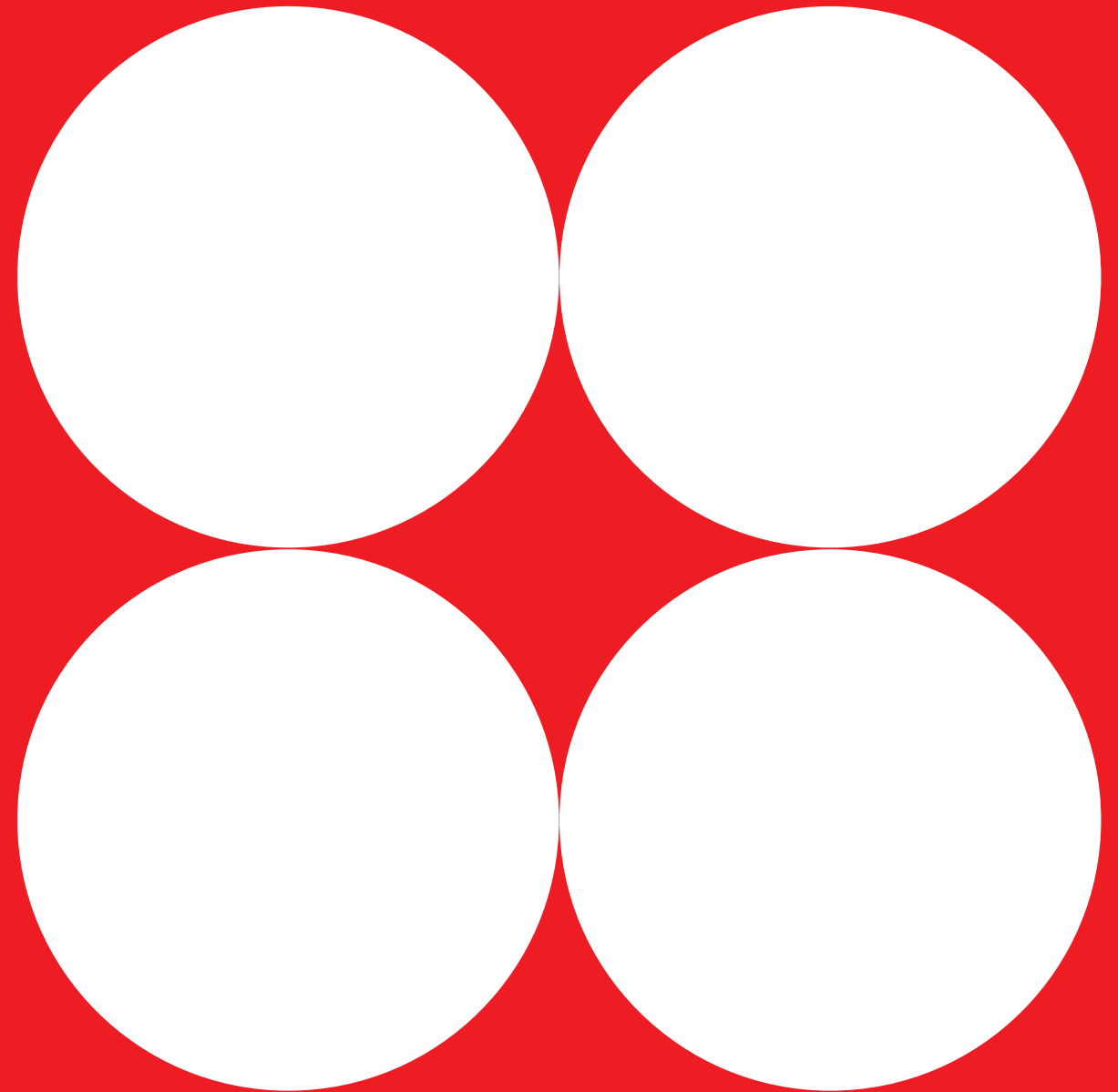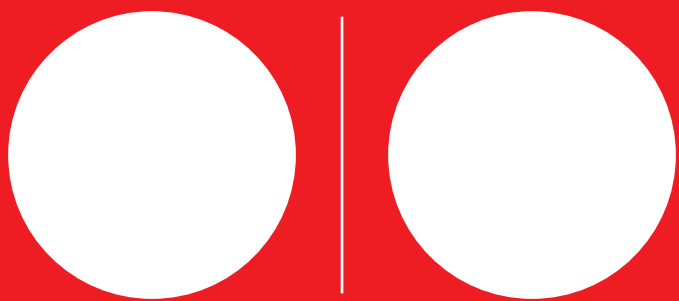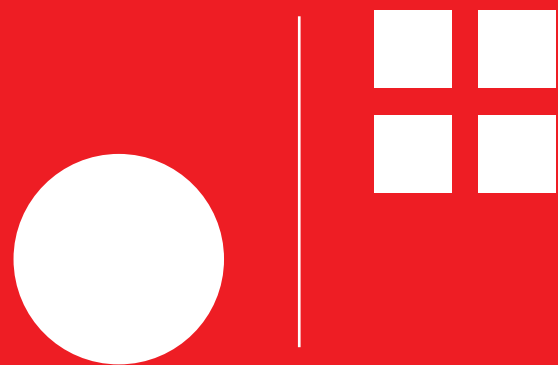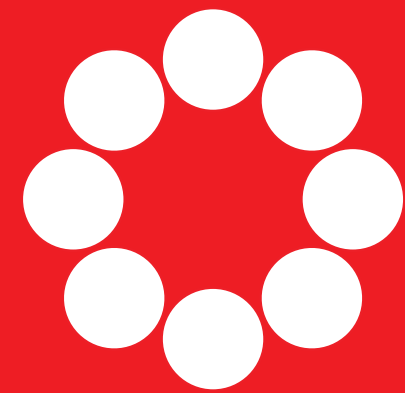# BALANCE

