

Rhythm...

It's the repetition of elements in a space .Repetition is the use of same element more than once throughout a space



The picture above shows an elegant use of rhythm in the columns adjoined with lattice work. The designer has also used this principle in the ceiling, seating and fans. By using the same elements over and over the designer has really pulled together the space and made it one inviting patio!

Emphasis...

Emphasis is the existence of dominant elements in the composition of an interior setting. A design without any dominant elements would be bland and monotonous.

Every room needs a focal point– focal point is the area that draws our attention.

However, if there are too many assertive elements the design would be cluttered and chaotic, detracting from what may be truly important. Each part of design should be given proper significance according to its degree of importance in the overall scheme.



This chair in the above picture is an excellent point of emphasis since it has such subdued surroundings in black, tan and white.



The simple artwork in aqua next to its complimentary colour of orange and a little green really make this room stand out (even though its main colour is white).

Actually emphasis really adds to the room in a way that none of the other principles can? Basically, it is what you focus the room around when you are making a design.

Unity & Variety

It is the careful and artistic tension between order and disorder–between unity and variety– that enlivens harmony and creates interest in an interior setting.

Adding variety, but maintaining unity is as simple as :

- Varying size
- Varying orientation

- Varying detail characteristics
- Varying texture
- Varying color



Here, the designer has used similar content in a variety of frame sizes to make an impact along an entire wall, showing a mix between harmony and variety. The spiral layout helps to reinforce the unity of the entire collection.



In the picture above the overall shape of each vase is circular (showing unity) the height and openings are different adding visual interest through variety.



Variety doesn't just come in different shapes; it can also come in textures ranging from acrylic to wood. All the display boxes in the above picture show a variety of textures.



In the art above, the backgrounds change colour, but they find unity in their square shape and building content. The stacking of 3 sets really helps to fill the wall and balance out the window to the left of the paintings.



Radial balance results from the arrangement of elements positioned around a center point. This produces a centralized composition which stresses the center as a focal



point.

Asymmetry is the lack of correspondence in size, shape, color, or relative positioning among elements. By using visual weight of individual items we create balance in the overall room without having to duplicate items. Asymmetry is not as obvious visually as symmetry, but since it is capable of expressing movement and change it is more

flexible and can readily adapt to any room.

