

The 7 Principles of Design

Principles of design govern the use of design elements to manipulate the perceptions and reactions from the viewer of the design. Principles are concerned with how elements are used to bring the design together as one complete unit. The success or failure of a design is determined by how well this is done.

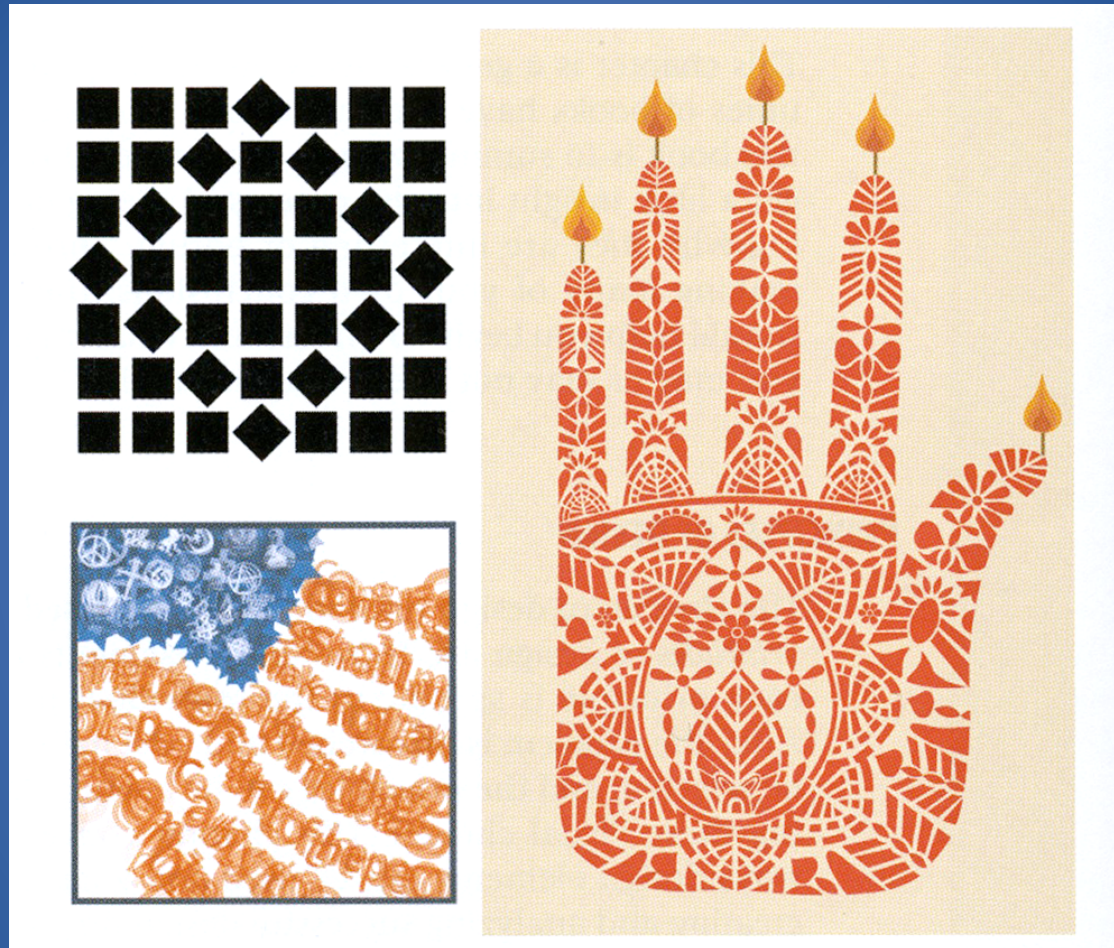
7 Design Principles

- Unity
- Rhythm
- Variety/Contrast
- Emphasis
- Balance
- Proportion/Scale
- Motion

Unity

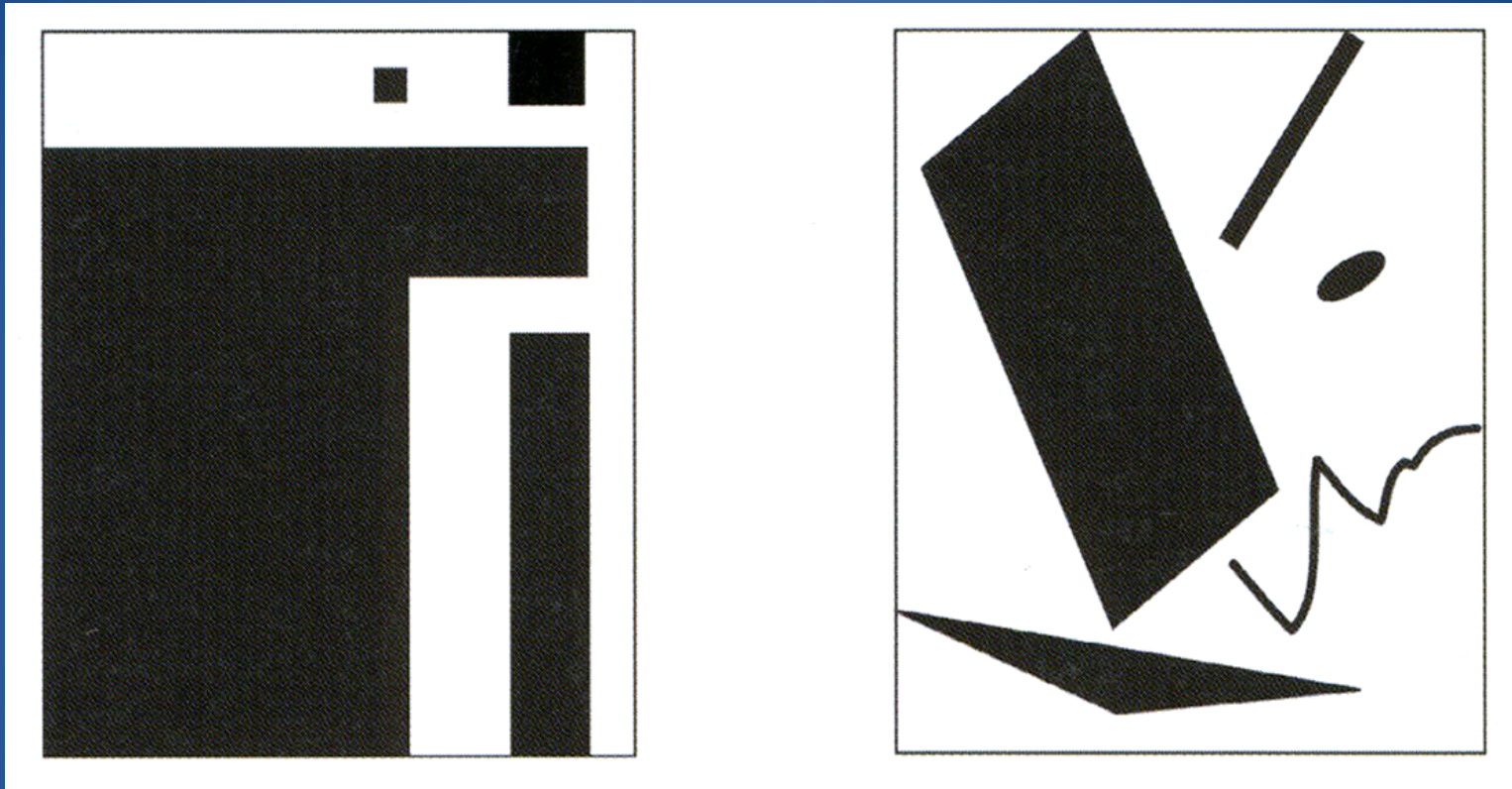
- The principle that all of the elements within the design look and feel like they belong together and relate to each other to the point that they feel as one complete unit (Harmony)
- Lack of Unity is chaos
- Unity may be based on conceptual qualities, such as similar subject matter
- Unity is achieved by placement, repetition, and continuation
- Unity can be achieved with any design element

