# **INTRODUCTION TO DESIGN PRINCIPLES**
# MOVEMENT, BALANCE, UNITY, CONTRAST, EMPHASIS, LINE, AND COLOR

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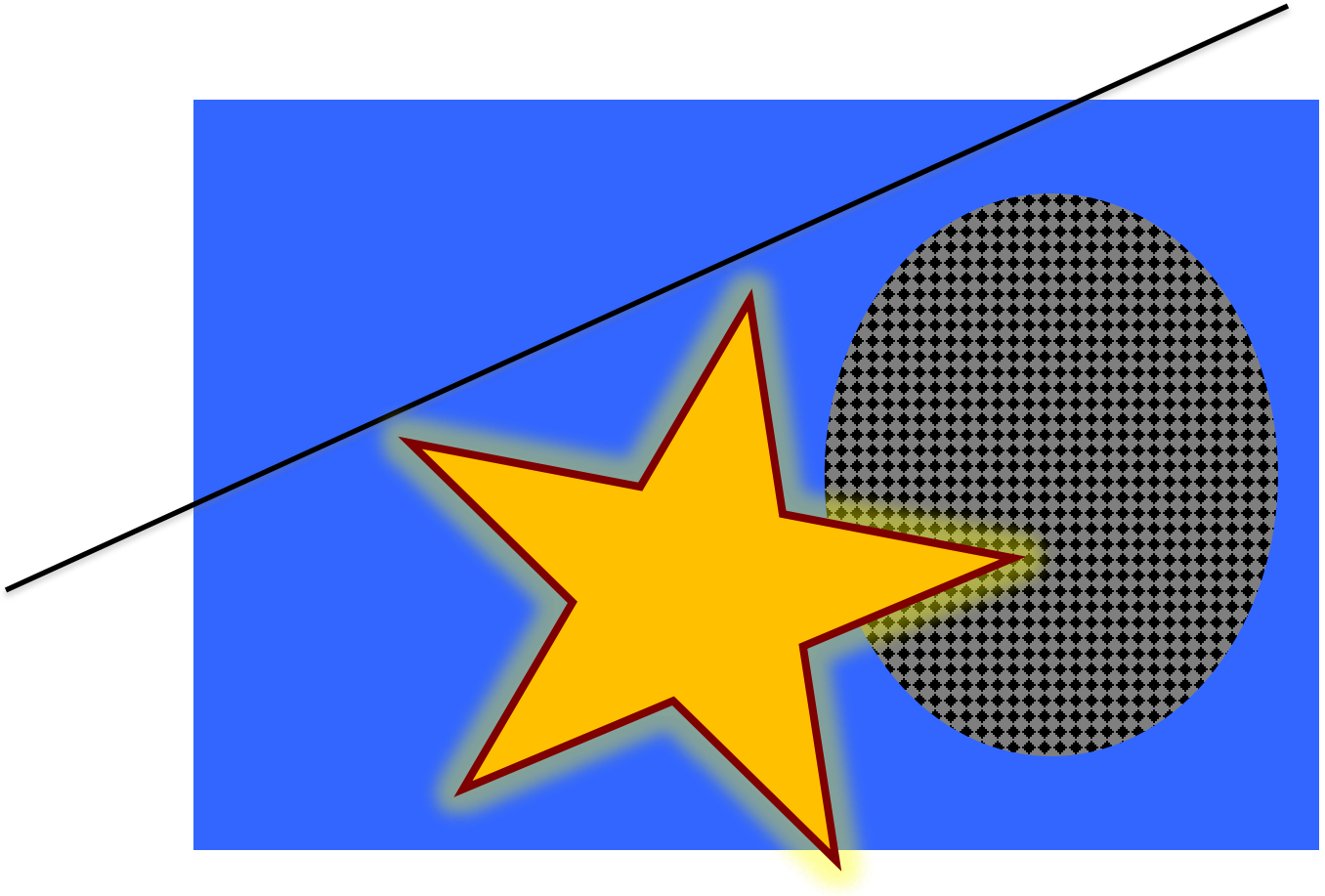
# Design elements

- Design elements are the building blocks of graphics.
  - Line
  - Color
  - Shape
  - Texture



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# Lines

- Lines can be straight or curved.
- How are lines used in the composition on this slide?

