Vocabulary: The Principles of Design

**RHYTHM**
repeating elements that create the illusion of movement

The alternating colors and waves create rhythm.

**EMPHASIS**
the focal point of a design

The word RED is emphasized with large type, a red background, and a white drop shadow.

**BALANCE**
the visual weight of art elements feeling equally distributed throughout a design

Solid shapes repeated on all four edges of the poster create balance.

**SCALE**
the relationship or differences in size between objects

The tour name, printed in different sizes and shades of black, shows scale.

**PATTERN**
the arrangement of repeated or alternating elements

A pattern is created by repeating the band name (Walk the Moon) in the negative and positive design space.

**UNITY**
the feeling that all elements of a design have come together to create something that feels complete, with no elements out of place

The symmetrical use of color creates unity.

**CONTRAST**
the juxtaposition of opposite elements in a design to create visual interest

The black silhouette contrasts with the artist’s name in red.

**VARIETY**
using an assortment of different elements to create visual intrigue

The layering of different shapes and colors, making new shapes and colors, creates variety.