Unity



Unity using similarity and proximity

Unity



Left: Unity using continuation/placement of similar shapes

Right: Chaos – nothing is similar, nothing is aligned

Unity

FUNDAMENTAL OF DESIGN A DIGITAL APPROACH

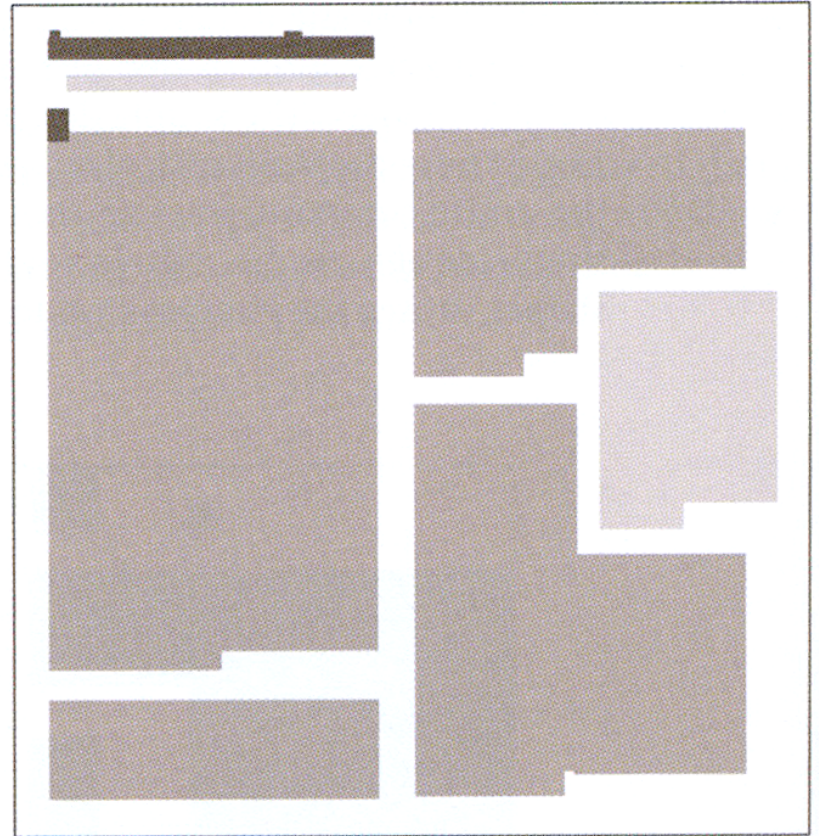
Digital technology has become integrated into every aspect of visual communications. New digital techniques and tools for designers and artists are being invented every day. Many more options and solutions for design and art projects can be explored in greater detail and in less time. The ease of use and inexpensive cost of hardware and software has given the public the ability to create computer generated graphics and artwork. However, the availability of technology and the advances in imaging and production techniques will not cover up what is essentially a bad design. The history of design teaches us that the same elements and principles of design have always existed regardless of medium or technique. As the market place and exhibition rooms become saturated with digitally produced images, knowledge of the fundamentals of design becomes even more important. To create sophisticated visuals, which entertain and communicate effectively, an artist or designer cannot ignore what defines design. The intent of this book is to provide a basic understanding of design and how to integrate this knowledge into digitally produced two-dimensional images.

So what is meant by "purposeful organization of visuals represented two-dimensionally"? "Purposeful organization" is the opposite of or chance. Everything is thought out, planned and placed or arranged with reason. "Visuals"

are things we can see. They consist of one or more of the following elements: line, shape, space, volume, value, color, and texture. These elements are organized using the "principles" of design. Design principles are concepts and ideas that use the elements of design to create visuals. A design that both communicates and is aesthetically pleasing is dependent on a clear understanding and effective application of these principles.

Design can be defined as "purposeful organization". As it relates to this book, the term "design" will be narrowed to include only the visual aspect of design and more specifically to those visuals that can be represented two-dimensionally.