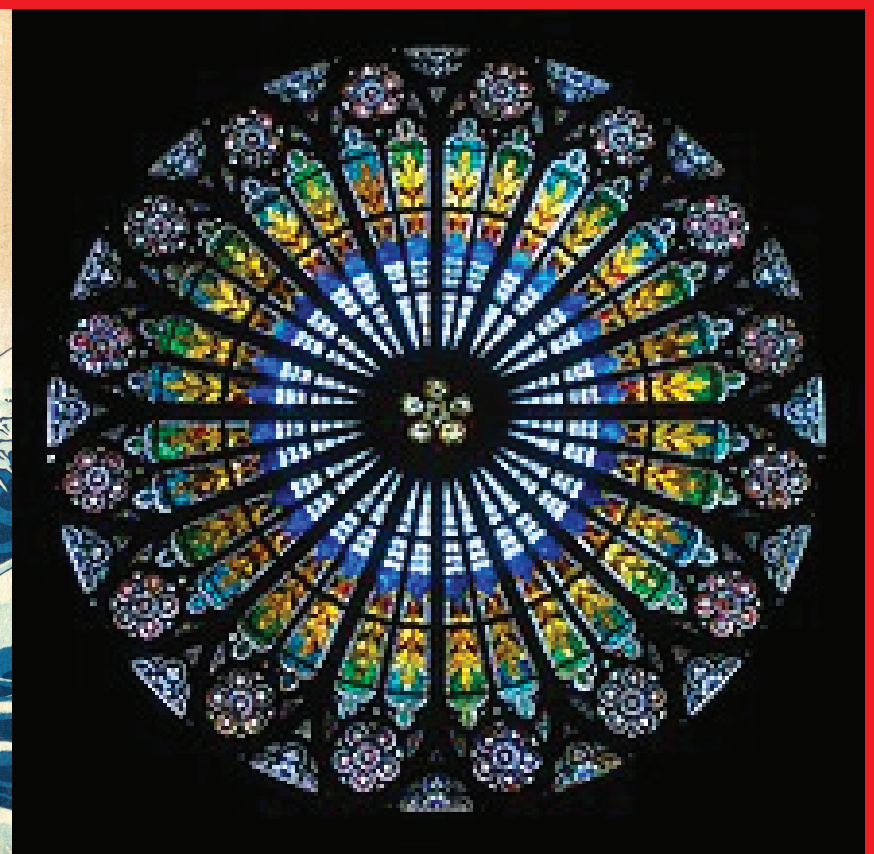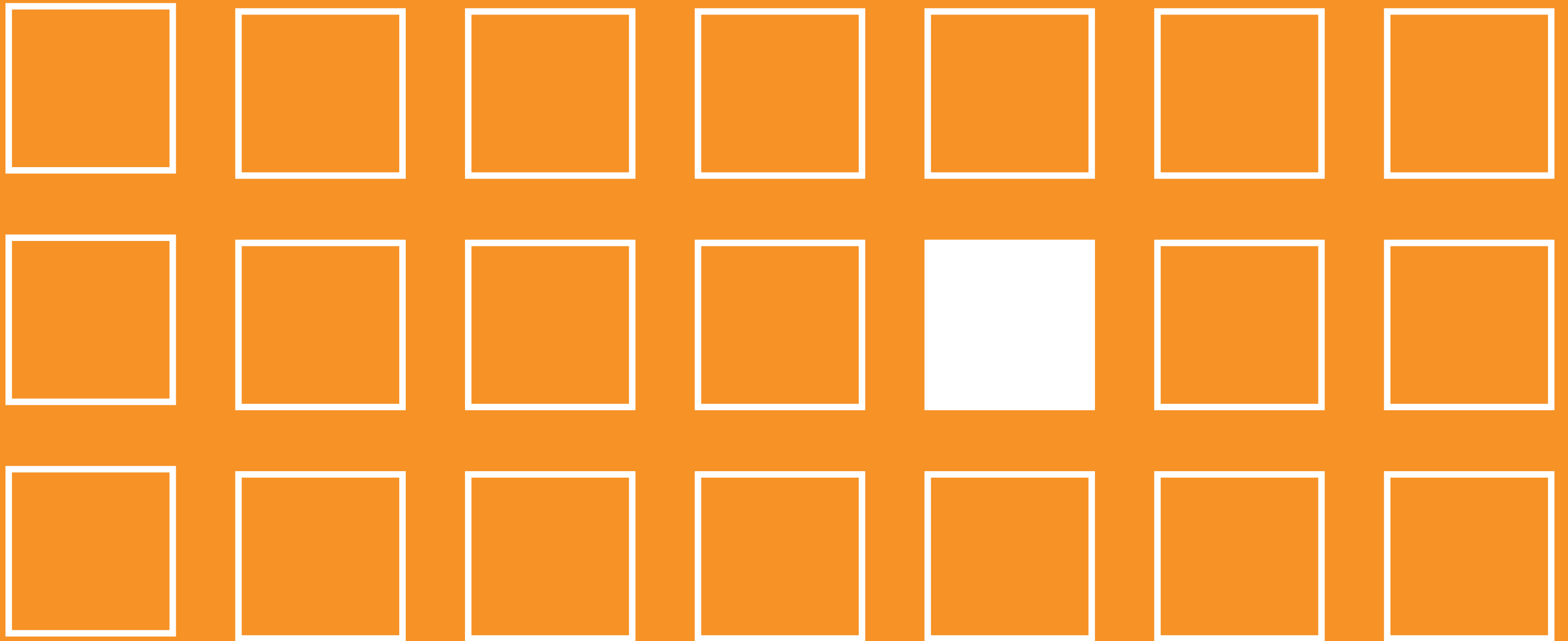Balance is the distribution of the visual weight of objects, colors, texture, and space.

