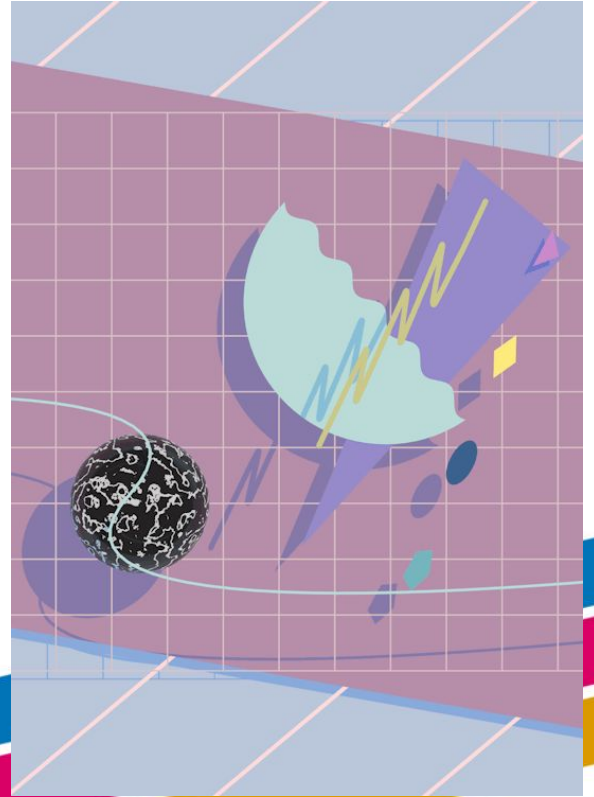


# Principles of Design

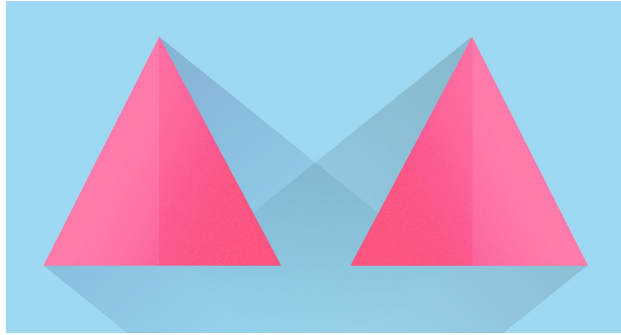
Term 1 Week 2

# Why study **P** rinciples **O** f **D** esign?

The **purpose** of learning POD is to help us create a **pleasing** artwork through a more effective **use of the Elements of Art**.



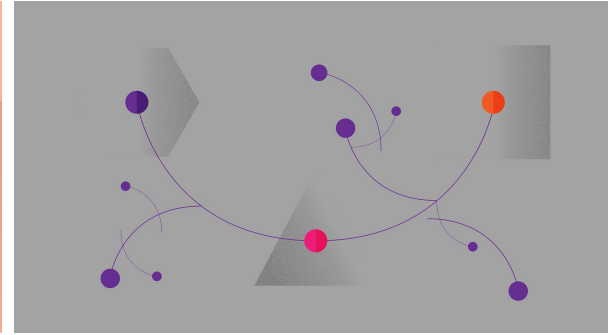
# Principles of Design



**SYMMETRY**



**EMPHASIS**



**MOVEMENT**

# EMPHASIS

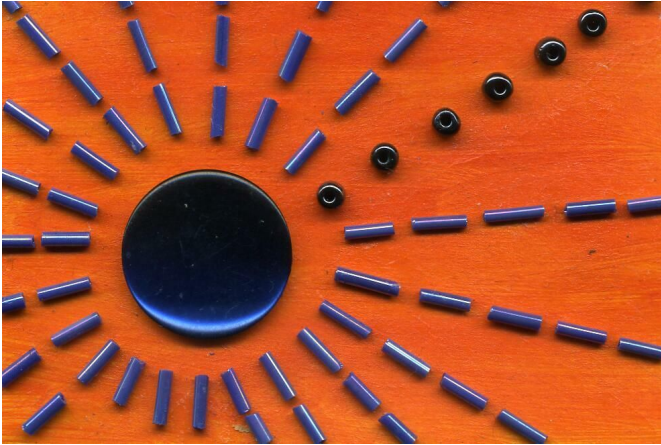
**Emphasis** is when one element **stands out more** than the other and creates a sense of importance in an artwork.