"Two-dimensional" refers to height and width. The images contained in this book are reproduced on paper or observed on a monitor. They are all examples of two-dimensional visuals. One-dimensional design would refer to only length. A true one-dimensional design could not be seen because it has no width. A line is often referred to as one-dimensional, however, a line has width and is really two-dimensional. This book will look past this fact and define lines as one-dimensional. Three-dimensional visuals have length and width but also depth. Examples of three-dimensional designs are packaging, industrial design, sculpture, interiors, and architecture.



Unity using type. Type blocks are grouped together by being placed next to each other and being precisely aligned.

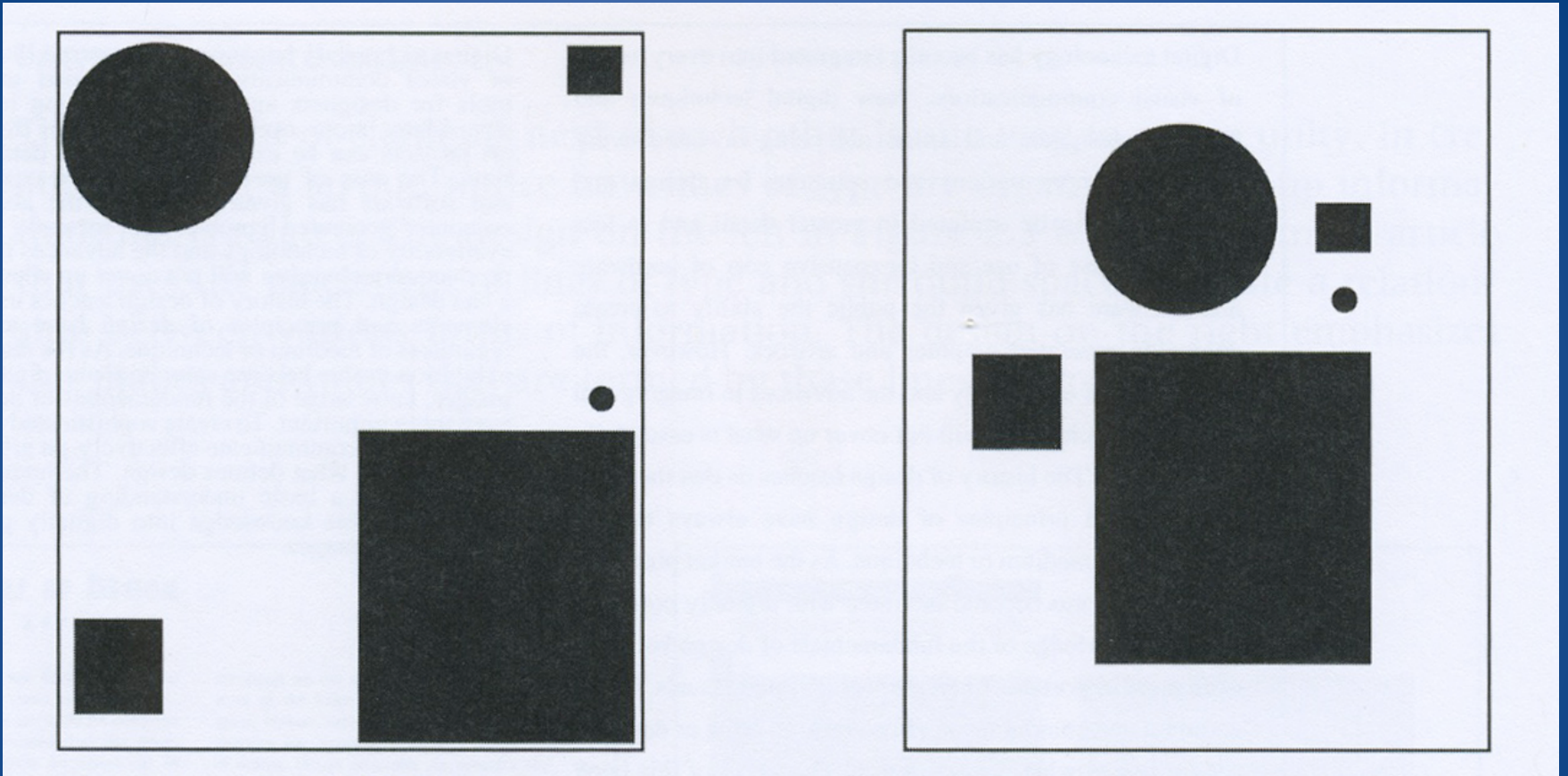
Unity

VISUAL DESIGN
FUNDAMENTALS:
A Digital Approach

VISUAL DESIGN
FUNDAMENTALS:
A Digital Approach

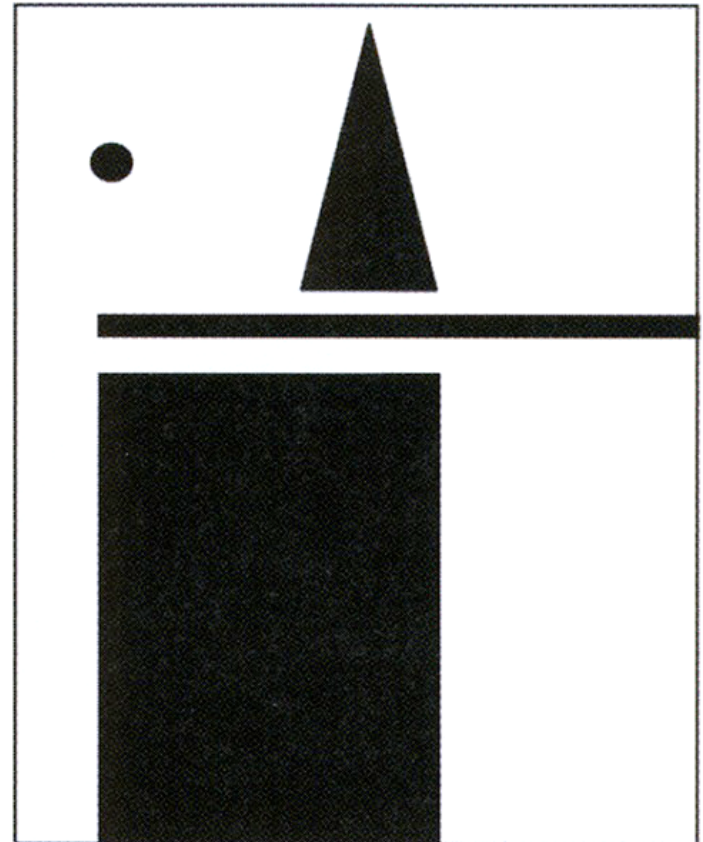
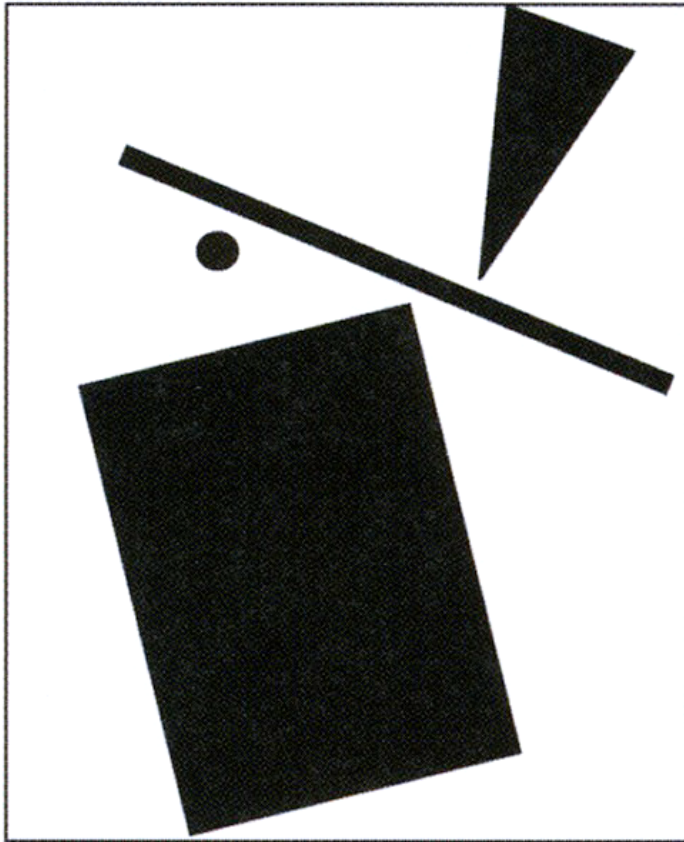
Left: Poor type alignment lacks unity in type headline
Right: Alignment on the left side creates better unity

Unity



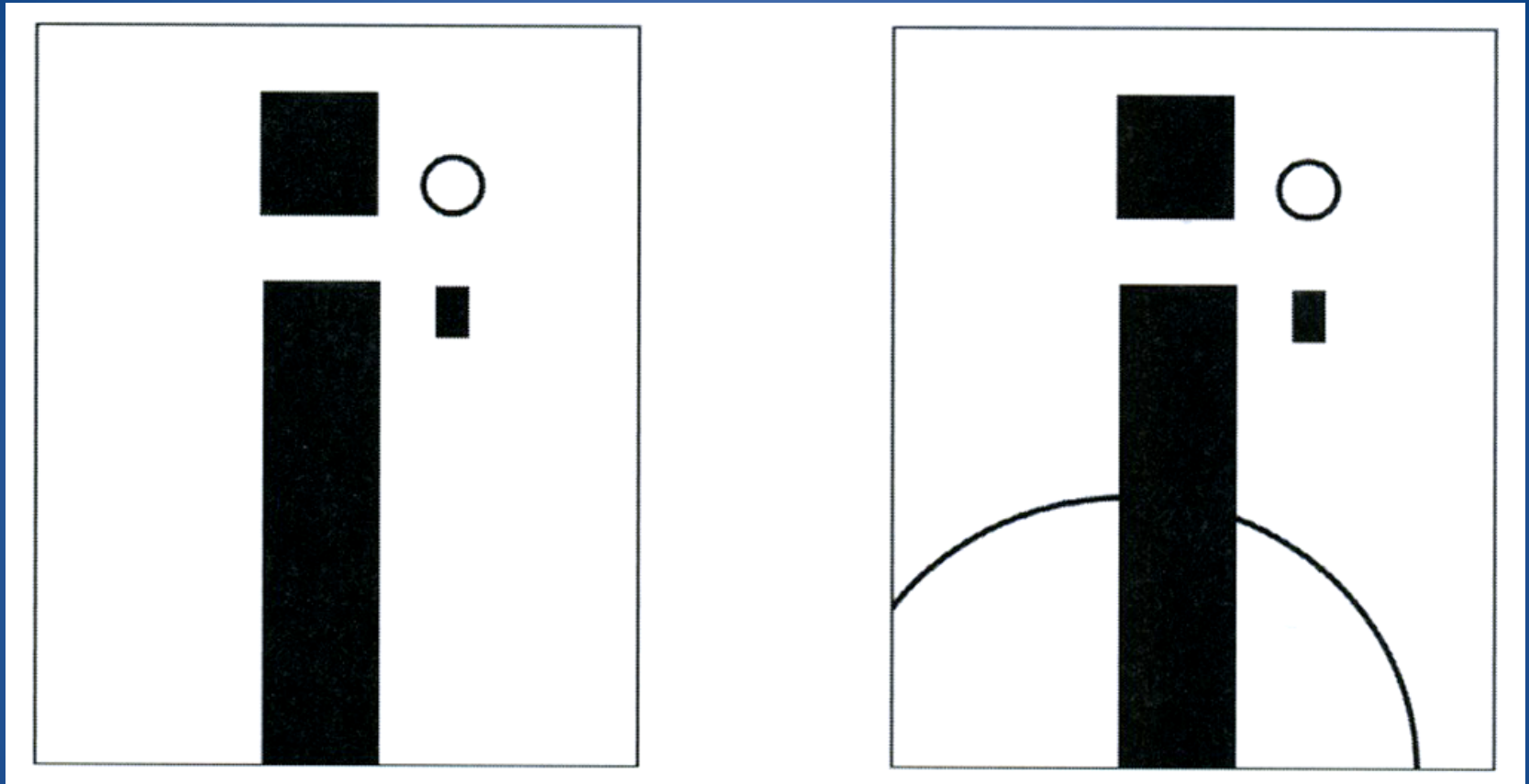
Left: Poor unity – shapes are too close to edges of design and too far apart from each other
Right: Better unity – elements are in close proximity, so they relate to each other more

