PRINCIPLES OF ART

Principles of art are the general idea and guidelines used to plan or arrange the elements of design in order to create effective communication. They help us to provide good work of art. The principles of design are balance, proposition, movement, emphasis, unity, contrast, rhythm, and repetition.

Balance

This is the arrangement of design elements in a work. Designs must have a good arrangement of design elements. Balance is influenced by position, size, texture, value, quantity, shape and colour.

Proportion

This is the relationship of one part of a design to another. In art work, proportional parts needed to be considered in relation to the whole, using certain ratio. An acceptable proportion is often

sought for sizes, colour distribution, etc. in order to achieve some degree of balance and harmony.

Movement

This is what makes the viewer to want to look at every part of the artwork. The design must be able to encourage the viewer to look at every part of the design.

Emphasis

This is the level of attraction given to a particular aspect of the design to show its importance. Emphasis draws attention of the viewer to important parts in design. This is because some elements of design have been concentrated on those parts the artist wants to emphasize or focus on.

Unity

This describes the agreement of the principles of design with one another. It is the degree to which all the principles to work together to create effective design and give a common message.

Contrast

This is the arrangement of opposite elements in a design in order to create visual interest and excitement. Contrast helps the artist to direct the viewer's attention to particular points of interest within the art work.

Repetition

Repetition is when one motif is repeated many times to form a good design. Sometimes repetition is used to make emphasis.

Rhythm

This is a kind of flow achieved by arranging the various art elements in a repeated manner. It cannot manifest in isolation, most especially in decorative pattern making. Repeating a part makes an art piece to be seen as a whole.