Symmetrical Balance

Asymmetrical Balance

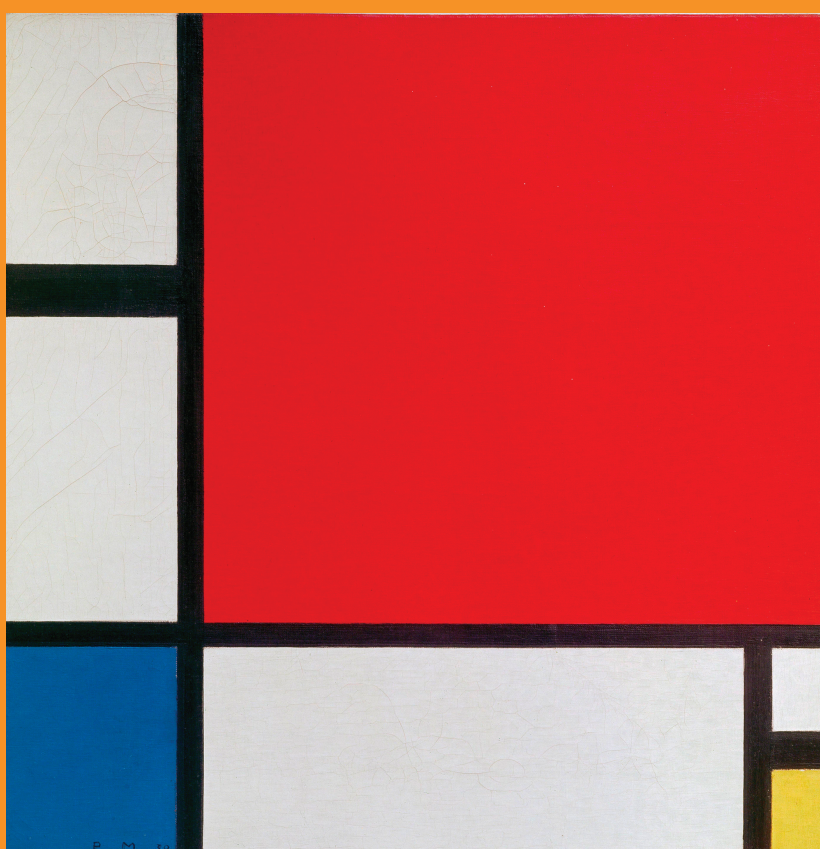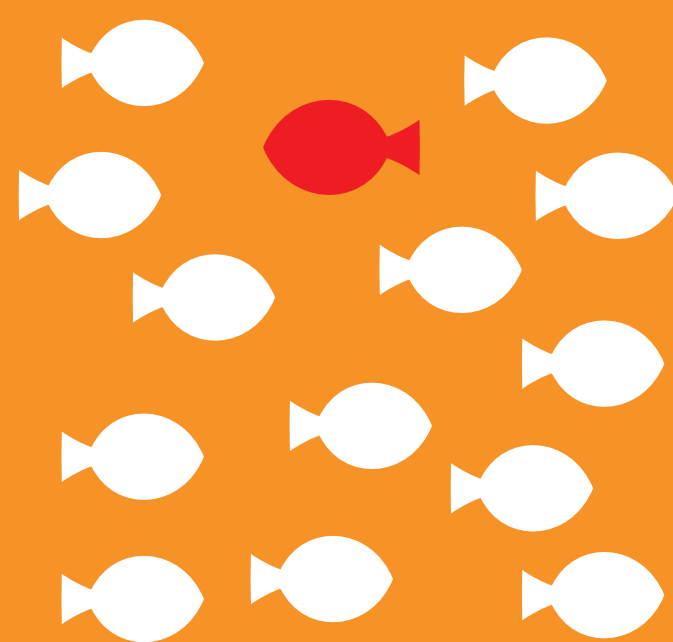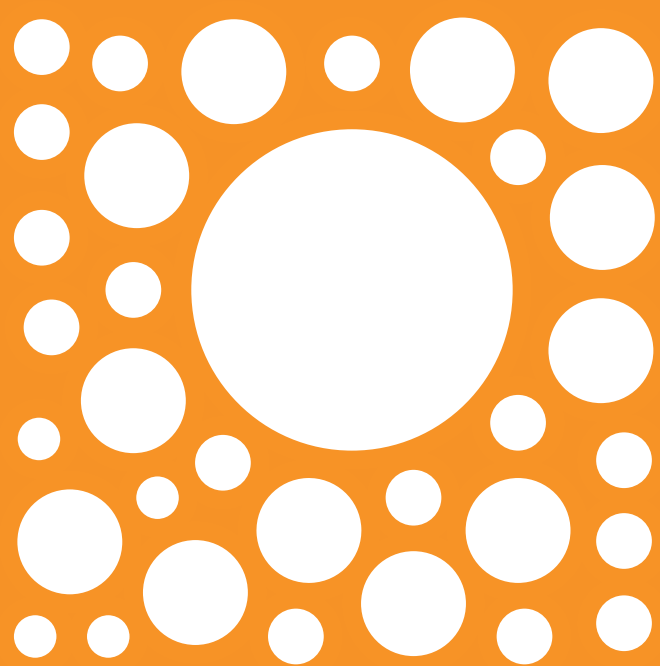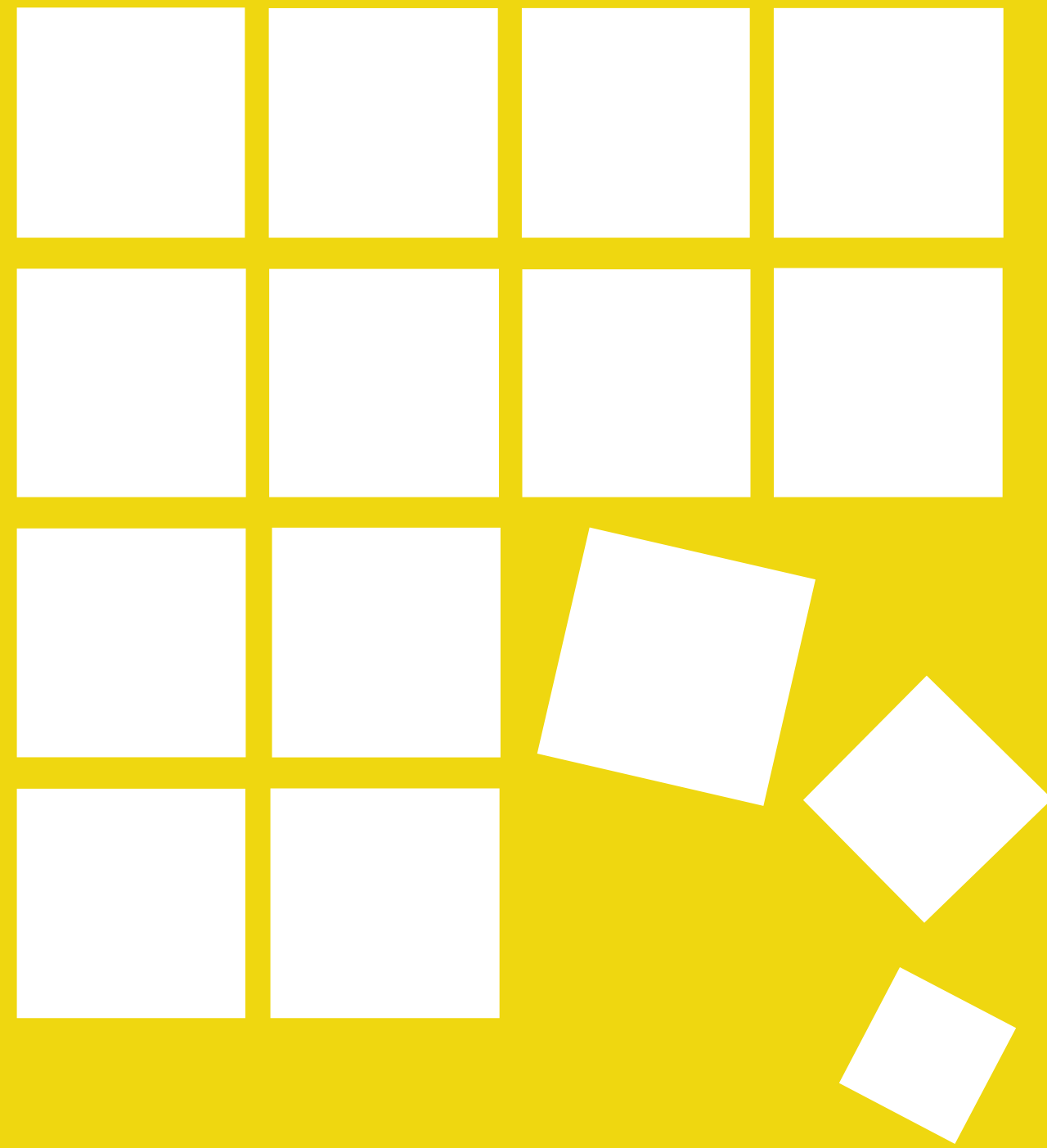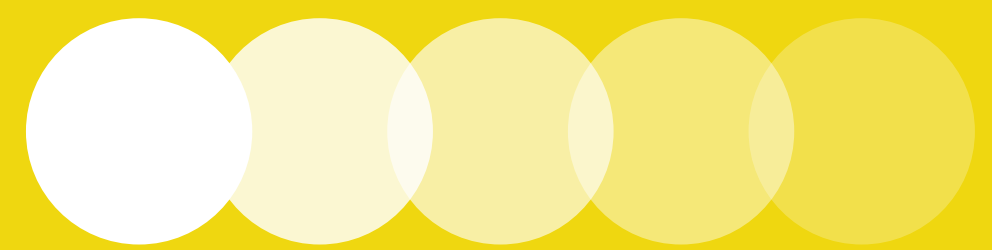