



# DESIGN PRINCIPLES

## نظريات التصميم

BALANCE ..... التوازن  
VARIETY..... التنوع  
EMPHASIS تركيز العين  
CONTRAST..... التباين  
REPETITION..... التكرار  
PROPORTION التناسب  
MOVEMENT..... الحركة  
UNITY..... الوحدة  
PATTERN الانماط الزخرفية

## BALANCE التوازن

The distribution of the visual weight of objects, colors, texture, and space.

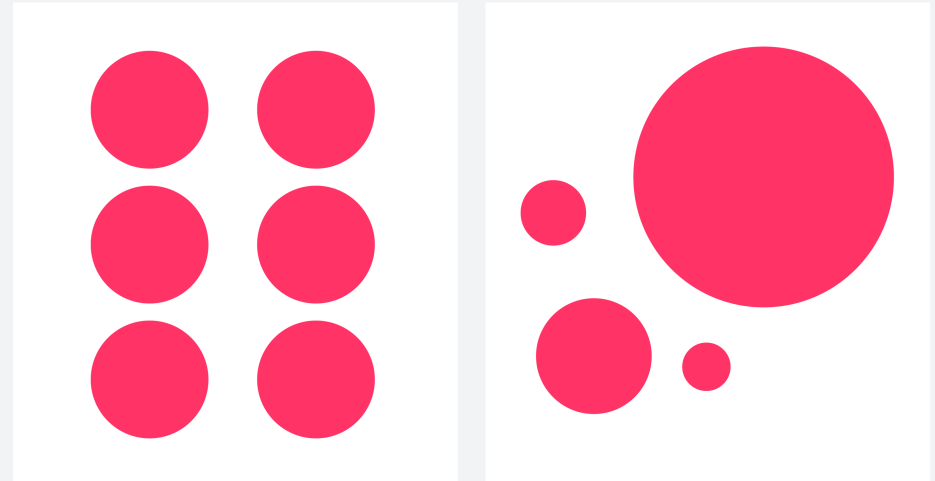
### ***SYMMETRICAL BALANCE***

Elements used on one side of the design are similar to those on the other side

### ***ASYMMETRICAL BALANCE***

The sides are different but still look balanced.

Balance



Balance: Symmetrical

Balance Asymmetrical

# DESIGN PRINCIPLES

## نظريات التصميم

### UNITY الوحدة

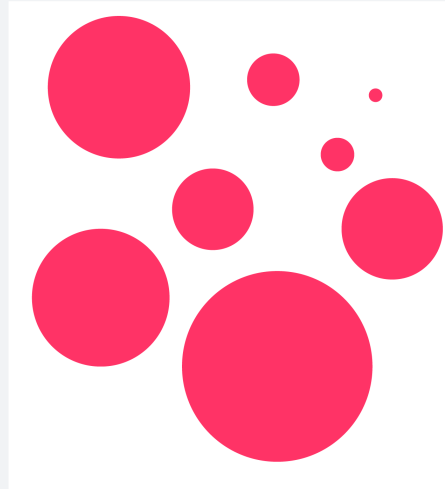
The relationship between each individual part & the whole composition.

This creates a sense of completeness.

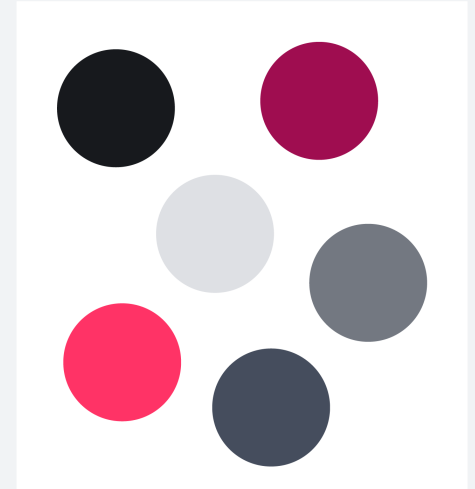
### VARIETY التنوع

Variety is the use of several elements of design to hold the viewer's attention and to guide the viewer's eye through and around the work of art.

