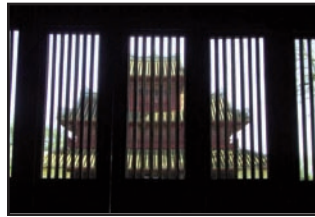


Principles of Design **PHOTOGRAPHY**

BALANCE:



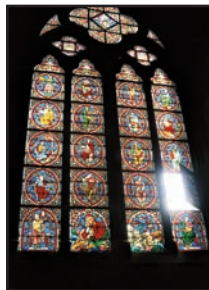
A principle of design, it refers to the way the art elements are arranged to create a feeling of stability in a work. Balance can be symmetrical or formal, or it can be asymmetrical, or informal.



EMPHASIS:



A principle of design, it refers to a way of combining the art elements to stress the differences between those elements and to create one or more centers of interest in a work of art. Often, contrasting elements are used to direct and focus attention on the most important parts of the composition.



GRADATION:



A principle of design, it refers to a way of combining the art elements by using series of gradual changes in those elements. Unlike contrast which stresses, sudden changes in elements, gradation refers to a step-by-step change. A gradual change from dark to light values or from large to small shapes would be called gradation.



HARMONY:



A principle of design, it refers to a way of combining the art elements to accent their similarities and bind the picture parts into a whole. It is often achieved through the use of repetition and simplicity.



MOVEMENT:



A principle of design, it refers to a way of combining the art elements to produce the look of action or to cause the viewer's eye to sweep over the work of art in a certain manner.



RHYTHM:



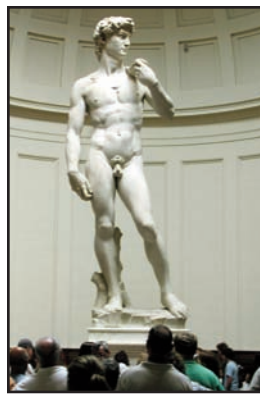
A principle of design, it refers to a way of combining the art elements to produce the look and feel of movement, especially with a visual tempo or beat. It is often achieved through the careful placement of repeated art elements which invites the viewer's eye to jump rapidly or glide smoothly from one to the next element or object.



PROPORTION:



A principle of design, it refers to the relationship of art elements to the whole and to each other. Often proportion is allied with another principle of design, emphasis. For example, if there is a greater proportion of intense hues than dull hues in a work of art, emphasis is suggested. Proportion may also refer to size relationships. For example, if one figure is made to look larger compared to other figures in a composition, it is said to be out of proportion and is given greater importance.



VARIETY:



A principle of design, it refers to a way of combining the art elements in involved ways to achieve intricate and complex relationships. Variety is often obtained through the use of diversity and change by artists who wish to increase the visual interest of their work. A photo which uses many different hues, values, lines, textures, and shapes would reflect the artist's desire for variety.



UNITY:



A principle of design refers to the quality of wholeness or oneness that is achieved through the effective use of art elements and principle of design. Often it is realized through the deliberate or intuitive balancing of harmony and variety. However, this balance does not have to be of equal proportions harmony might outweigh variety, or variety might outweigh harmony. Harmony aids efforts to blend pictorial parts together to form a whole. Variety adds visual interest to this unified whole.

