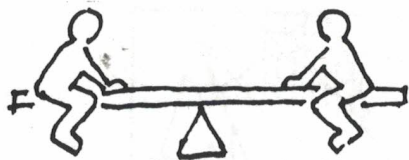


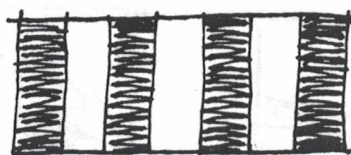
HOW DO YOU KNOW WHAT WORKS?

You are creating a 2-dimensional design within a rectangular shape. Artists have learned that certain principles can help lead to success.



BALANCE

symmetry
asymmetry



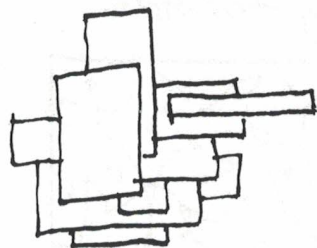
RHYTHM

repetition
of shape, color, line,
texture



EMPHASIS

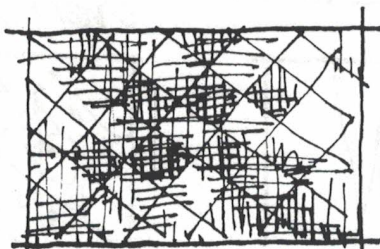
draw the
viewer's attention



PROPORTION

relationships of
elements

scale

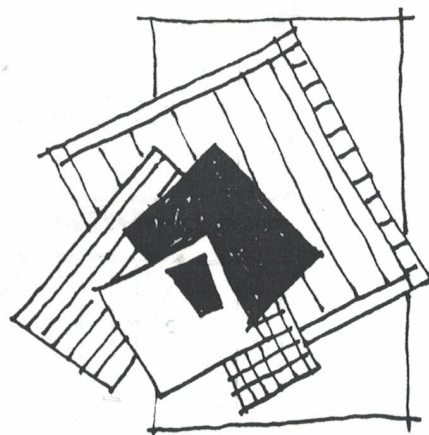


UNITY

everything seems
to work together

- texture
- color
- shapes

→ harmony ←



CONTRAST

texture vs. non-texture
green vs. red

round vs. square

dark vs. light

highest contrast = center
of interest