

# Principles Overview

by Sophia



## WHAT'S COVERED

In this lesson, you will learn what principles are and why they're important. Specifically, this lesson will look at:

## 1. Defining Principles

**Principles** are rules used for the application of elements in visual design.

These principles are unity, balance, contrast, scale, proximity, rhythm, and emphasis. You will learn about each one in more detail later on.



### TERM TO KNOW

#### **Principles**

Rules used for the application of elements.

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## 2. Importance of Principles

It's important to know what makes a poster, painting, or drawing so effective. Granted, like anything in design, art is strictly subjective. So you might be thinking, "This painting follows all the principles, but it isn't as nice as this other painting that doesn't." And that's okay.

Different works of art and design will speak to different people, but it's good to be able to identify the components that make up great works of art in order to fully understand their construction.

If you don't like a piece of artwork, then you at least have the understanding and vocabulary to point out why that piece of work isn't very effective or working for you.

You will be able go into your local museum with a friend, and deconstruct a piece of artwork, showing how knowledgeable you are about the principles of design.



### SUMMARY

In this lesson, you learned that **principles** are rules used for the application of elements in visual design. These principles include unity, balance, contrast, scale, proximity, rhythm, and emphasis. You

also learned about **the importance of principles** in visual design. Whether or not you like a piece of art, you will be able to understand the construction of that piece by understanding the principles that were applied.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



## TERMS TO KNOW

### **Principles**

Rules used for the application of elements.