



DESIGN

the Principles

NAME _____

HOUR _____

THE MAIN POINTS

The key aspects of design are...

Balance, Rhythm, Proportion, Emphasis & Harmony.

BALANCE

Balance Parts of the design are equally distributed to create a sense of stability.

- Physical Balance
- Visual Balance

*Symmetrical/
Formal Balance* Parts of the design are identical. Often associated with the beauty of the natural world.
Examples: Humans, animals, plant forms

*Asymmetrical/
Informal Balance* Parts of the design are not identical but are equal in visual weight. Offers more variety and excitement to viewer.

Radical Balance Design elements radiate outward from the center.

Vertical Balance The top and bottom parts are equal.

Horizontal Balance The left and right parts are equal.

RHYTHM

Rhythm A repeated line, shape, color, texture, or pattern.

Regular Rhythm The same repetition each time

Graduated Rhythm The beats become closer or further apart as they move.

Random Rhythm The beats are random or are at irregular intervals.

Graded Rhythm The repeated element is identical with exception of one detail increasing or decreasing gradually with each repetition.

PROPORTION AND SCALE

Proportion Tells how the design is visually divided.

- 3:5 Ratio is known as the *Golden Mean* (Can be seen used in building design, animals, and even the human body.)

Scale The best size for a particular design element.

EMPHASIS

Emphasis The focal point. The element you, as the designer, think is the most important part of the design and, therefore, want to draw attention to.

- Emphasis can be demonstrated through Size, Placement, Color, and Lines.
- This is the most personal aspect of design.

HARMONY

Harmony is what a designer strives for in design.

Two main questions to ask when determining harmony:

- Are the elements of design (lines, color, shape, textures) working together in a pleasing fashion?
- Are the principles of design (balance, rhythm, proportion and scale, emphasis) guiding the use of elements?

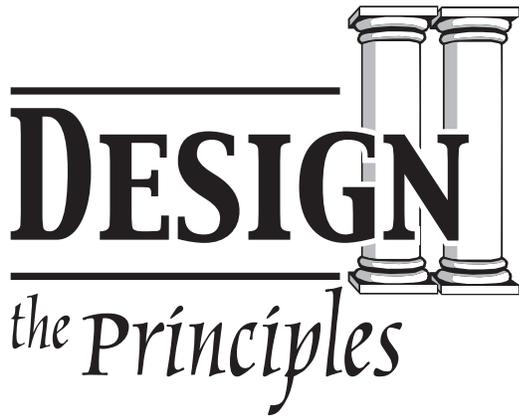
If the answer to both of these questions is yes, then the design is harmonious.



©Learning ZoneXpress

P.O. Box 1022, Owatonna, MN 55060

888-455-7003 • www.learningzonexpress.com



NAME _____

HOUR _____

ASSIGNMENTS

ASSIGNMENT #1

In the video we were told the key aspects of design are balance, rhythm, proportion, emphasis, and harmony. Visit a building in town and take notes on how these aspects make up the overall design of the building. Some examples of places you could observe would be a historical building such as a library or a bank, or a more modern facility such as a newly constructed restaurant or shopping center. Keep in mind some of the terms discussed in the film (symmetrical and asymmetrical balance, regular, graduated, random, and graduated rhythms, the Golden Mean, lines, color, shape, and texture) when making your observations.

ASSIGNMENT #2

In the video we were told that humans generally use symmetrical balance when designing. Surf the Internet to see if you can come up with 5 human designs that use asymmetrical balance. How does the balance add to the overall effect of each design? (*Note the designs could be buildings, paintings, clothing, etc.)

ASSIGNMENT #3

In the video we were told that designers strive for harmony in design. Recall that the two main questions to ask when determining if a design is harmonious is 1) Are the elements of design (lines, colors, shape, texture) working together in a pleasing fashion? 2) Are the principles of design (balance, rhythm, proportion and scale, emphasis) guiding the use of elements? Your assignment is to take 5 pictures of designs that are in harmony. After developing the picture, point out why you believe they answer 'yes' to both questions.

ASSIGNMENT #4

Search through magazines to find designs that demonstrate the following elements. Once you have found an example of each element display them on a poster board.

- Symmetrical Balance
- Asymmetrical Balance
- Radical Balance
- Vertical Balance
- Horizontal Balance
- Regular Rhythm
- Graduated Rhythm
- Random Rhythm
- Gradated Rhythm
- Golden Mean



**LEARNING
ZONEXPRESS™**

©Learning ZoneXpress

P.O. Box 1022, Owatonna, MN 55060

888-455-7003 • www.learningzonexpress.com



DESIGN

the Principles

NAME _____

HOUR _____

VIDEO WORKSHEET

1. The five principles of design are _____, _____, _____, _____, and _____.
2. Balance is achieved when _____.
This balance can be _____ or _____.
3. The five types of balance are _____, _____, _____, _____, and _____.
4. Rhythm is the _____.
5. Name and define the four types of rhythm.
 - a) _____
 - b) _____
 - c) _____
 - d) _____
6. Rhythm gives a design direction and it directs the _____.
7. The way in which parts relate to a design as a whole is _____.
8. The golden mean ratio is _____ to _____.
9. The most important visual element of a design is the _____. This element should _____ over the other elements.
10. When all other principles of design have been successfully applied, _____ is achieved.



DESIGN
the Principles

**VIDEO
WORKSHEET**

1. The five principles of design are ***balance, rhythm, proportion/scale, emphasis, and harmony.***
2. Balance is achieved when ***parts of a design are equally distributed.***
This balance can be ***physical*** or ***visual.***
3. The five types of balance are ***symmetrical, asymmetrical, radial balance, vertical, and horizontal.***
4. Rhythm is the ***repetition throughout a design using line, shape, color, texture, or pattern.***
5. Name and define the four types of rhythm.
 - a) ***regular repetition occurs in regular intervals***
 - b) ***graduated repetition speeds up or slows down***
 - c) ***random repetition is irregular***
 - d) ***gradation repetition is altered in one area in a consistent manner***
6. Rhythm gives a design direction and it directs the ***viewer's attention.***
7. The way in which parts relate to a design as a whole is ***proportion/scale.***
8. The golden mean ratio is 3 to 5 .
9. The most important visual element of a design is the ***focal point.*** This element should ***dominate*** over the other elements.
10. When all other principles of design have been successfully applied, ***harmony*** is achieved.