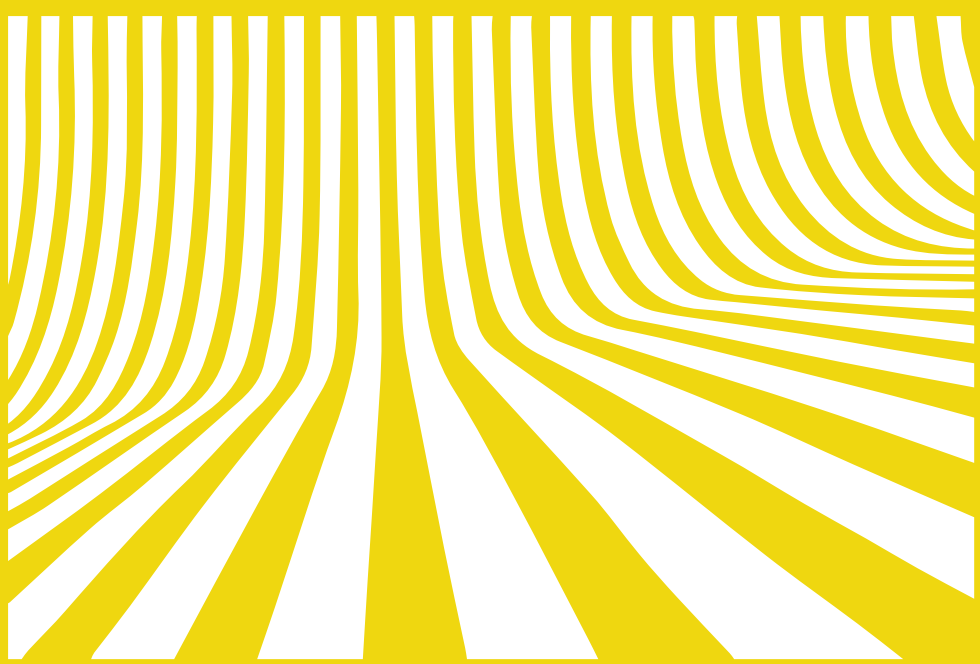**Radial Balance**

EMPHASIS

Emphasis is a strategy that aims to draw the viewer's attention to a specific design element. Emphasis can be created by size, weight, position, color, shape, and style.
