

Art Vocabulary: The Art Principles

The Art Principals are Basic guidelines for organizing the Art Elements to create a unified design.

- **Balance:** The arrangement of elements in an artwork to create a sense of visual stability. There are two types of Balance: *Symmetrical* (Formal) and *Asymmetrical* (informal).
- **Proportion:** Refers to the relationship of the parts of an artwork to the whole, or one part to another in size, location or amount. Artists sometimes exaggerate proportions of a subject in order to emphasize its importance to the meaning of the work.
- **Emphasis/Focal Point:** An area of contrast in an artwork that immediately attracts the eye. It functions as a doorway into an artwork for the eye of the viewer. Sometimes this is called 'Dominance'.
- **Movement:** The use of art elements to create a sense of visual flow in the design. Movement creates a visual pathway that draws the eye smoothly through the artwork.
- **Rhythm:** The use of art elements to create a repeating pattern of visual interest that jumps the viewer's eye through the artwork.
- **Variety:** The use of art elements to create differences in an artwork that add visual interest. Without some variety, the artwork is too boring to create any visual interest. Too much variety makes it too chaotic to see.
- **Repetition:** The repeated use of art element(s) to enhance the unity in an artwork. Too much repetition can make an artwork boring. Repetition must be balanced with variety to create a strong design.
- **Unity:** A successful combination of art elements to create a sense of wholeness and visual completion in an artwork.