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# Color definitions

- Hue is another word for color.
- Chroma is the intensity or purity of color.
- Tint is a color mixed with white.
- Tone is a color mixed with gray.
- Shade is a color mixed with black.
- Brightness: the quantity of light reaching a viewer's eye.

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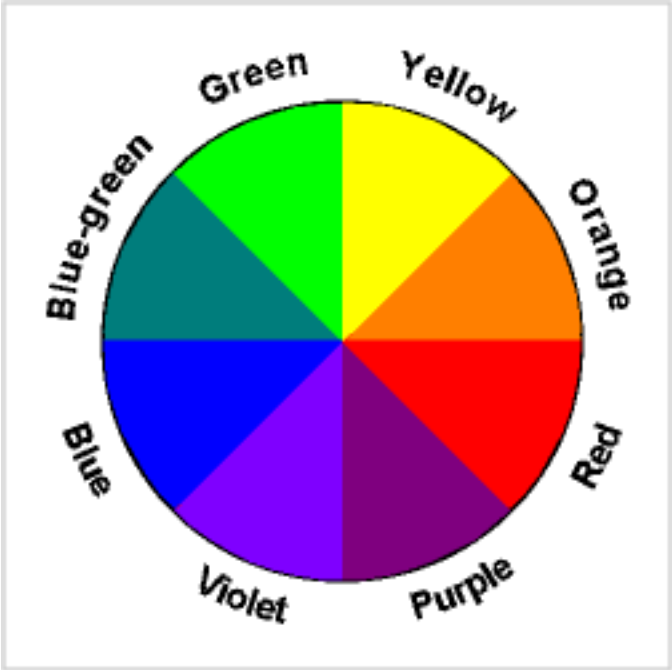
# Color and contrast

- Using color can enhance or detract from a composition. www.lighthouse.org/color_contrast.htm
- Color wheels help determine which colors are in greatest contrast.




Use Adobe Kuler to try out new color schemes:

kuler.adobe.com/

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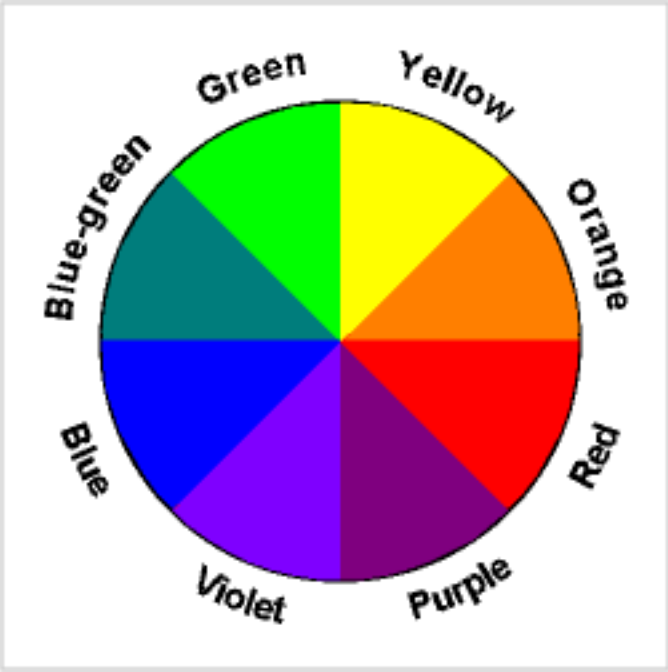
# Color wheels

- Analogous colors are adjacent to each other on the color wheel.
- Complementary colors are opposite each other on the color wheel.

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# Color in design

- Use color to label or show hierarchy.
- Use color to represent or imitate reality.
- Use color to unify, separate, or emphasize.
- Use color to decorate.
- Use color consistently.

