PRINCIPLES OF DESIGN

The Foundation of Sage Creatives

PRINCIPLE OF BALANCE

Balance is fundamental.

Balance plays a crucial role in creating visually pleasing and harmonious artworks.

In the context of art, balance refers to the distribution of visual weight in a composition, ensuring that various elements come together in a way that feels stable and aesthetically pleasing.
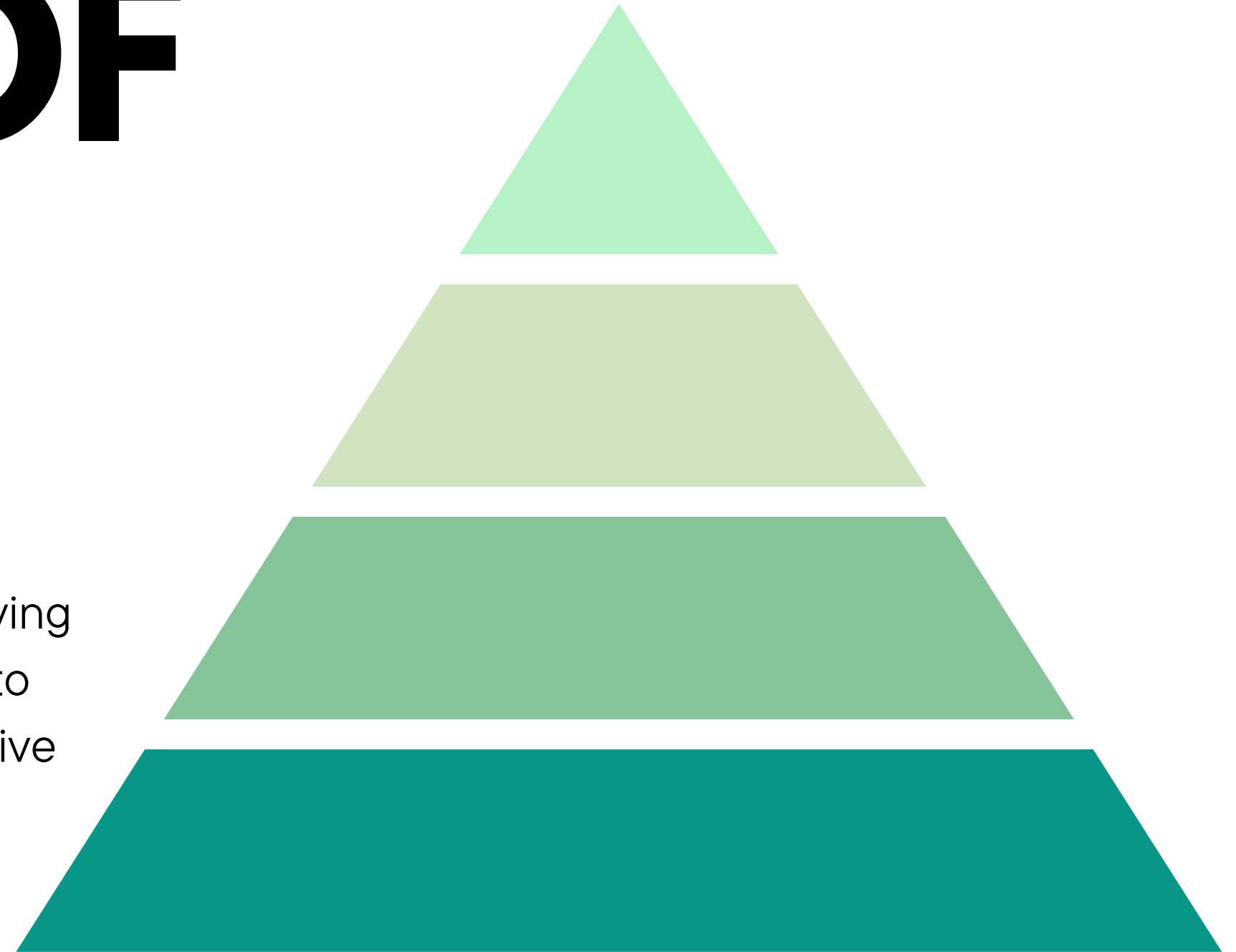
01

02

PRINCIPLE OF
HIERARCHY

Hierarchy serves as a guide.

