

PRINCIPLES of DESIGN

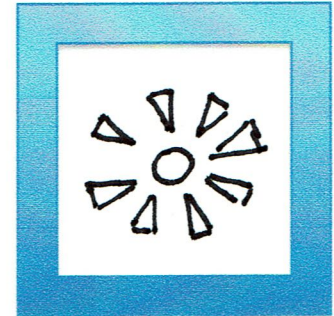
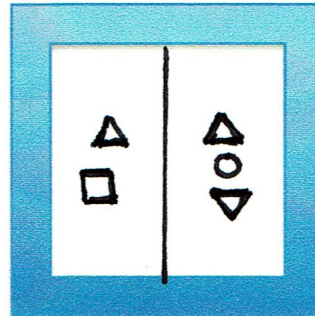
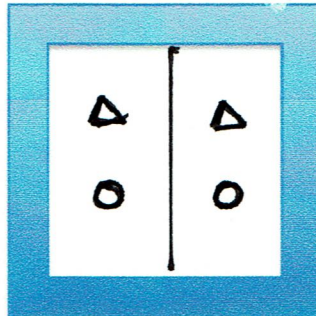
4/13/19

-SYMMETRICAL
formal

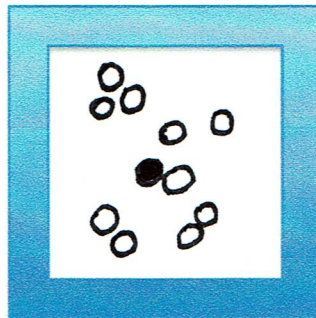
-ASYMMETRICAL
informal

-RADIAL

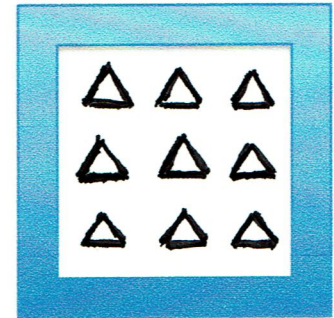
BALANCE



EMPHASIS



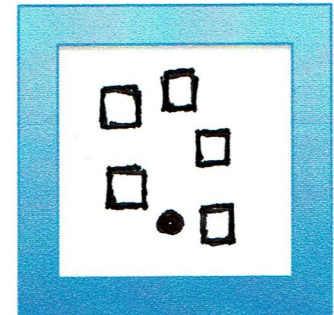
PATTERN



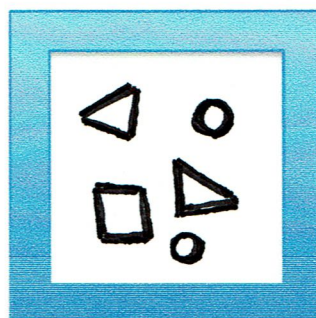
MOVEMENT



CONTRAST



VARIETY



UNITY