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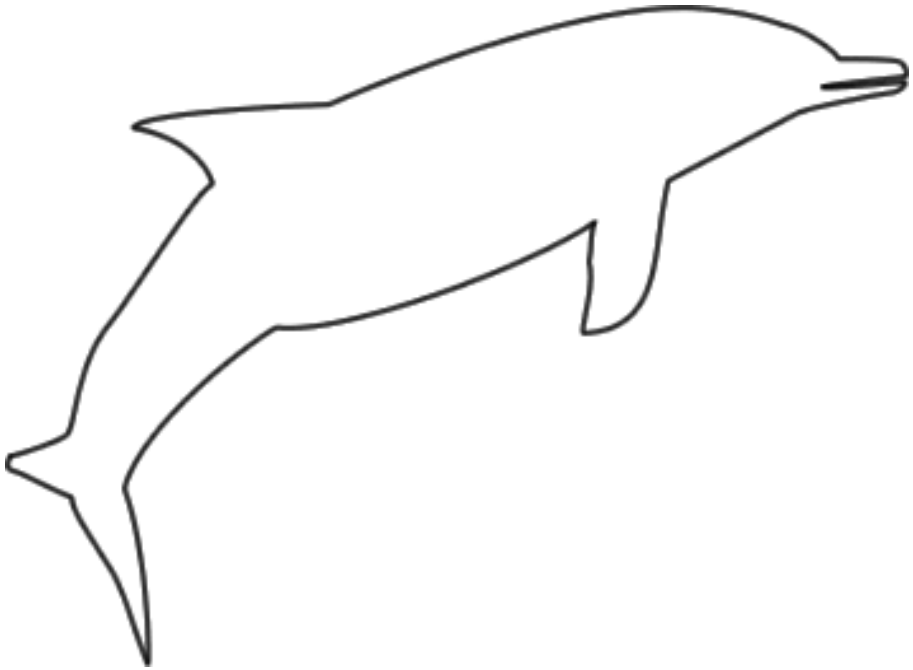
# Shapes

- Shapes are enclosed objects that can be created by line or created by color and value changes that define their edges.



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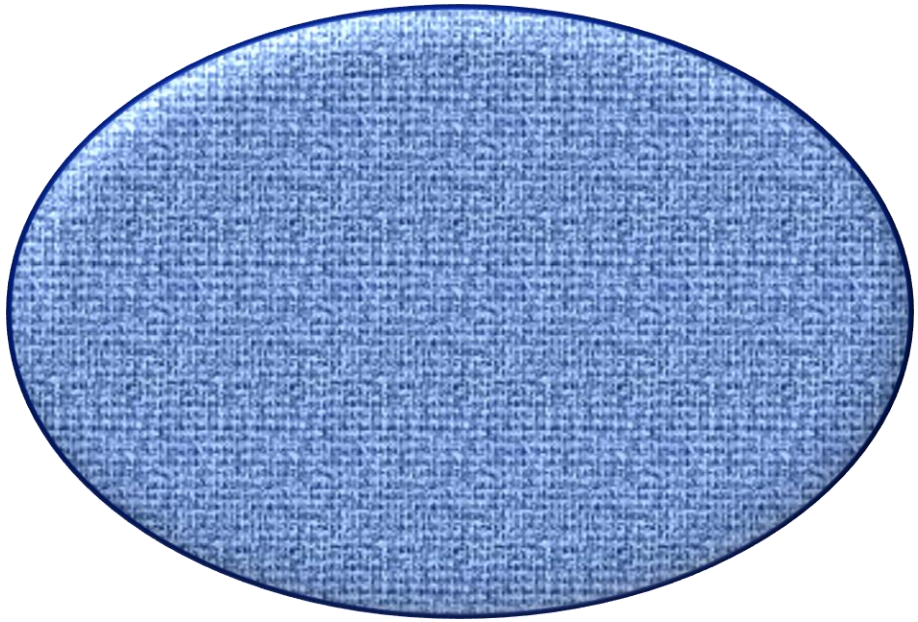
# Texture

- Texture is the surface look of an object created by varying dark and light areas.
  - Roughness
  - Smoothness
  - Depth



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# Design principles

- Design principles are ways in which elements are used together.
  - Movement
  - Balance
  - Emphasis
  - Unity