Hierarchy plays a vital role in guiding the viewer's eye and conveying information effectively. In the context of design, hierarchy refers to the organization and arrangement of elements to show their relative importance or significance within a composition.
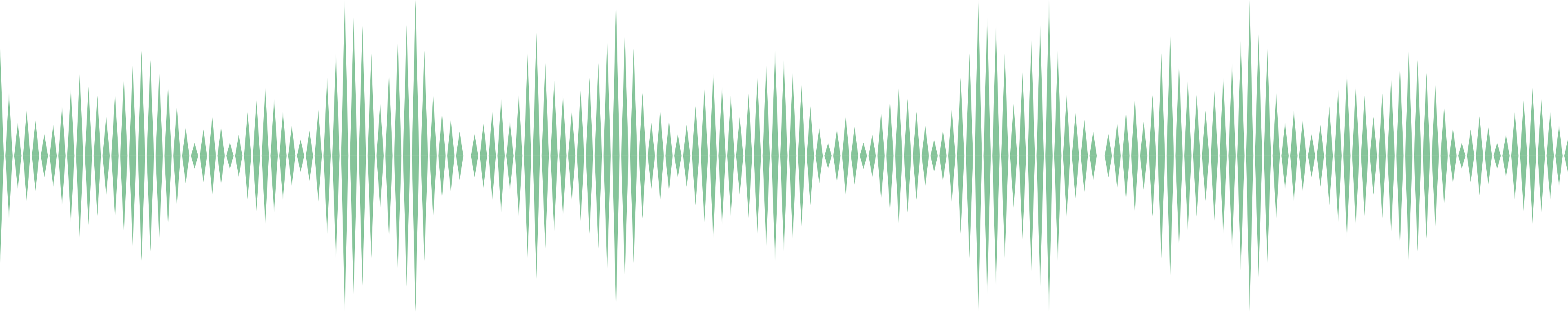
03

PRINCIPLE OF
EMPHASIS

Emphasis is a critical principle.

This involves creating a focal point or center of attention within a composition. It's a technique used to guide the viewer's eye to the most critical or interesting part of a design.

04

PRINCIPLE OF
RHYTHM

Rhythm adds movement and flow.

In design, rhythm involves the repetition or alternation of elements, often creating a visual pattern or tempo that guides the viewer's eye through the artwork.

05

PRINCIPLE OF PROPORTION

Proportion is the art of visual relationships.

Proportion in design goes beyond mere comparisons of size and scale; it is the art of visual relationships. It involves the careful consideration of how various elements within a design interact with each other and how they relate to the design's overall purpose.

Proportion is about creating harmonious relationships between elements. When done effectively, it produces a sense of unity and order that is aesthetically pleasing to the viewer. Harmonious proportion brings a feeling of comfort and balance to a design.

PRINCIPLE OF PATTERN

Pattern creates interest.

Pattern is a fundamental element of design that involves the repetition of shapes, colors, lines, or other visual elements in a structured and consistent manner.

It plays a crucial role in creating visual interest, enhancing organization, and conveying a sense of harmony within a design.
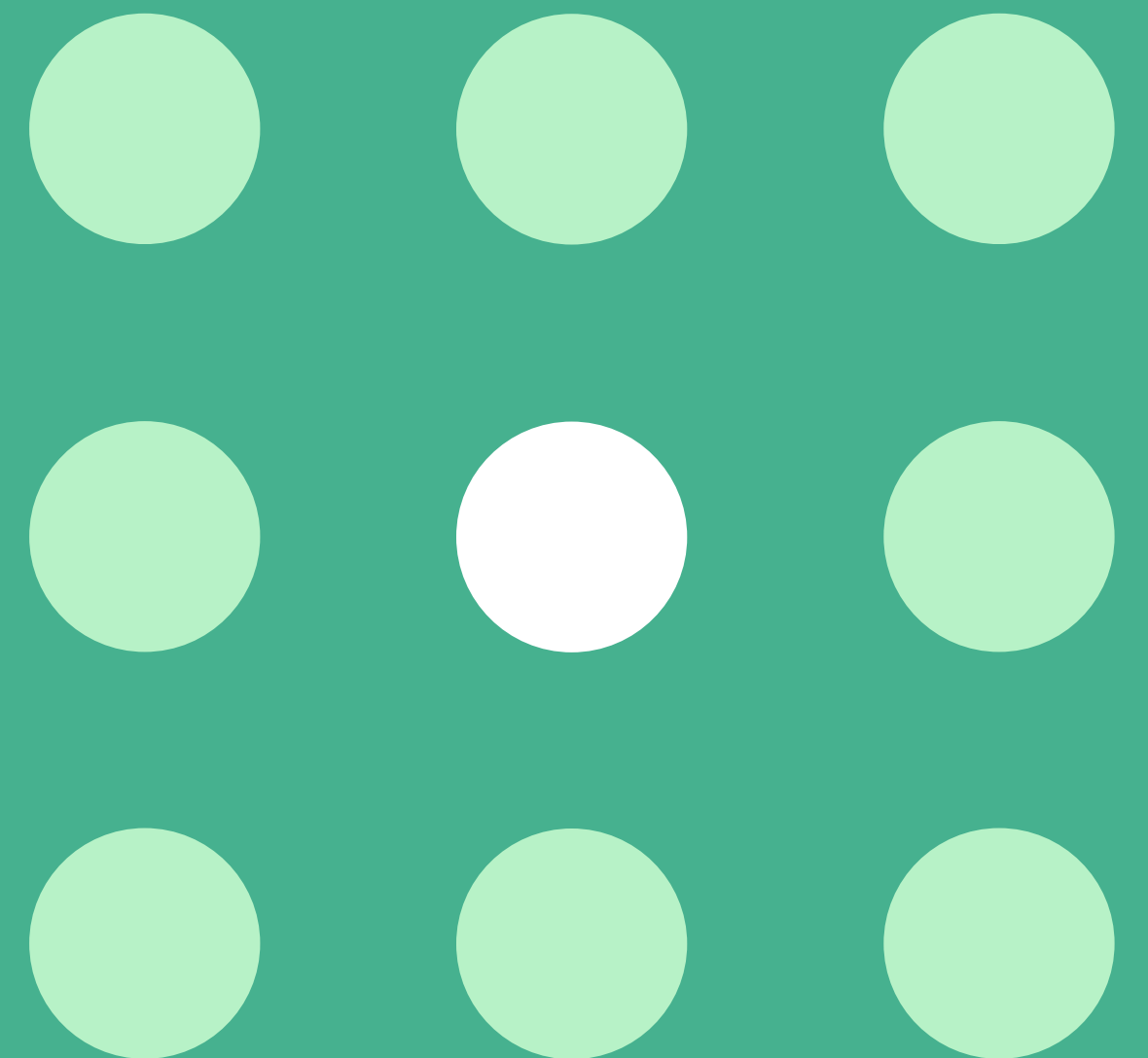
06