Unity



Left: Chaotic random placement of elements lacks unity
Right: Similar line direction and alignment adds unity

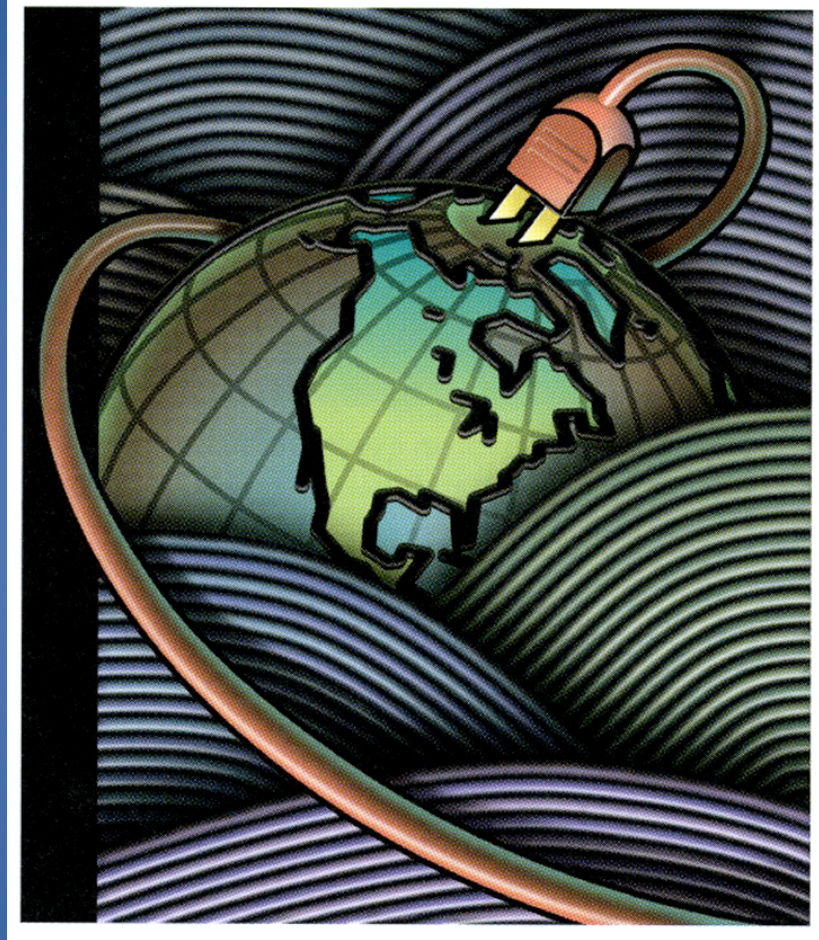
Unity



Left: Circle seems out of place creating a lack of unity

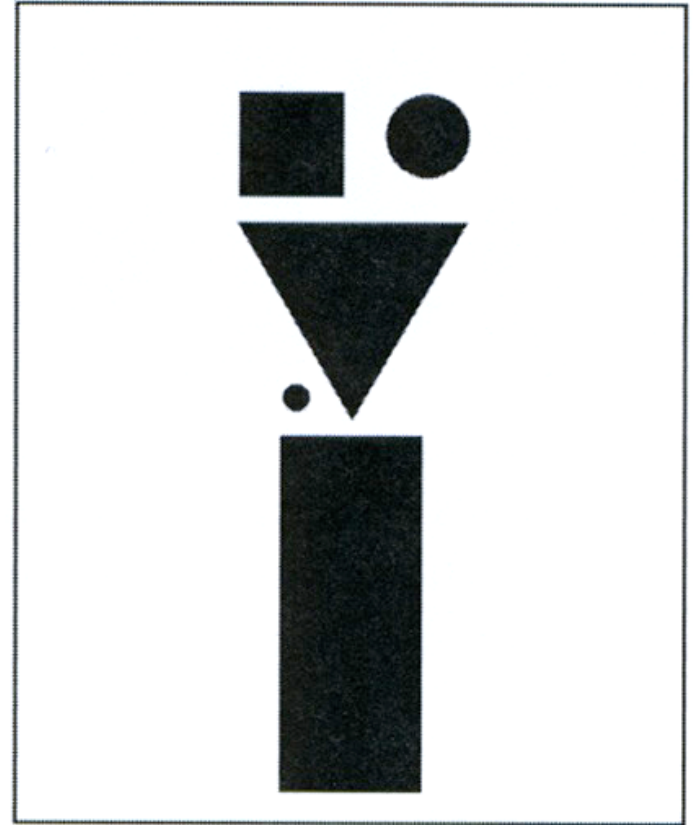
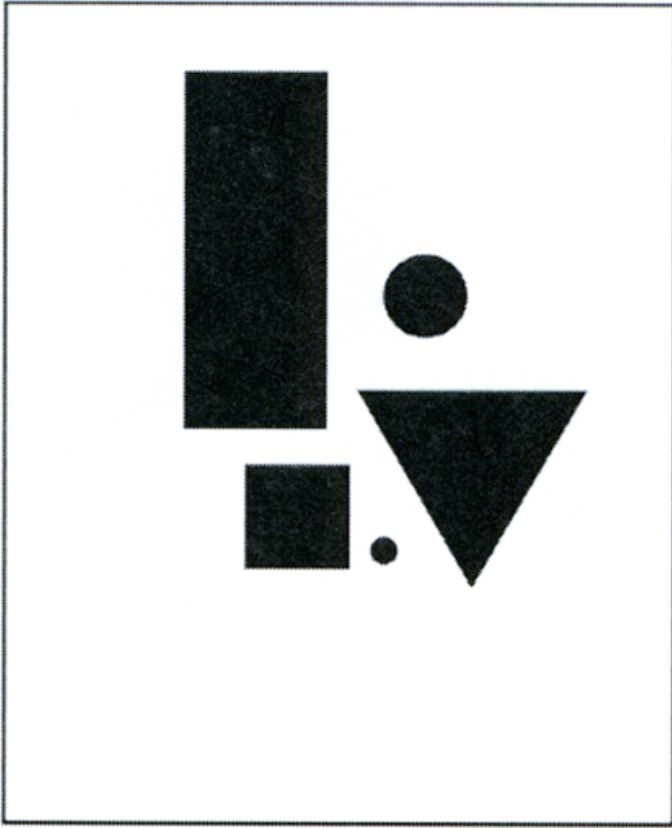
Right: Repetition of the circular shapes unity. Along with variety

