

EYE GUIDE Design principles and concepts:

COMPOSITION AND PERSPECTIVE:



How a design is composed with a specific vantage point in mind. The composition and perspective of a piece will alter the effect it has on the viewer. Can be used to achieve realistic sense of space while creating visual interest.

RULE OF THIRDS AND CROPPING:



aligning a subject with the points and intersections of the composition divided into 3rds length and width wise creates more tension, energy and interest in the composition than simply centering the subject would.

ALIGNMENT AND PROXIMITY:How objects are placed and spaced in relation to each other. Alignment is where objects align with one another, proximity is how closely they are spaced. Designers consider both to control how viewers 'read' visual imagery

PATTERN:

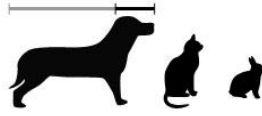


Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.

RHYTHM/MOVEMENT



Rhythm or movement refers to the suggestion of motion through the use of various elements.

PROPORTION/SCALE: 
Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body.



BALANCE:
Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial.

UNITY:



Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion. (repetition of similar colors, values/ textures creates unity)

VARIETY: Variety of elements help create visual interest: In Starry Night above there is variety of size of stars, colors, values etc.

FOCAL POINT/EMPHASIS/CONTRAST:
Emphasis refers to the created center of interest, the place in an artwork where your eye is drawn. It is created by use of contrasting elements. Like the moon to the right in Starry Night, which is biggest and brightest of all the yellow shapes in the sky, or the large dark shape in the foreground.

JUXTAPOSITION: the act or placement of two things (usually abstract concepts) near each other.



