design

“ways to use the building blocks”

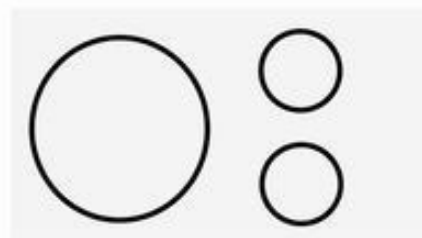
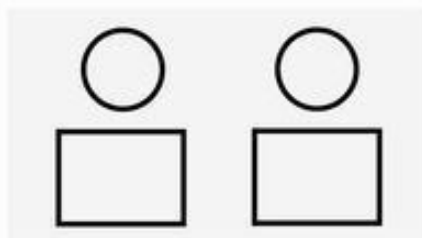
## EMPHASIS

Creating a Hierarchy or focal point to guide the eye to a specific element first. Utilising colour, contrast, proportion and rhythm.



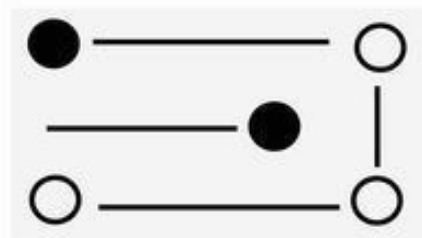
## BALANCE

Weighting or arranging the elements within the image to create visual, even distribution of shape and space.



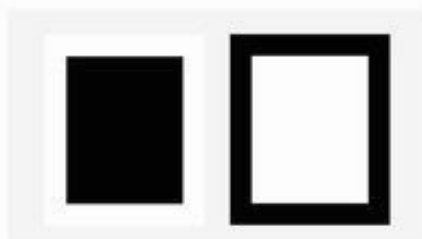
## UNITY

Aligning all separate elements to work together in Harmony through pattern, balance and rhythm.



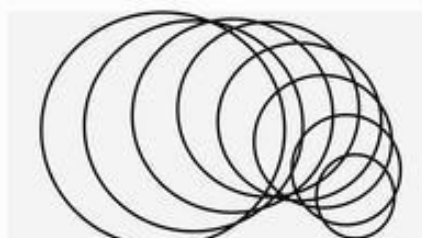
## CONTRAST

Contrast can highlight differences or add a focal point by using opposing colour, shade or textures.



## RHYTHM

Direct the eye through form with the use of repetition of shape, lines or colour and helps create mood.



## PROPORTION

Or Scale, to use a base for the viewer to compare single elements to through size, dimension and space.



## VARIETY

Utilising different shapes, colours and textures to keep overall image interesting. Also aids with creating a focal point.

