Principles Of Design

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The principles of design refer to the manner in which the elements of art are arranged in a work of art. Since the principles of art mostly deal the organization of a work of art, they mainly influence the composition. By mastering the principles of art, we can improve our drawing and painting compositions.
INTRODUCTION

 WHY ARE THE ELEMENTS AND PRINCIPLES OF ART IMPORTANT?

Knowing the elements and principles of art boosts visual literacy. Artists and creators make more powerful works when they utilize the principles of art. When viewers are familiar with the elements of art, they become more aware of the details and can better appreciate what they see and the message behind it. Connecting with art makes us more empathetic and strengthens the fabric of society. In the age of the internet, understanding how and why advertisers make design decisions can empower students with information and make them less susceptible to manipulation.
PRINCIPLES OF DESIGN
-The arrangement of elements of art in a composition.

- Balance
- Rhythm
- Movement
- Variety
- Proportion
- Emphasis
- Unity
Balance refers to the weight of objects, and their placement in relation to each other. It’s a sense of stability you might feel from elements in alignment. This can take three forms: symmetrical, asymmetrical and radial. Symmetrical balance refers to the exact mirroring of objects across an axis (i.e. an invisible line on the page). Asymmetrical balance is the opposite of this – when objects do not mirror each other perfectly, shifting the balance to one side or the other of the axis. This is often done to highlight an object in relation to another. Radial balance is when objects are distributed all around a central point.
An artwork with symmetrical balance is well-balanced and looks even and stable. When one side of an artwork mirrors the other, it has absolute symmetry. When the symmetrical balance is not exact, it is called bilateral symmetry.

In this example of symmetrical balance in art, each animal on the left has its equal counterpart on the right. The colors are not exact, but it is still considered symmetrical balance.
ASYMMETRICAL BALANCE

- An artwork with asymmetrical balance is “heavier” or “lighter” in some areas, looks unstable, and can make the viewer uncomfortable. Asymmetric balance adds a dynamic look to artworks and often draws attention to focal points in the composition.

- In this example of asymmetrical balance in art, the artist balances the heavy black figure on the right with the curtain on the left. If the curtain were a different size or a different color, the balance would be thrown off.
PROPORTION

Proportion is the size of objects in relation to each other, or within a larger whole. This could be natural (e.g. a nose which fits onto a face the way you would expect it), exaggerated (e.g. a nose that is vastly over or undersized), and idealized, in which parts have the kind of perfect proportion that you just don’t see occurring naturally.
Emphasis is an extension of these first two principles: it is when contrast, placement, size, color or other features are used to highlight one object, area, or other elements of the artwork. This is used to draw attention – a focal point – or accentuate a feature.
In follow on from variety, **harmony is the use of related elements**. This might be similar colors, shapes, sizes of objects, etc. It’s about repetition and a relationship between elements. This creates a sense of connection between the objects, creating a sense of flow. Harmony is one of the most important aspects when it comes to principles of art.
MOVEMENT

- This indicates the direction your eye takes as you view the work - in what order does your eye travel? If emphasis is used, this often means you start with this element first and travel away from it. The movement inherent in the image is important, as it tells you a story through the use of lines (whether they are literal or implied).
This can also be thought of as a kind of relationship between patterned objects. Rhythm is often the use of regular, evenly distributed elements – they could occur in slow, fast, smooth or jerky intervals, and this tells you something about the feelings invoked. Like listening to an upbeat pop song versus a slow ballad, the arrangement of notes creates a kind of pattern you naturally respond to. The important part is recognizing the relationship between the objects.
THANKYOU

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