Unity & Variety



Unity = Same Color  
Variety = Different Sizes



Unity = Same Size  
Variety = Different Colors

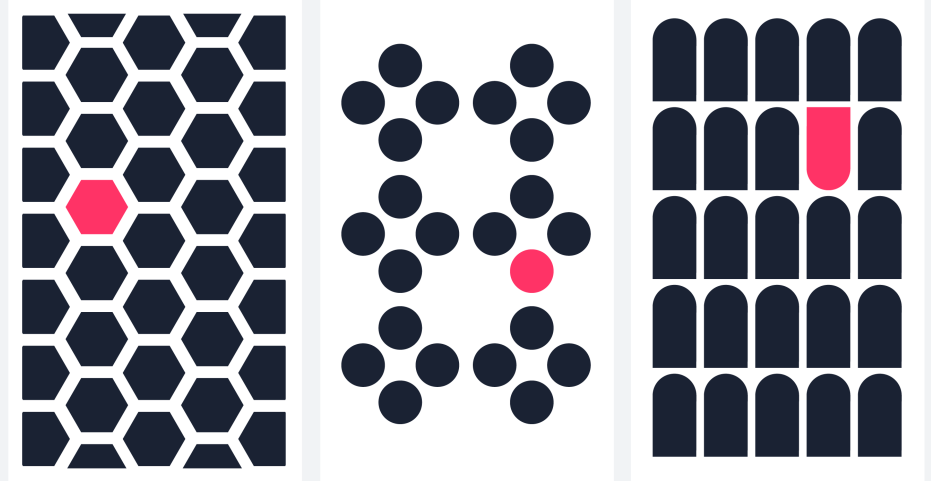
## EMPHASIS تركيز العين

The part of the design that catches the viewer's attention. Usually the artist will make one area stand out by contrasting it with other areas. The area could be different in size, color, texture, shape, etc.

### FOCAL POINTS

are areas of interest, emphasis, or difference within a composition that capture and hold the viewer's attention. "Focal points are a place for the eye to rest in your visual design.

Emphasis



Creating a Focal Point

## CONTRAST التباين

The difference between elements in a composition. This can happen through a variety of elements, such as color, texture, shape, value, size, and type.

### **Contrast using color**

The sharp differences in color or value that makes one stand out next to the other.

### **Contrast using typography**

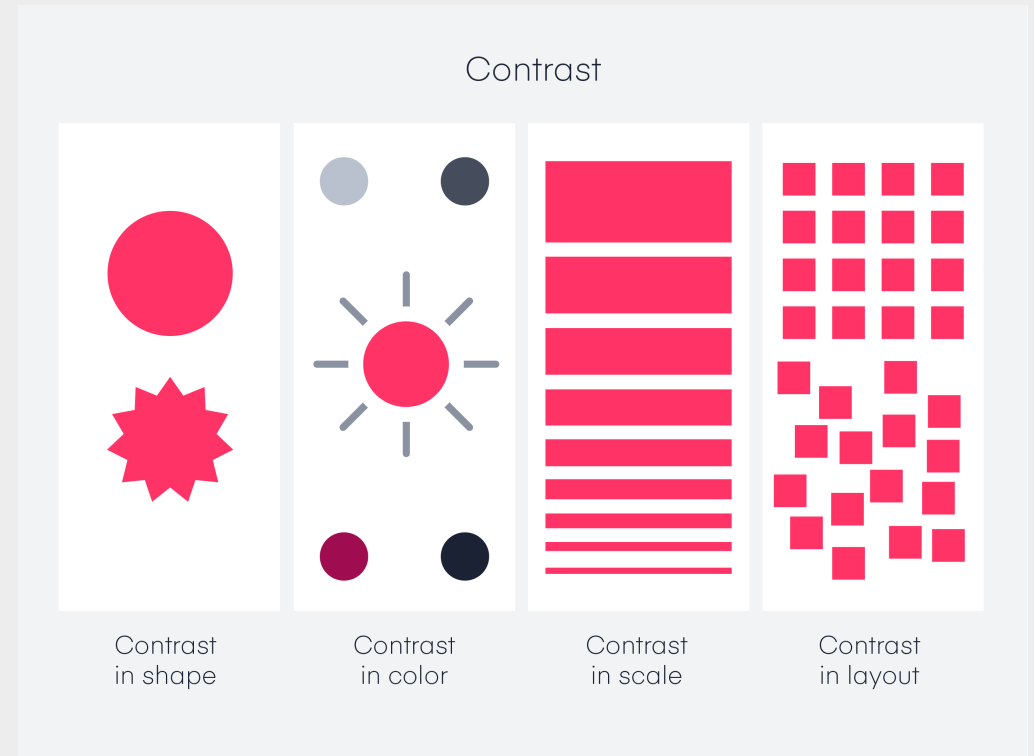
The sharp differences in font (type, size, style) that makes one stand out over the other.