07

PRINCIPLE OF
SPACE

Space creates impact.

Space is one of the fundamental elements of design, and it plays a critical role in how a design is perceived. In design, space doesn't merely refer to the physical emptiness; it encompasses the arrangement and allocation of elements within a composition.
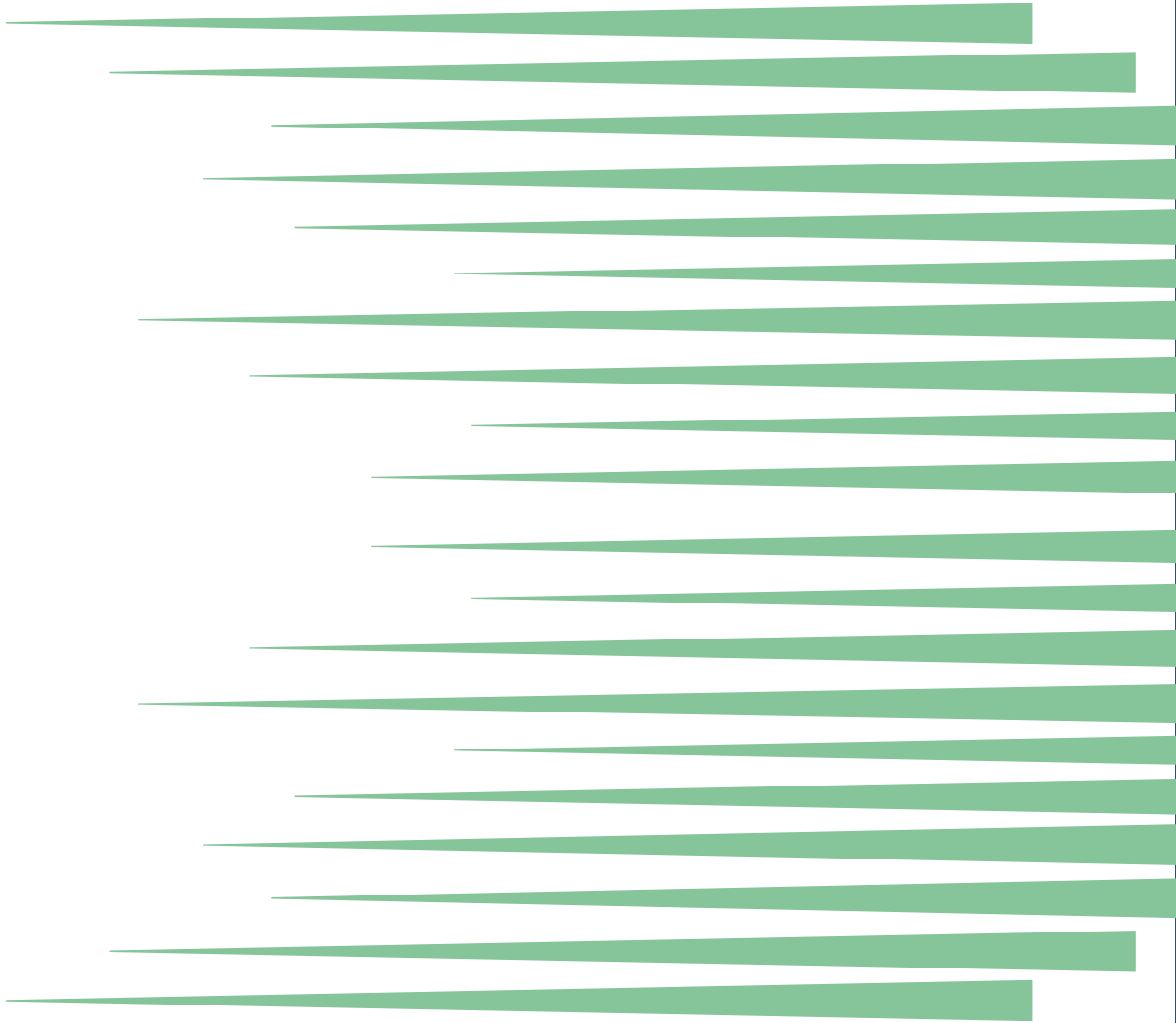
08

