

PRINCIPLES OF DESIGN

Principles of designing guide and control handling the art element, line space, form, texture and colour. Principles leads to artistic development only if combined with personal, feeling, taste and imagination.

BALANCE

Balance is the arrangement of lines, colour, textures, forms and space. There are two types of balance, formal symmetry balance and Informal symmetrical balance. Balance is defined as the equal distribution of weight from a central point or area.

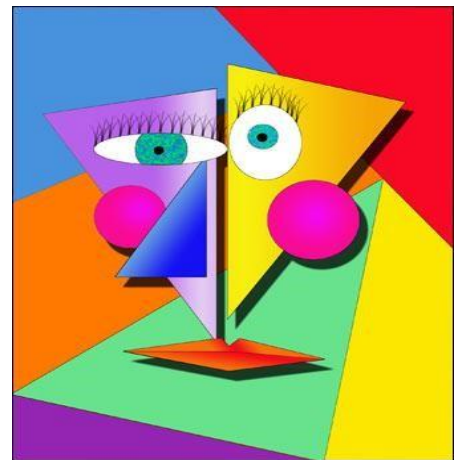
SYMMETRY - FORMAL BALANCE

It requires exact quality of left and right halves, as well as the more subtle balance of the unequal upper and lower section of the design .the identical repetition of parts on either side of an imaginary center line is called formal balance.



ASYMMETRY -INFORMAL BALANCE:

To balance a design informally, the right and left halves although different in size and shapes must appear to weight the same. This require the feeling for balance. True asymmetry is far more complicated the various parts of a design, although shape differently and made separately, must be assembled so that the balance is subtle .an arrangement of shapes and lines on one side can balance a different arrangement on the opposite sides if correctly placed this arrangement is called informal balance.



PROPORTION AND SCALE

"Proportion", also known as spacing, is the arrangement of forms and shapes in space, and refers thus, to the relations of the parts of the other and to whole composition. Every design should be composed of shapes and spaces, related without too great difference or too much similarity. No shape should be so dominant that all others are insignificant, no background space should be entirely ignored. The eye seeks an orderly arrangement of space with variety, yet similarity.

SCALE also has to do with proportion, in designs cutting down or increasing the size of all shapes and details,



Proportionate design



Unproportionate design

RHYTHM

The term "rhythm" in design, is the measure of the line movements so that one form predominates in a single design. Rhythm gives feeling of energy and force. It is of special importance in decorative designs. Rhythm refers to the way in which the eyes move from one part of a design to another.

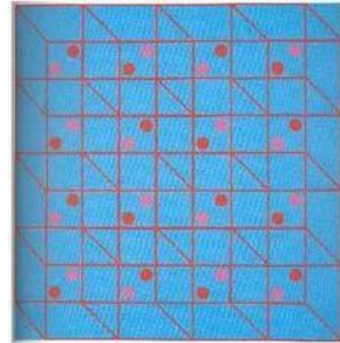
1. Fluid Rhythm:

When transitional curves or radiating oblique lines produce the dominating harmony.



2. Staccato Rhythm:

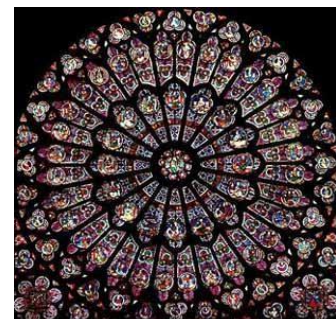
When opposing shapes and spaces are harmoniously repeated. Rhythm is altogether lacking when the forms are so confused that no one form is clearly evident. Staccato refers to abrupt changes with a dynamic contrast. Unity is important when choosing a staccato rhythm.



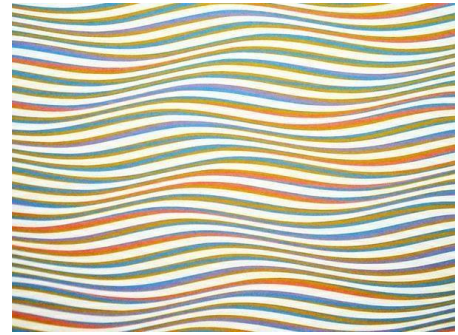
Types of Rhythm

Rhythm Can Be Obtained in Four ways.

- i) Rhythm by Repetition: In design rhythm can be obtained by repetition of regular shapes, motif, colours etc. rhythm are created by repeating shapes, colour, pattern and texture. shown in fig
- ii) Rhythm by Progression or Gradation: When an element is repeated in different amounts, gradation occurs and it is more pleasing. Rhythm created by gradation changes in size or colour.
- iii) Rhythm by Radiation: Radiation is an organised movement of element emanating from center of a point. All parts of composition are balanced and repeated around a centre.



- iv) Rhythm by continuously flowing lines. It need not always be in a regular series but may be in some line, colour, texture, occurring in the main theme of the look.



EMPHASIS

Every successful design contains many points of interest subordinated to one major theme. When several points for attention no clear plan is dominant, A design is appears confused. One form of rhythm always must be emphasized to establish one dominant interest. Leading the eye smoothly through out a design requires skillful repetition of shapes or flow of lines. If lines and shapes does not accomplish thus with enough force, contrast of colour may be tired.



HARMONY

Harmony means mean unity or a single idea or impression, that is produce an impression of unity through the selection and arrangement of consistent objects and ideas which have a strong family resemblance and which combine to create and integrate and beautiful effect. Harmony should not be simply dullness, it is best achieved with a variety, shown in figure.



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