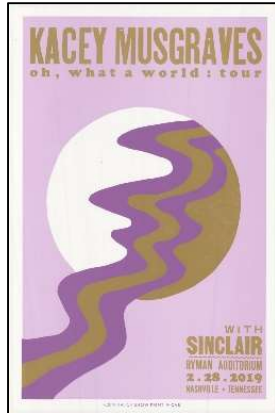


Vocabulary: The Principles of Design

RHYTHM

repeating elements that create the illusion of movement

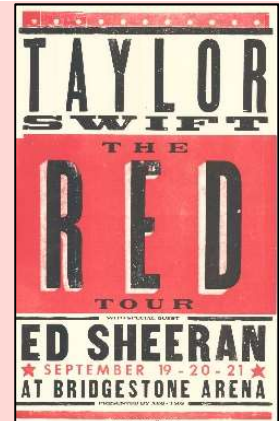
The alternating colors and waves create *rhythm*.



EMPHASIS

the focal point of a design

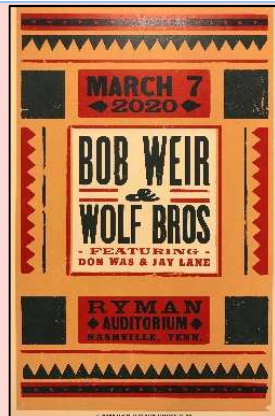
The word RED is *emphasized* with large type, a red background, and a white drop shadow.



BALANCE

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

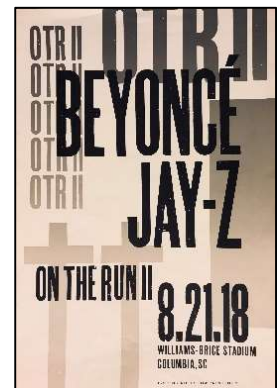
Solid shapes repeated on all four edges of the poster create *balance*.



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

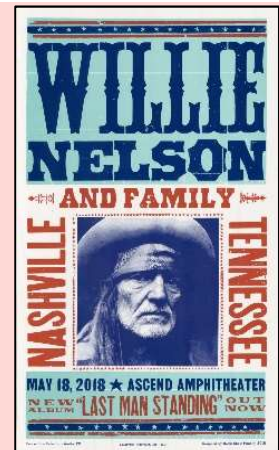
A *pattern* is created by repeating the band name (Walk the Moon) in the negative and positive design space.



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*.