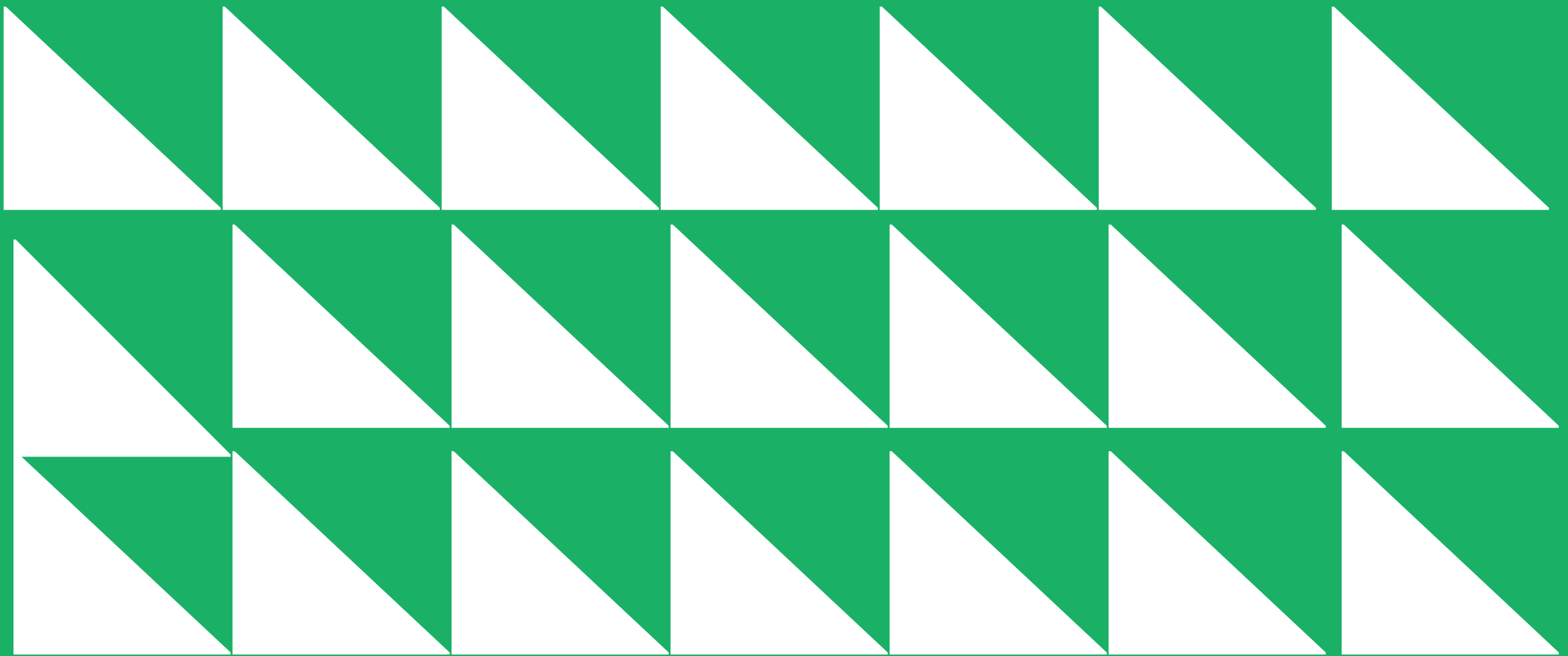
MOVEMENT

Movement means guiding the user's eye to a predetermined path in a composition.
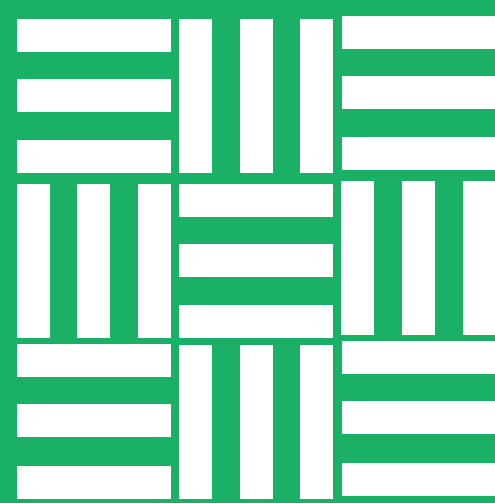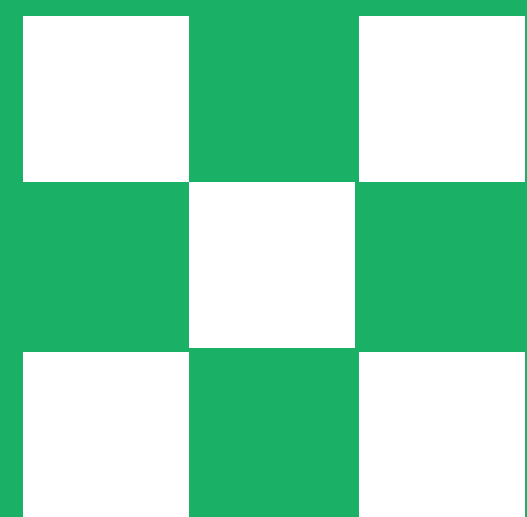
REPETITION

Repetition in art refers to the act of repeating an element, such as a line or color, throughout a work.