Source: <http://bit.ly/2iAlMJc>

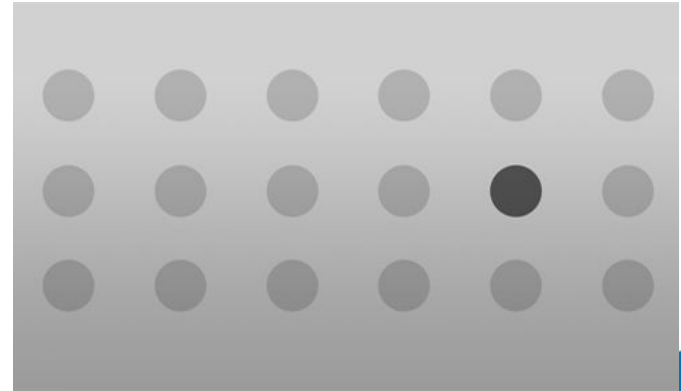
# Ways to create EMPHASIS

(a) Contrast a shape with its surrounding.



(b) Focus emphasis on converging lines.

(c) Use a darker or lighter value



(d) Create a contrast in colour.  
(see next)

# Georgette Chen, *Still life with cut apple and orange*



Local artist Georgette Chen used bright colours to **emphasize** the fruits in this painting.

Source: <http://bit.ly/2iirzp3>

# SYMMETRY



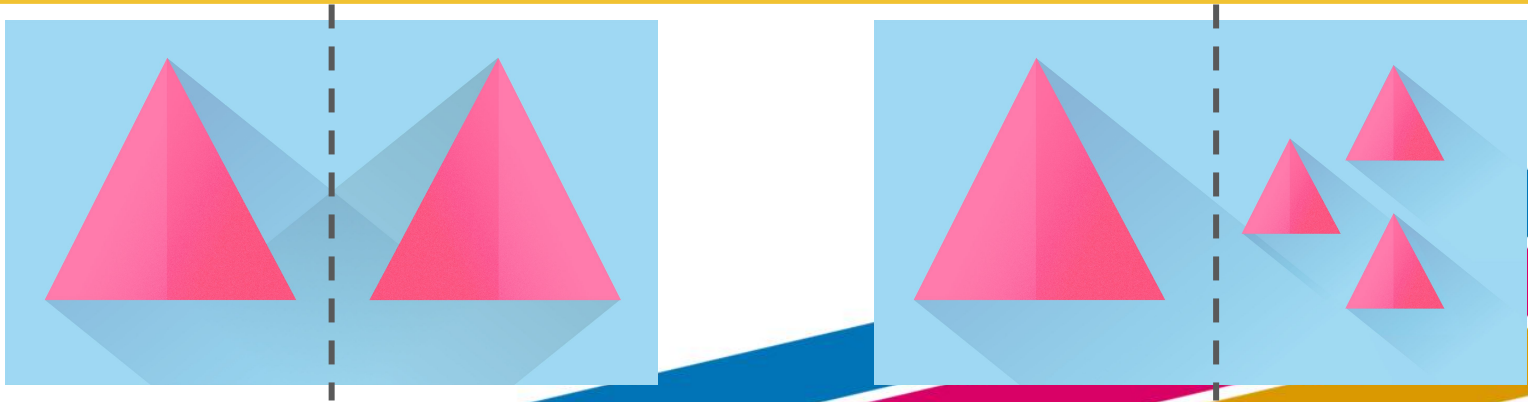
**Symmetry** is a kind of **balance** in which the corresponding parts are similar.

Source: <http://bit.ly/2iAlMJc>

# How to create SYMMETRY

Symmetry is shown by arranging elements on either side of the center of a composition in an equally weighted manner.

A symmetrical design would look the same on either side of the centre (like a mirror image).