### **Contrast using shapes**

The sharp differences between two shapes, either in size or type of shape.

### **Contrast using proportion/size**

The sharp differences achieved when one object is much smaller or larger than the other.



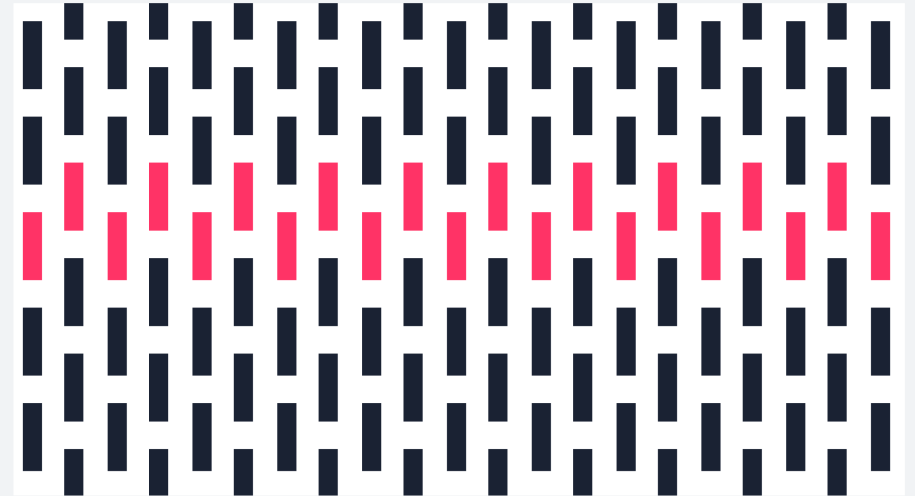
# DESIGN PRINCIPLES

نظريات التصميم

## REPETITION التكرار

works with pattern to make the work of art seem active.

Repetition



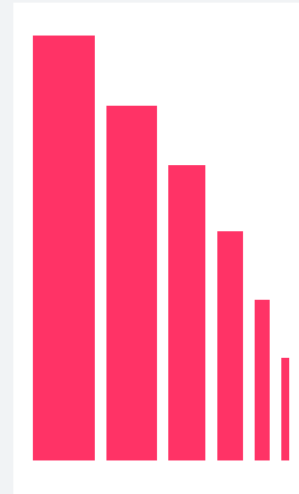
Repetition changes Perspective

## PROPORTION التناسب SCALE

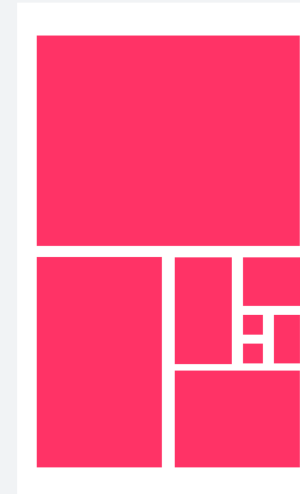
is the feeling of unity created when all parts (sizes, amounts, or number) relate well with each other. When drawing the human figure, proportion can refer to the size of the head compared to the rest of the body.

*The feeling of unity created when all parts (sizes, amounts, or number) relate well with each other.*