Unity



Repetition of shape and line width create unity

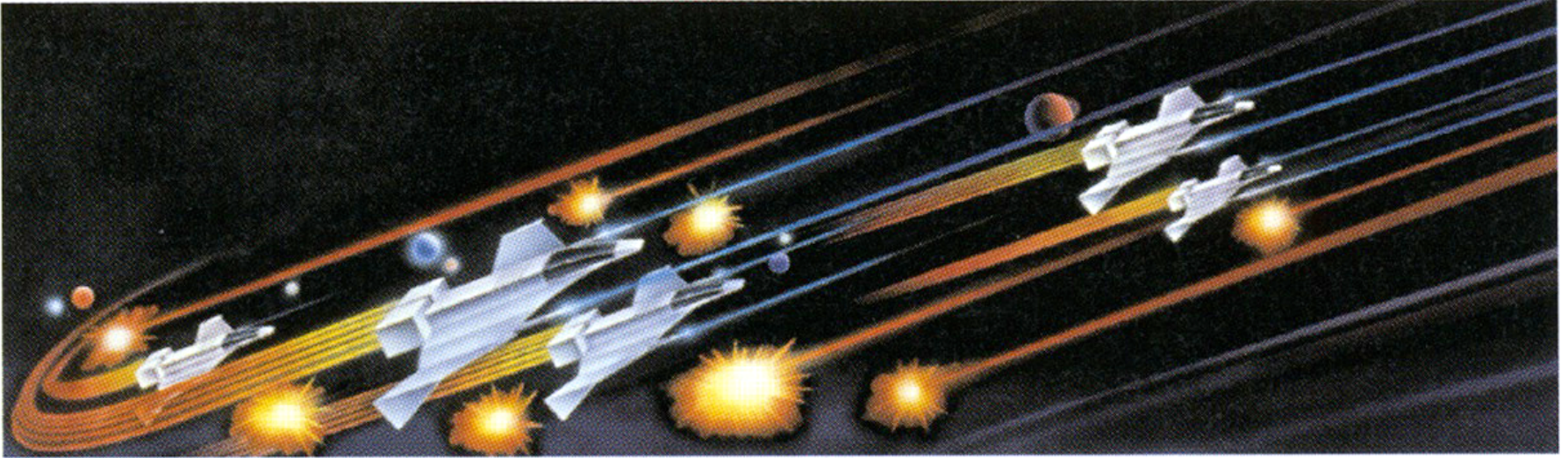
Unity



Left: Elements seem to be floating in space and unrelated to each other

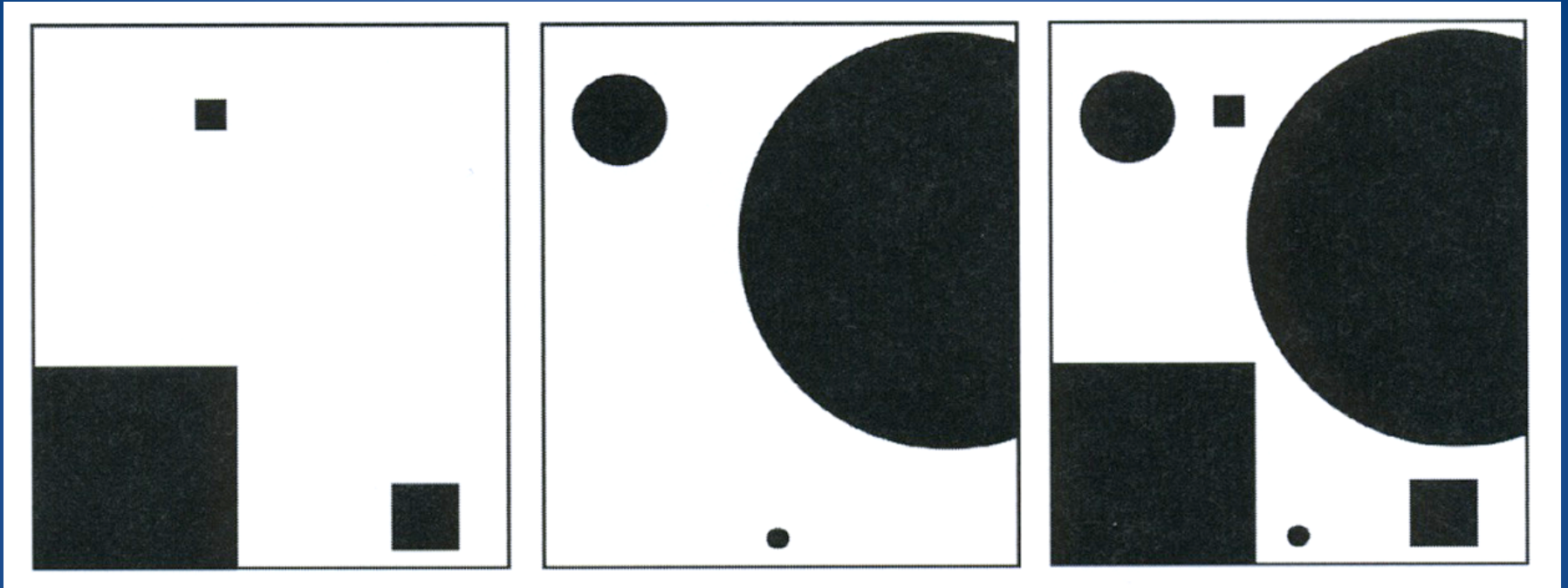
Right: Through alignment along a vertical line direction, more unity is perceived

