

Instructor

# Principles of Design



## GOALS

4. Balance
  - Visual Balance Mimics
  - Physical Balance

## Physical Balance

### 5. Emphasis The Most Important Spot

### 6. Harmony Things Seem to Go Together



# 6 Principles



## METHODS

**1. Position**  
Proportion and Placement

## 2. Contrast

Variation in Size, Color,  
Texture, Value

## 3. Repetition

Rhythmic, Progressive, Pattern