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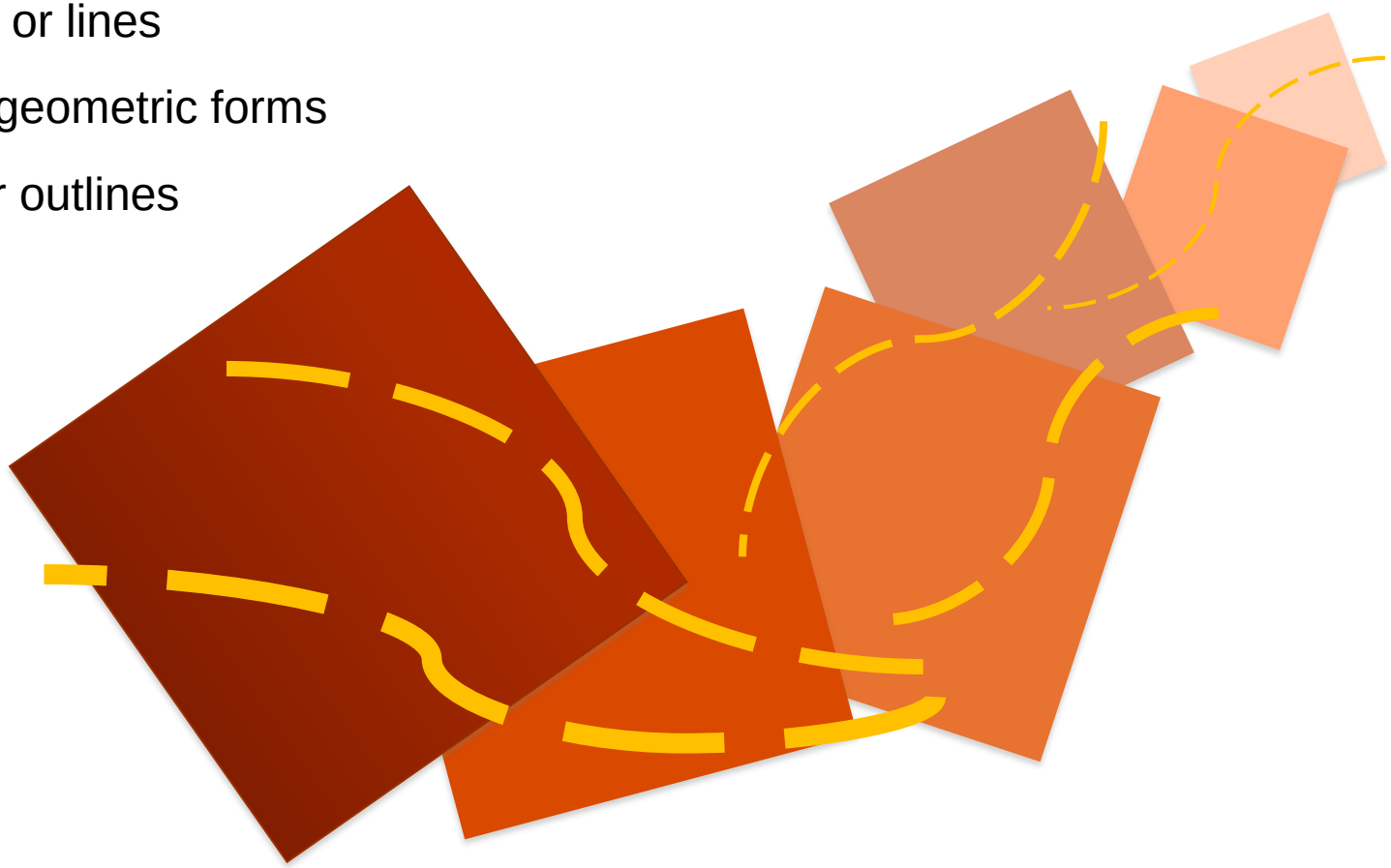
# Movement

- Movement is the use of lines, color, and repetition to create the illusion of motion.
  - Curved forms or lines
  - Repetition of geometric forms
  - Fuzzy lines or outlines



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# Lines

- Lines can indicate motion or direction.
- How are lines used in the composition on this slide?

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# Balance

- Balance is the act of comparing or estimating two things, one against the other, and the contrast between:
  - Empty space (white space) and filled space
  - Text and images
  - Color and no colors and different colors
  - Textures against flat colors

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# Balance in composition

- There are three different types of balance when using color, shape, and position:
  - Symmetry
  - Asymmetry
  - Radial symmetry