Unity



Unity is achieved by repeating the same angles within the design elements

Unity

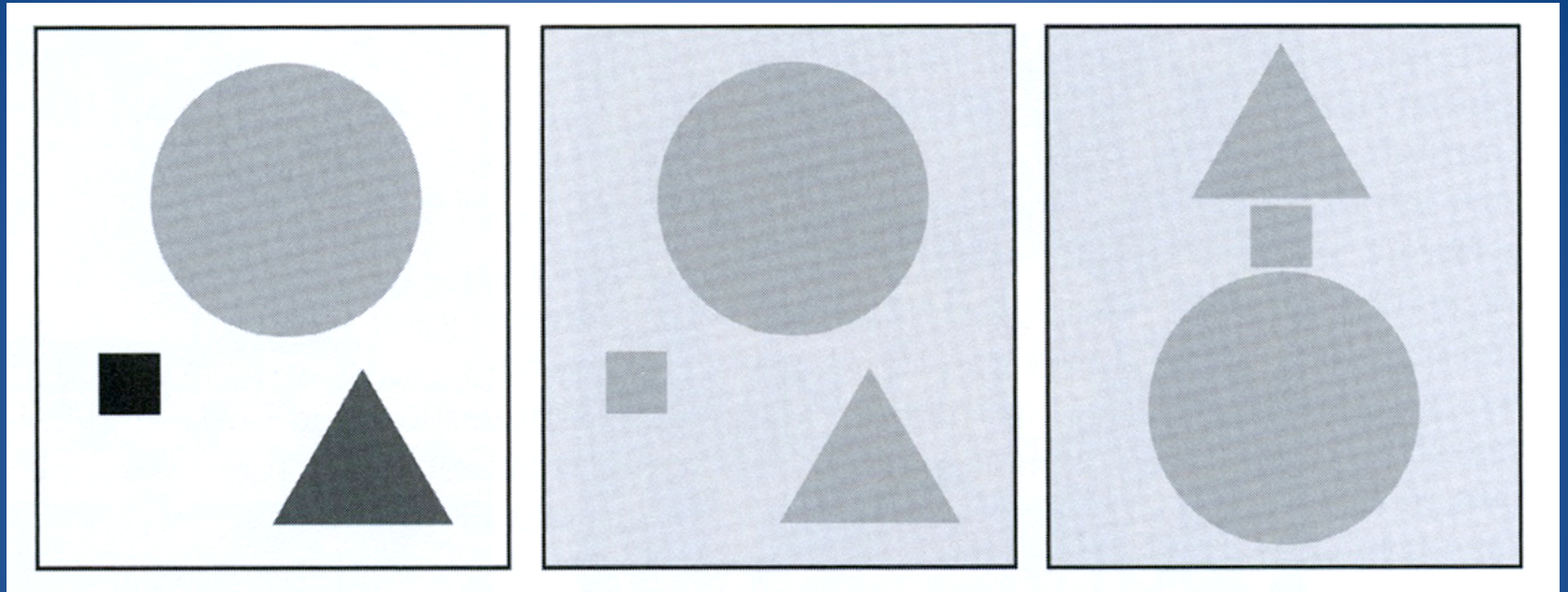


Left: Design is unified with all square shapes

Middle: Design is unified using all circular shapes

Right: The design is still unified using both types of shapes. The design now also has variety .