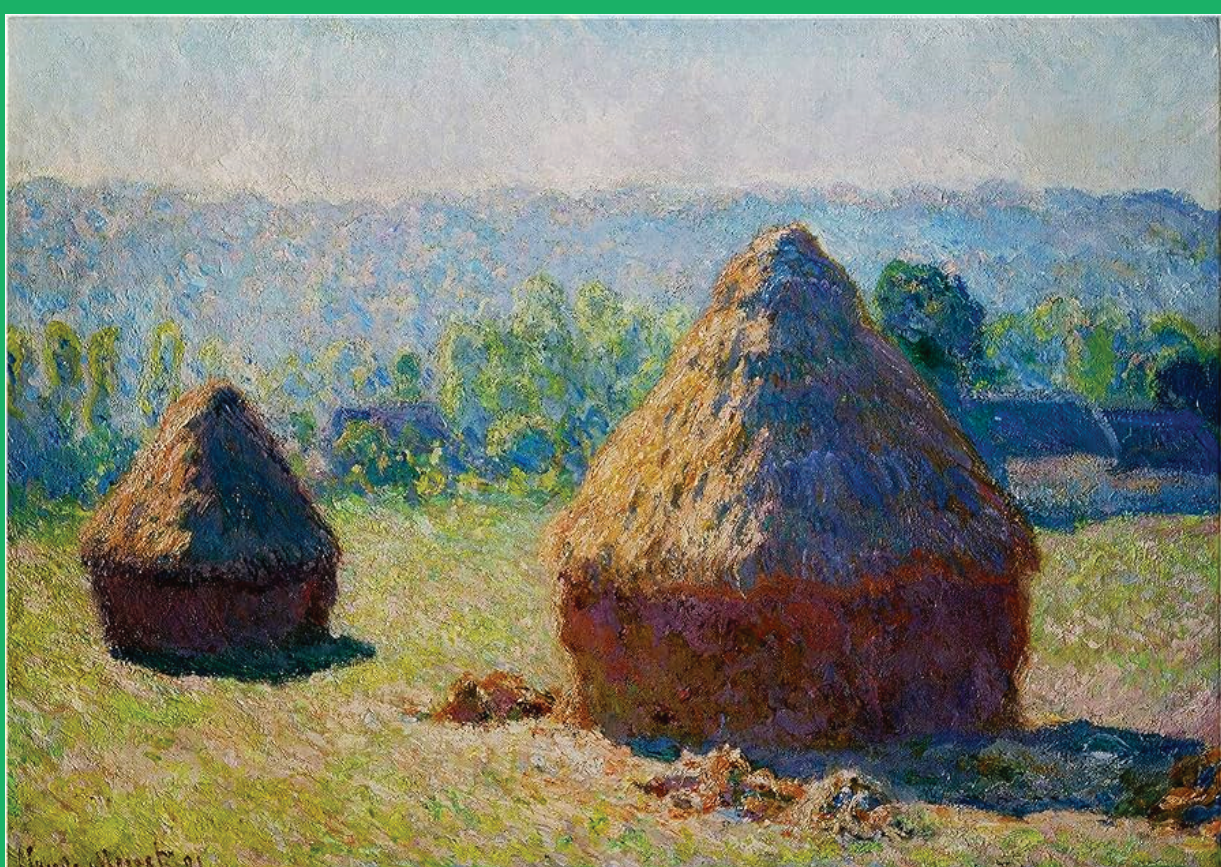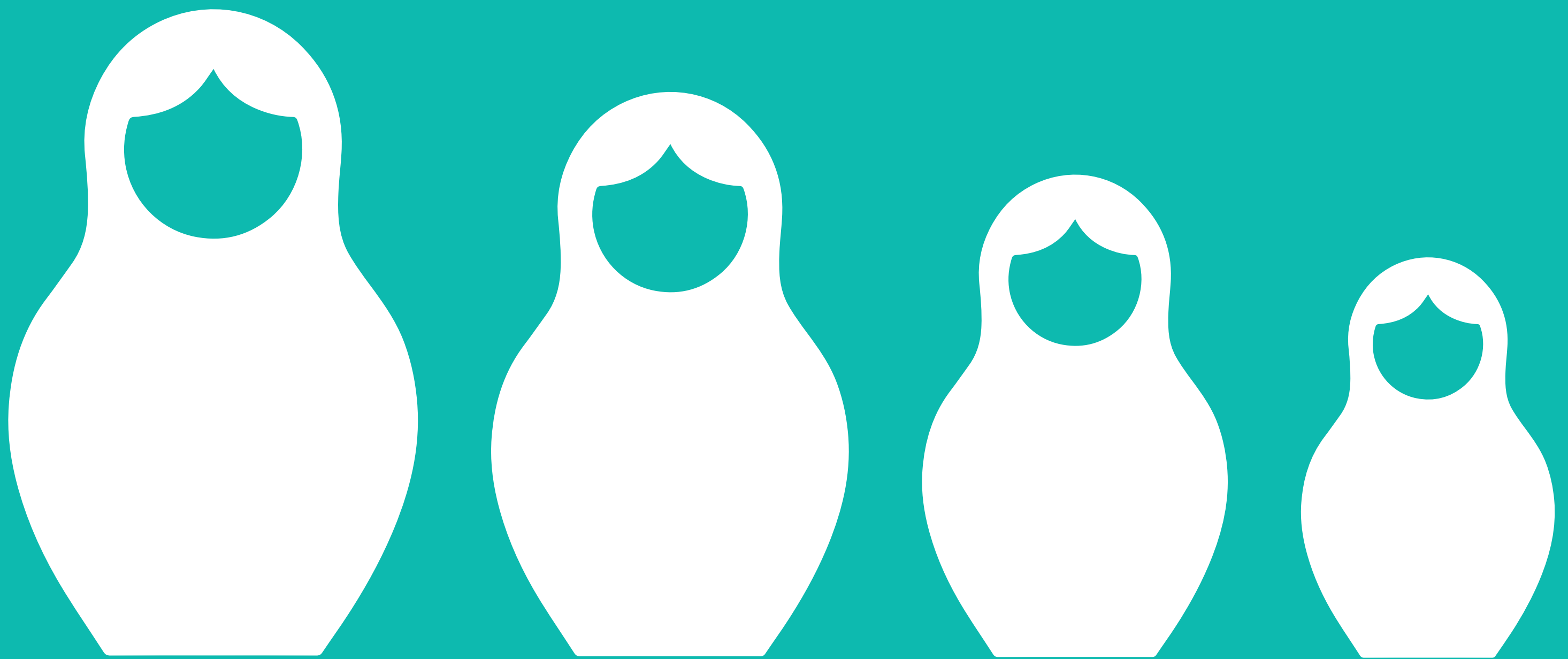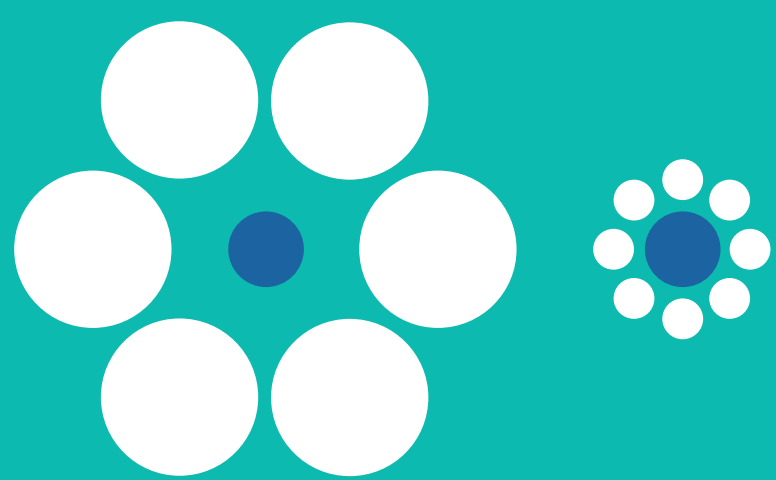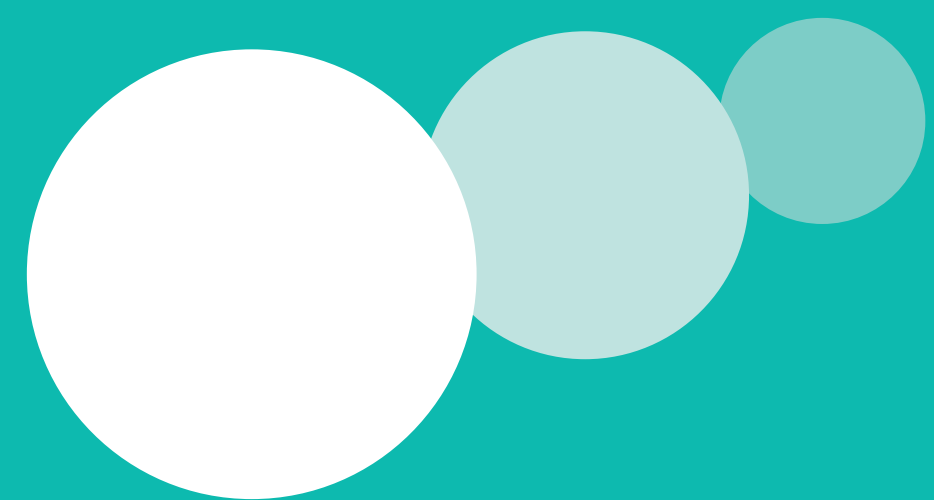
Limited repetition

Motif

Pattern

PROPORTION

Proportion is the comparative relationship between visual elements, particularly as they relate to each other in terms of size, shape, and scale.
