

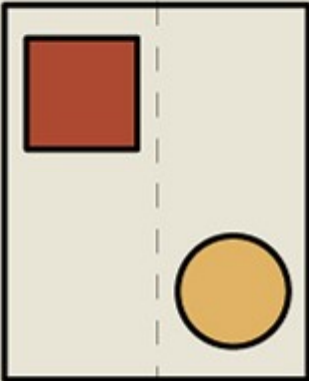
Principle of Design

With graphical example

Balance

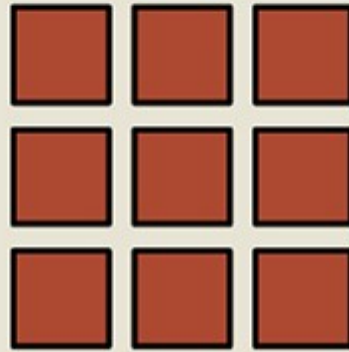


Symmetrical

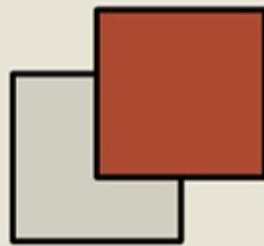


Asymmetrical

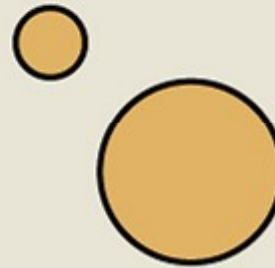
Unity



Contrast

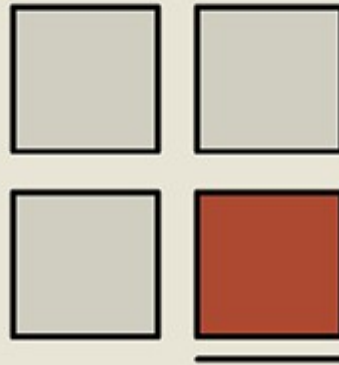


Color Contrast

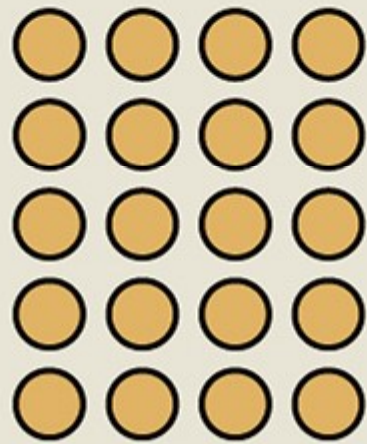


Size Contrast

Emphasis



Repetition



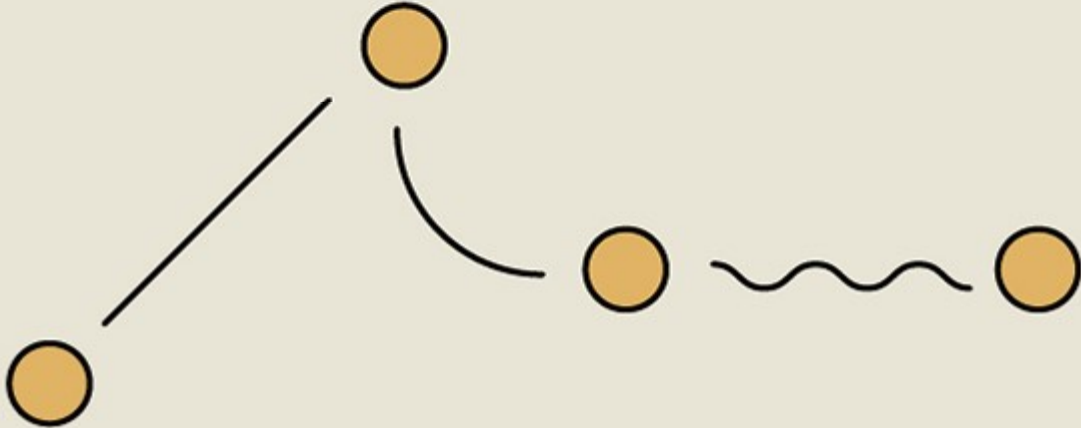
Pattern



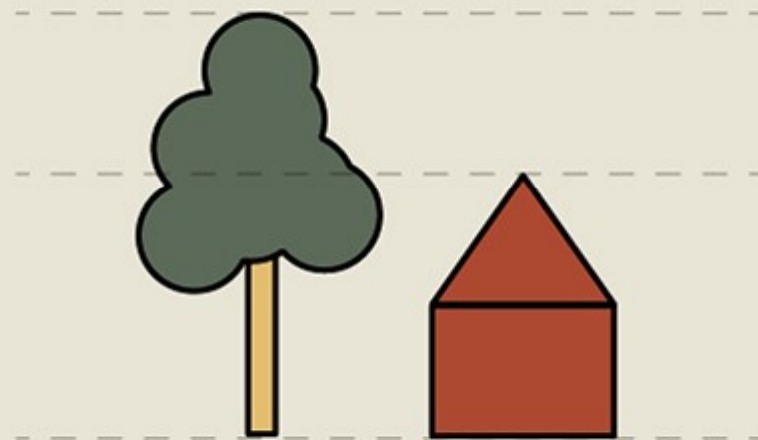
Rhythm



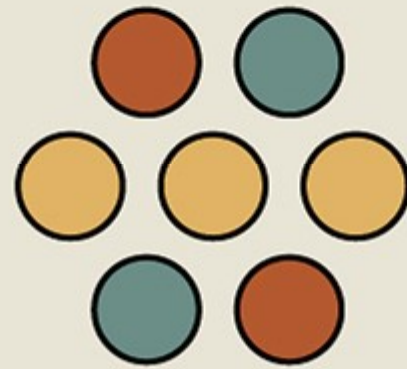
Movement



Proportion



Harmony



Variety

