

PRINCIPLES OF DESIGN

Introduction

Every work of art that is desirable, acceptable and delightful is based on certain factors.

These factors are the principles of art.

The principle of art refers to the factors in an art work which makes it beautiful, organized and pleasant. Below are the principles.

1. **Harmony:** This refers to how all the elements in an art work agree together.
2. **Variety:** this refers to the idea of applying various colours, shapes, designs, tones in an art to make it interesting. Variety makes an art work delightful while monotony on another hand will make it boring and unattractive.
3. **Balance:** This is the assigning of appropriate colours, shapes, size and space to the various elements in an art work in a way that equilibrium is achieved. Balance is of three kinds: Symmetric balance, asymmetric balance and radial balance.
4. **Proportion:** This refers to how all the elements in an art work relate to one another in occupying the general space created for the art work.
5. **Dominance:** This refers to emphasis laid on important element in an art work. Dominance may be given to a heading by increasing its font size. The shape or colour of a motif may be used to give it emphasis.
6. **Rhythm:** This is the repetition of an element in a sequence. (pictorial aid for rhythm)

Uses of the principles of design

1. Harmony ensure that the whole elements design match together.
2. Variety is used to avoid monotony or boredom.
3. Balance is used to ensure equilibrium.

4. Proportion is useful in ensuring good relationship by size among the elements in a design.
5. Dominance is useful in determining the more prominent elements in a design
6. Rhythm: This is used to create unity in a design. It also offers continuity in a design.

Summary

The principle of art refers to the factors in an art work which makes it beautiful, organized and pleasant. Principles of design include harmony, variety, balance, proportion, dominance and rhythm. All these principles are useful in giving a design its attraction and beauty.

Review Questions

Define the principles of design

List and explain six principles of design

State six uses of design.