PRINCIPLES OF DESIGN

EMPHASIS - Close your eyes. When you open them and look at the image, What is the first thing that you notice? Why? What does the arrangement of the parts draw your attention to?

CONTRAST - Are there strong visual contrasts-lights and darks, textures, solids and voids, etc.?

REPETITION RHYTHM PATTERN - Repetition of visual elements can create unity-a sense of order or wholeness that holds the work together visually. What elements are repeated? Do they form a strong visual rhythm? Do they form a pattern? Do they contribute to a sense of unity?

MOVEMENT - How does your eye move around the format? How do rhythms and patterns contribute a sense of visual movement?

VARIETY - Variety creates interest. Can you see a variety of visual elements such as different values, different shapes, textures, etc.?

BALANCE - Is the visual weight on one side of the image about the same as the other? How about the top to bottom and diagonally? Is the work symmetrical or asymmetrical?

UNITY - Does the work hold together as an overall entity, or is it pleasing in parts yet unsatisfactory as a whole? (Or pleasing as a whole in spite of less successful parts?)