Unity

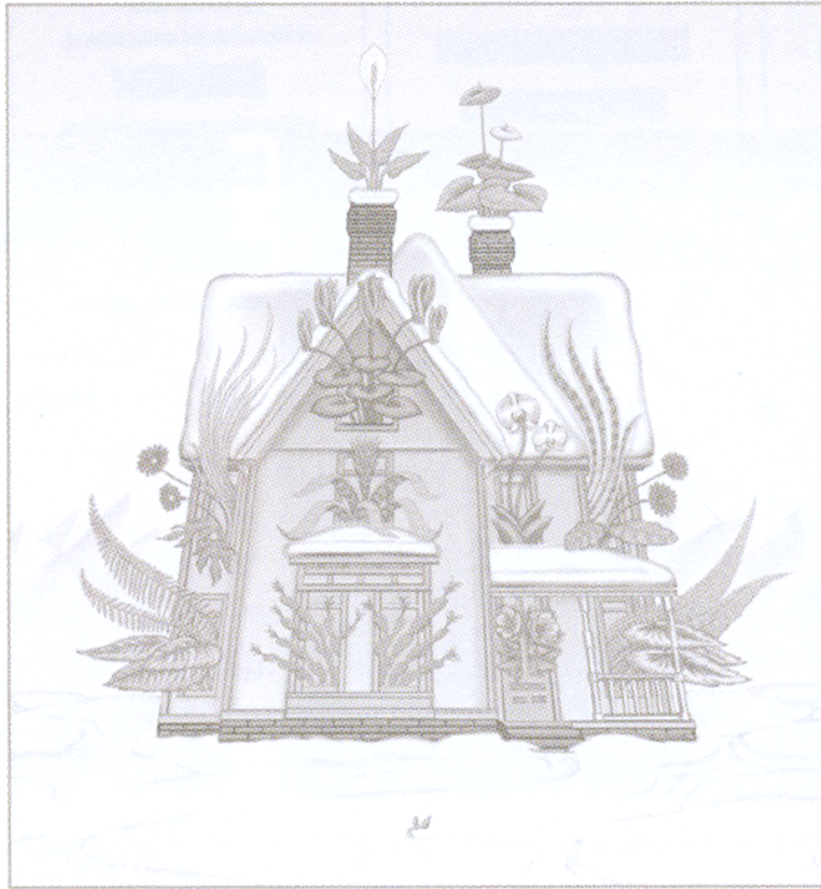


Left: Three different shapes lacks unity

Middle: Similar values unify the design

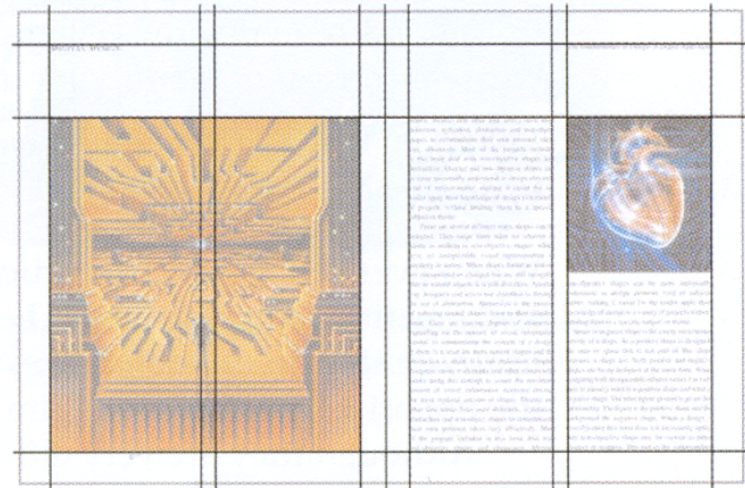
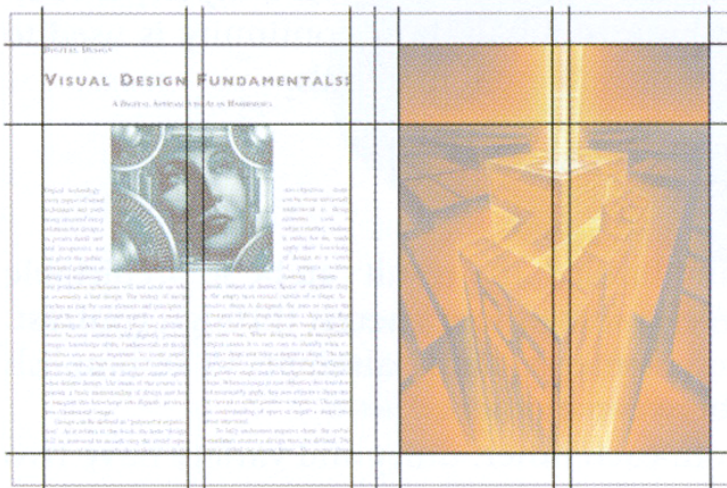
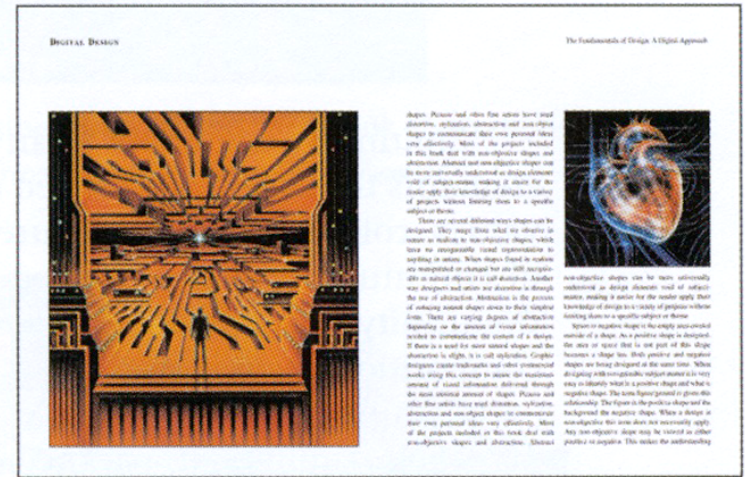
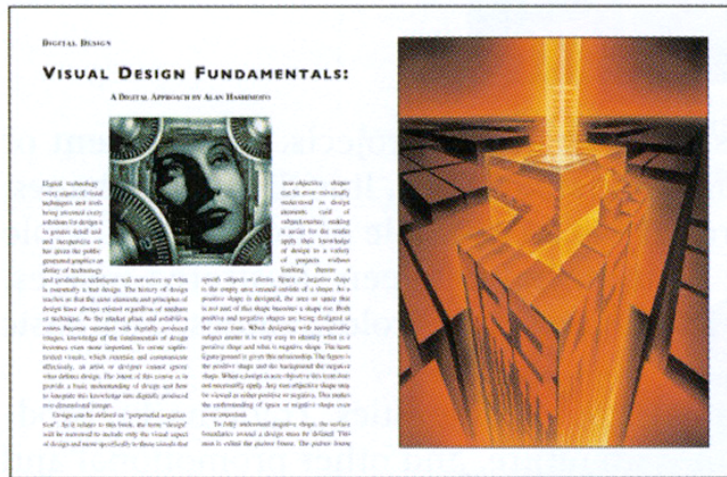
Right: Value and placement increase the unity

Unity



Similar values create unity.

Unity



Unity achieved by using grid alignments. By aligning the edges of shapes and lines, the eye continues from object to another. This creates unity.

Unity



Unity achieved by using similar styles, colors, line, forms, textures and values across multiple design pieces.

Unity



Unity achieved by overlapping elements and moving the eye to other elements.

Unity



Unity achieved by overlapping elements, alignment and proximity.