

Principles of Composition / Design

Infographic Poster Project

AVI20

Choose from the following:

Asymmetrical Balance

Symmetrical Balance

Radial Balance

Emphasis

Dominance

Contrast

Unity

Harmony

Variety

Compositional Movement

Literal/Actual Movement

Repetition

Pattern

Rhythm

Proportion

PRINCIPLES OF DESIGN

THESE ARE THE TOOLS ARTISTS USE TO ORGANIZE THE ELEMENTS OF ART.

CONTRAST

DIFFERENT ELEMENTS USED TOGETHER TO HIGHLIGHT THEIR DIFFERENCES

EMPHASIS

USING A SPECIFIC ELEMENT OF ART IN ORDER TO CREATE A FOCAL POINT.

REPETITION & PATTERN

AN ELEMENT OF ART IS REPEATED IN AN ORGANIZED WAY TO CREATE PATTERN.



VARIETY

COMBINING DIFFERENT ELEMENTS TO CREATE INTEREST AND FOCAL POINTS.

PROPORTION

THE RELATIONSHIP OF ELEMENTS TO EACH OTHER AND TO THE WHOLE WORK OF ART.
COMPARISON.

RHYTHM & MOVEMENT

CREATES A SENSE OF MOVEMENT AND DIRECTION IN A WORK.

BALANCE

ORGANIZING THE ELEMENTS IN A WORK OF ART TO DISTRIBUTE THEIR VISUAL WEIGHT
PLEASINGLY.

HARMONY & UNITY

EMPHASIZING SPECIFIC ELEMENTS OF ART TO CONNECT THE WHOLE WORK OF ART.

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