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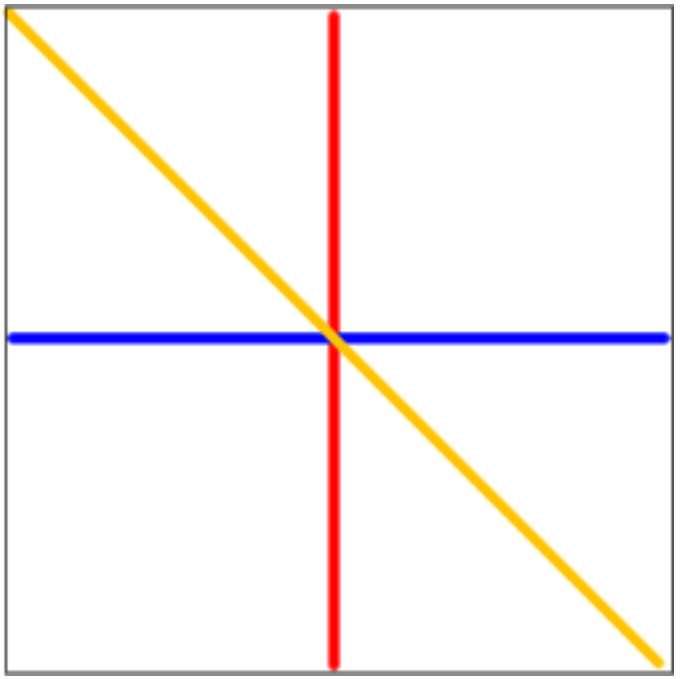
# Symmetrical or formal balance

- You can usually identify at least one of three lines of symmetry.
  - Horizontal
  - Vertical
  - Diagonal



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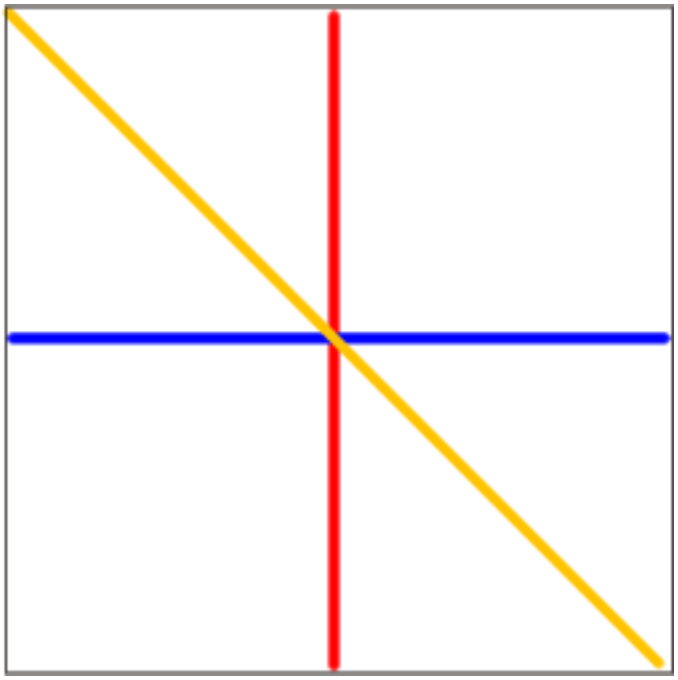
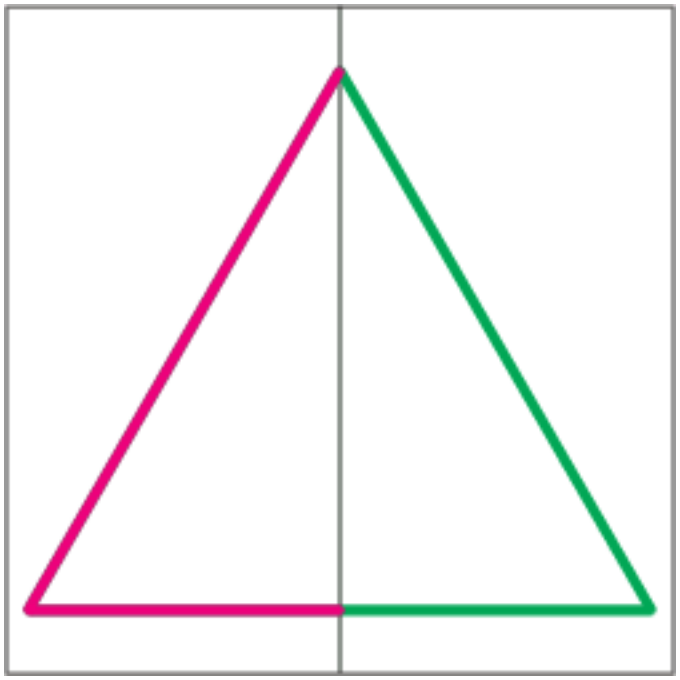
# Symmetrical balance





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# Examples of symmetrical balance

