

THE EIGHT PRINCIPLES OF DESIGN

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*These are the building blocks OF ALL ART!
This is what we should strive to do with the
SEVEN ELEMENTS,*

For a better understanding of the principles and elements of design, read each principle and then apply it to each element in your artwork, one at a time. This is an excellent way to understand and evaluate the strengths and weaknesses of your work.

- * **UNITY** - *The painting must be consistent throughout.
Each part must look like it belongs to the rest.*
- * **CONFLICT** - or *Contrast* - *Must be present in all of the elements.*
- * **DOMINANCE** - *The most important principle because without it,
there will be too much variation and no unity of
the elements. In each of the listed SEVEN ELEMENTS,
one should dominate in a painting.*
- * **REPETITION** - *Elements should repeat.*
- * **ALTERNATION** - *Repetition with variation.*
- * **GRADATION** - *Gradual change from one element to another.*
- * **HARMONY** - *Similar elements.*
- * **BALANCE** - *Most noticeable with shapes and should generally
be informal (asymmetrical) vs. formal (symmetrical)*