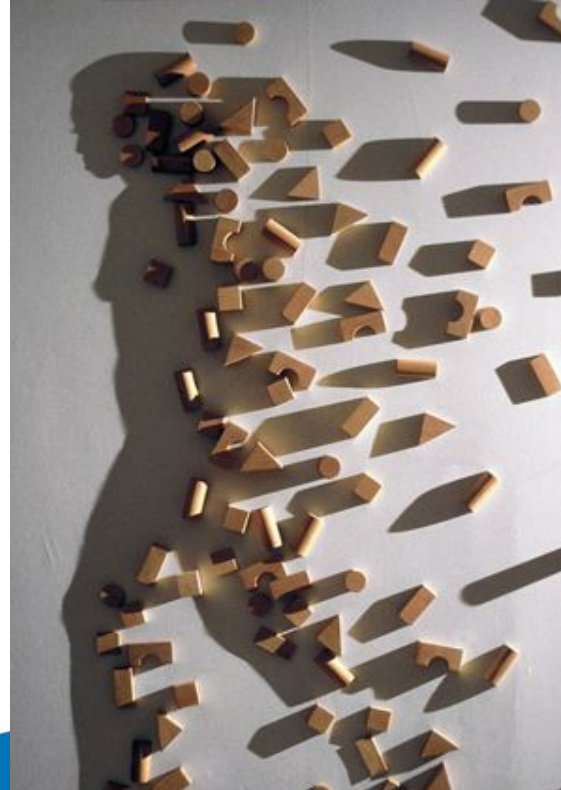
# Chua Mia Tee

In this woodcut print, the artist used **symmetry** to balance each side of the image.



# MOVEMENT

**Movement** is the path the viewer's eye takes through the artwork, often to focal areas.



Source: <http://bit.ly/2iAlMJc>

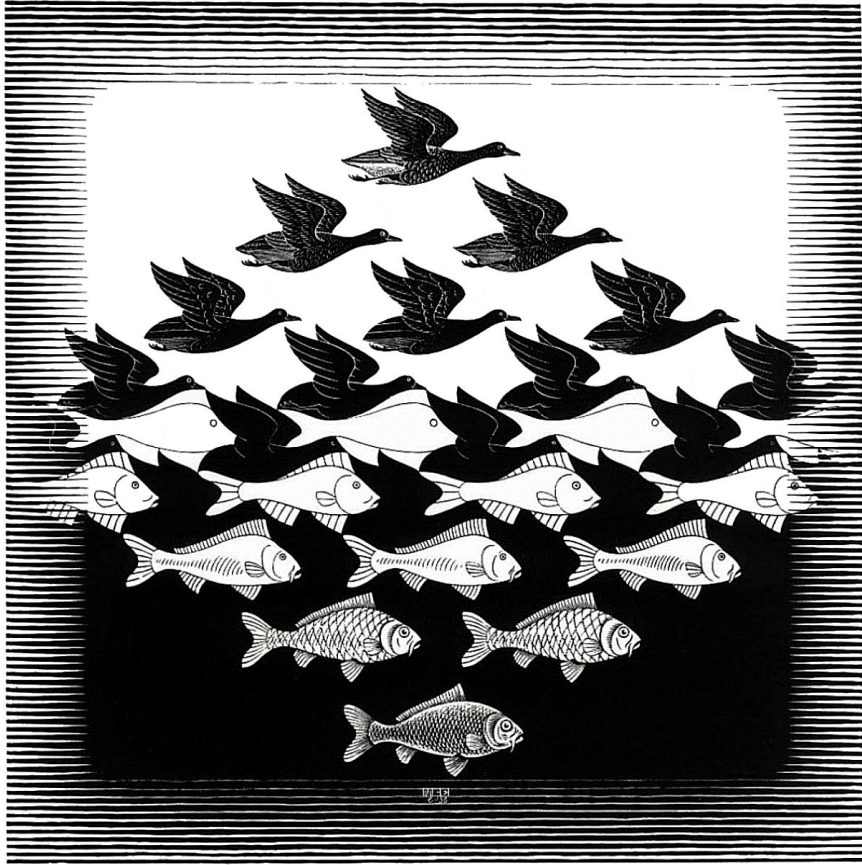
# Ways to create MOVEMENT

(a) Using **lines** can show movement in an artwork. The lines show must possess **thick and thin lines**.



(b) Exploring with curves in the artwork.

# MC Escher, *Sky and Water*



Here, lines in the artwork guide our eyes to create **movement** throughout the image.