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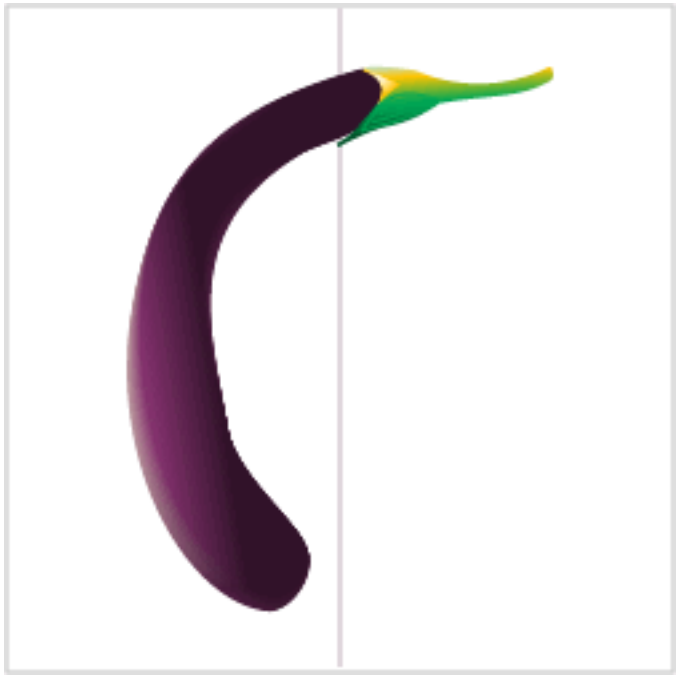
# Examples of asymmetrical balance



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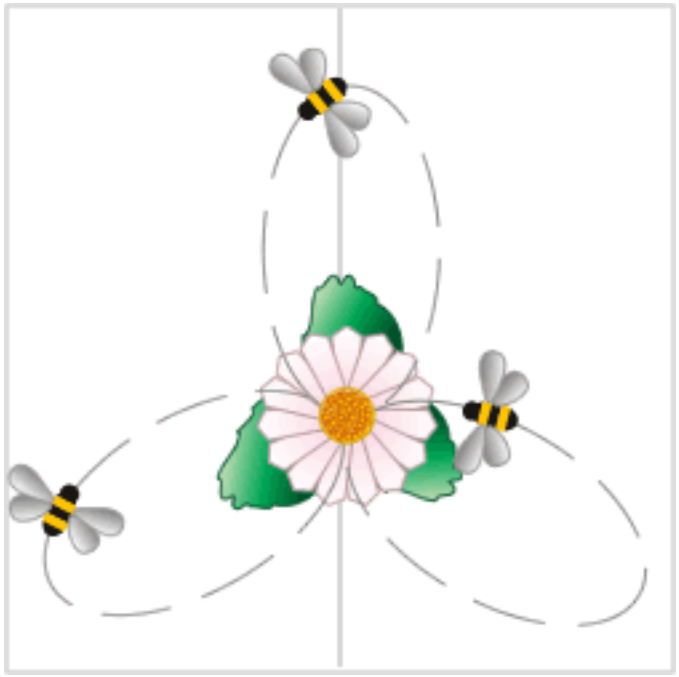
# Examples of radial balance



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# Unity

- Unity: The correct balance of composition or color that produces a harmonious effect.
- What is the focus of the message?

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# Emphasis

- Emphasis: To express with particular stress or force.
- What message is stressed here?

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# Design Principles

- Balance is the act of comparing or estimating two things, one against the other
- Emphasis special attention / importance given to one part of the artwork, For example a dark shape in a light composition
- Proximity / Groups - objects near each other are seen as a unit
- ALIGNMENT-Using typography to create relationships between similar kinds of information.

  SCALE- The relationship between two objects with respect to size, number, and so on

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# Design Principles

- WHITE SPACE-many times referred to as negative space, is the portion of a page left unmarked, the portion that is left blank, or the empty space in a page

  REPETITION- refers to one object or shape repeated; pattern is a combination of elements or shapes repeated in a recurring and regular arrangement

  COLOR- is the element of art that is produced when light, striking an object, is reflected back to the eye

  TYPOGRAPHY-**the art or process of printing with type.**

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# Summary

- The basis of good design is use of design elements and their thoughtful application in the form of design principles.
- Clearly identify what you are trying to accomplish — use design to convey your message.
- Brainstorm alternatives.

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