

one Building Blocks of VISUAL ART cont...

Next we have the **PRINCIPLES**. The job of the **PRINCIPLES** is to arrange and organise the **ELEMENTS** (LINE SHAPE COLOUR TEXTURE tone SPACE FORM) into **AESTHETICALLY** pleasing Compositions. so do a little polite bow for the **PRINCIPLES**... (WE'LL GROUP THEM INTO 6.)

THE PRINCIPLES

- UNITY & HARMONY
- BALANCE
- SCALE & PROPORTION
- CONTRAST & EMPHASIS
- Rhythm
- MOVEMENT

UNITY HAPPENS WHEN ALL OF THE ELEMENTS & PRINCIPLES ARE WORKING TOGETHER. THERE WILL BE A SENSE OF COMPLETENESS & ORDER. NOTHING LOOKS OUT OF PLACE AND ALL PARTS ARE RESOLVED. ... OK?

VISUAL BALANCE IS ARRANGING BITS SO THAT NO PARTS OVERPOWER OR SEEM OUT OF PLACE. VISUAL BALANCE IS A FELT EQUILIBRIUM.

PROPORTION IS CONCERNED WITH RATIOS - IT'S ALL RELATIVE. HOW BIG/SMALL IS THIS PIECE OF DESIGN? HUMAN SCALE? ANT SCALE? ... AND MOST IMPORTANTLY, HOW DOES IT AFFECT OUR READING OF THE WORK?

CONTRAST HAPPENS WHEN TWO THINGS ARE PLACED TOGETHER. CONTRAST ADDS VISUAL INTEREST. LINES, SHAPES COLOURS ETC CAN CONTRAST. EMPHASIS ALLOWS SPECIAL IMPORTANCE TO A PARTICULAR PART.

THE VISUAL BEAT - RHYTHM IS THE MOVEMENT OF THE VIEWERS EYES THROUGH A PIECE OF WORK. PATTERN HAS RHYTHM BUT NOT ALL RHYTHM IS PATTERN... IT MAY BE MORE HAPHAZARD.

MOVEMENT IS THE WAY THE EYE TRAVELS THRU A PIECE OF WORK

OK... SO THIS PAGE HAS **UNITY** THROUGH **TYPE & MATERIAL**, ALL PARTS ARE **BALANCED** (EXCEPT MAYBE THE HANDS...) **SCALE** IS HUMAN SCALE OR SMALLER. **CONTRAST & EMPHASIS** IS FOCUSED ON IMPORTANT WORDS. **RHYTHM** IS PROVIDED BY MY REGULAR LETTERING, & AS FOR **MOVEMENT**... LOOK DOWN THE ARM.

THERE ARE NO ABSOLUTES IN ART. APPRECIATE THE PRINCIPLES ... THEN GO AND BREAK THEM.



I USE THESE TO ACHIEVE BALANCE IN WIDE OPEN 'SPARE' WHITE SPACE.