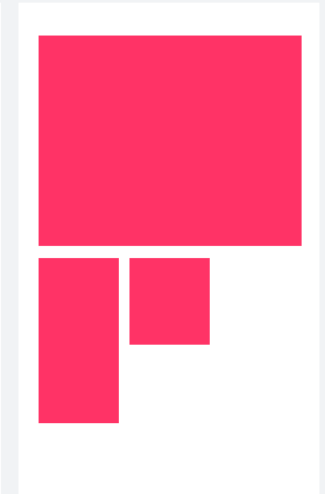
Scale / Proportion



Size



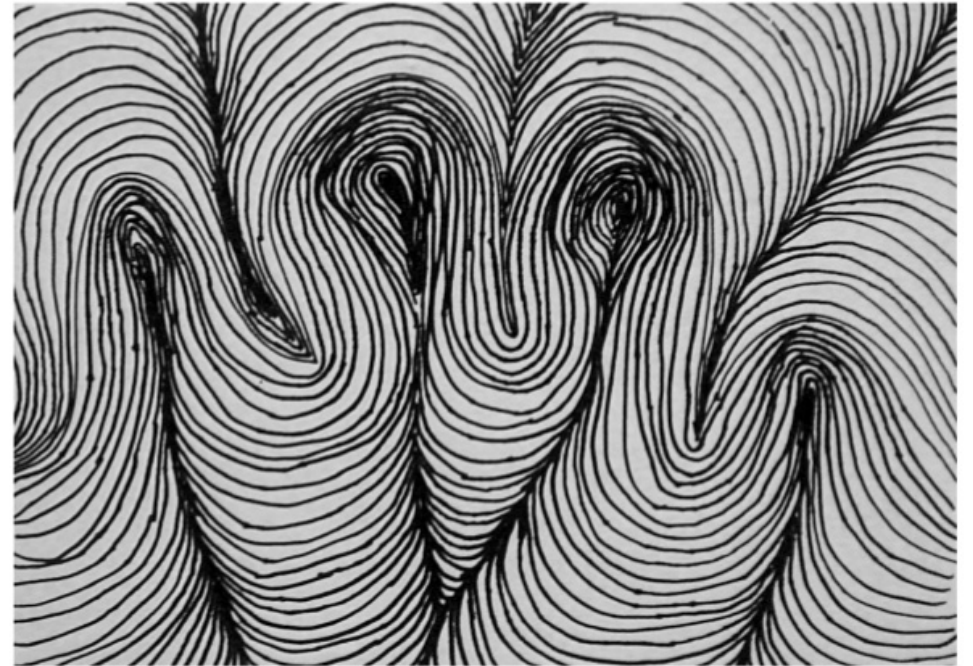
Ratio



Divisions

## MOVEMENT الحركة *RHYTHM*

Rhythm is created when one or more elements of design are used repeatedly to create a feeling of organized movement. Rhythm creates a mood like music or dancing.



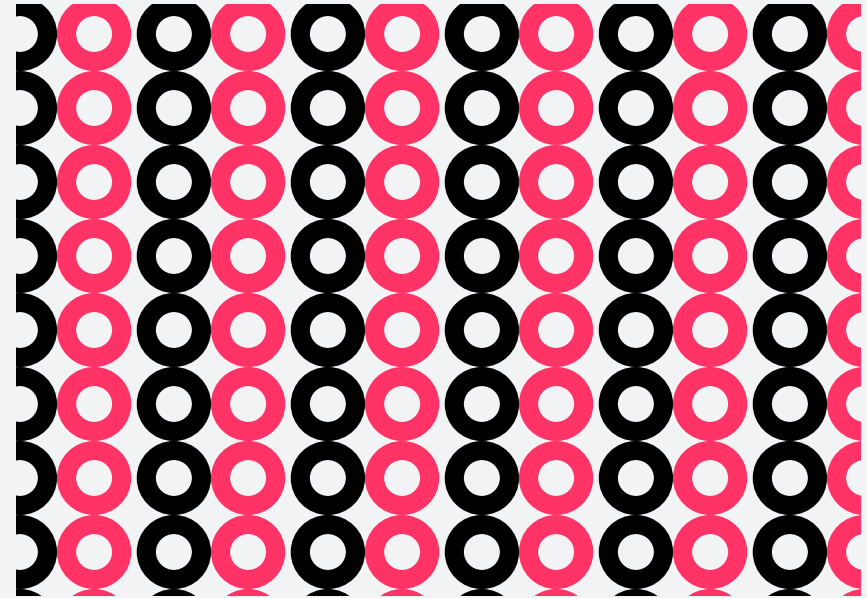


# DESIGN PRINCIPLES

نظريات التصميم

## PATTERN **الانماط الزخرفية**

The principle of design in art that is a repetition of the same shapes or elements.



## HIERARCHY

### التسلسل الهرمي

One of the most important principles in design, hierarchy is a way to visually rank your design elements.

Hierarchy



No Hierarchy

Hierarchy

## GESTALT PRINCIPLE

### نظرية الجشطالت

"THE WHOLE IS OTHER THAN  
THE SUM OF THE PARTS"