PRINCIPLE OF
MOVEMENT

Movement directs the viewer's eyes.

It's about creating a visual journey within the design, helping viewers navigate and engage with the content. Movement adds energy, flow, and a sense of progression to the design.
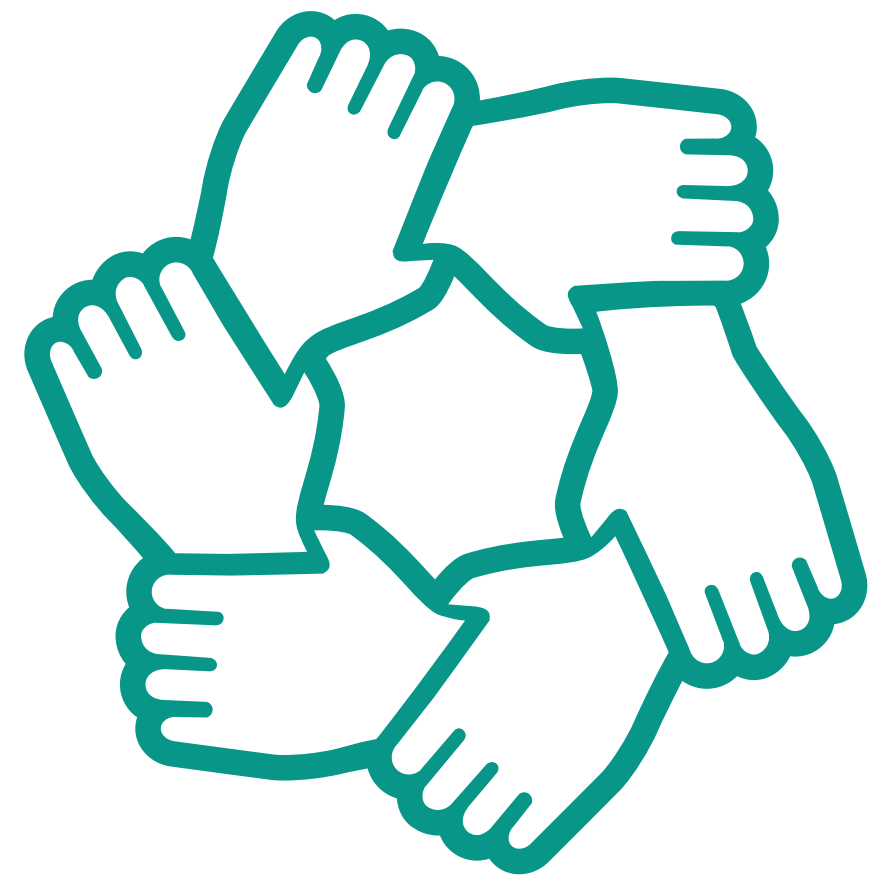
09

PRINCIPLE OF
VARIATION

Variation brings dynamism and complexity.

Variation focuses on introducing diversity and contrast into a composition. It's about avoiding monotony and creating visual interest by incorporating different elements, such as color, size, shape, texture, and more.

10

PRINCIPLE OF UNITY

Unity creates visual harmony.

Unity is one of the fundamental principles of design, and it revolves around the idea of creating harmony, coherence, and a sense of completeness in a composition. It is the thread that ties all the elements and principles together to form a visually pleasing and well-balanced whole.

Unity ensures that all the elements in a design work together in a visually pleasing way. It prevents the design from feeling chaotic or disjointed.