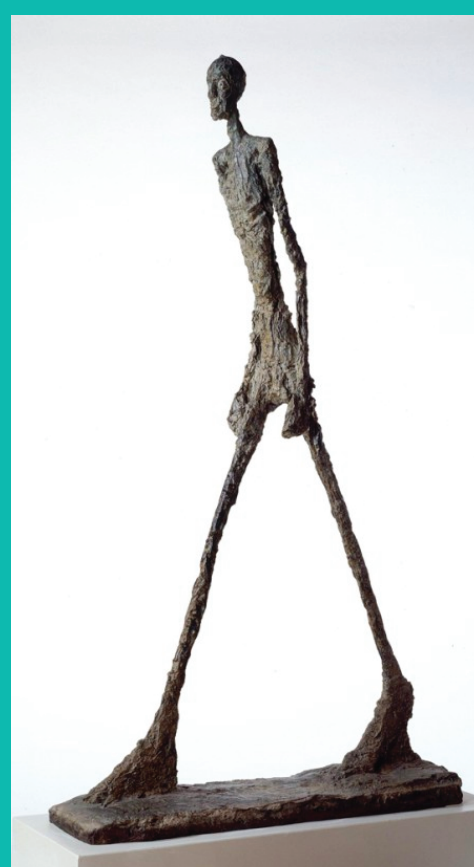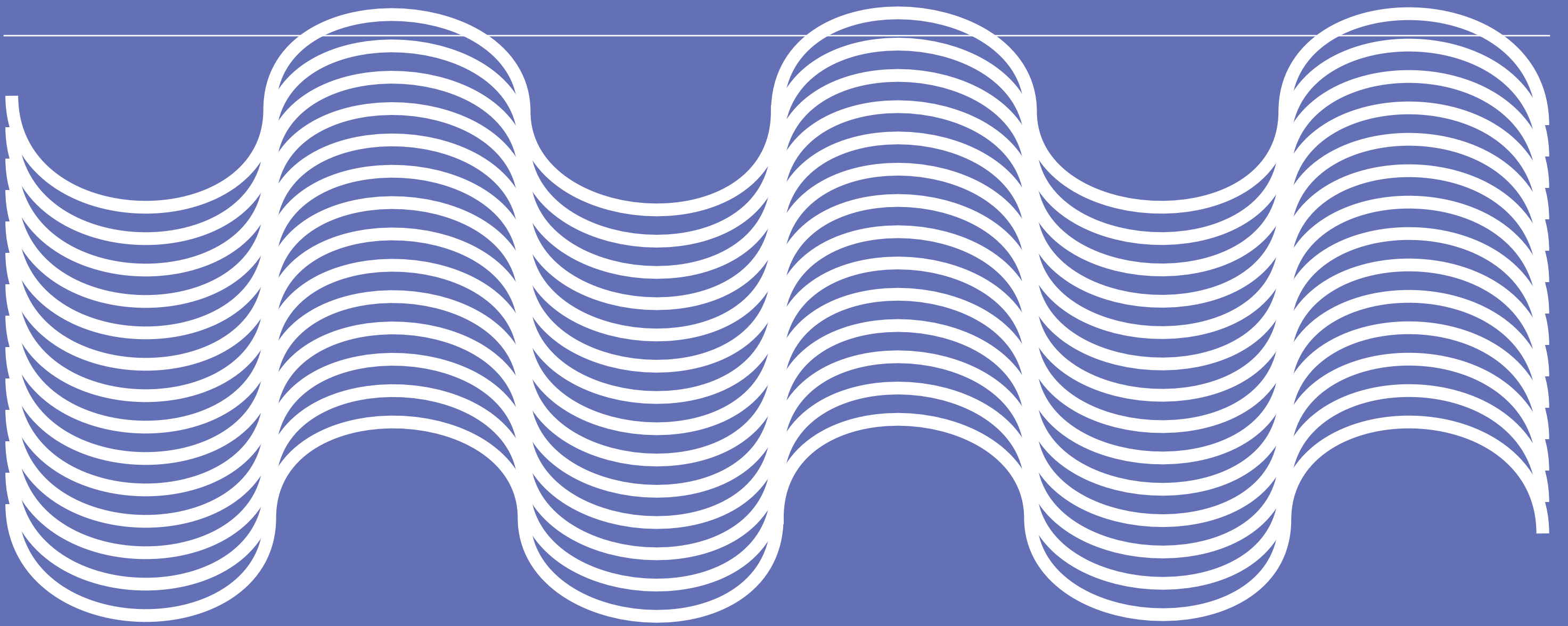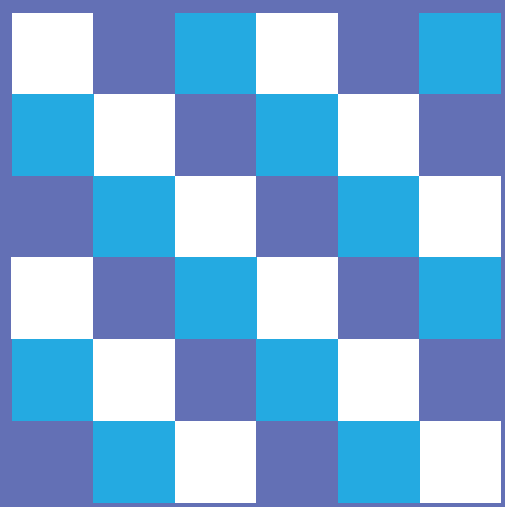
Scale .

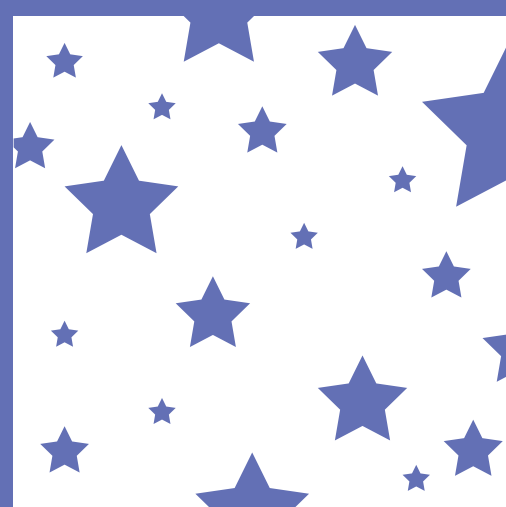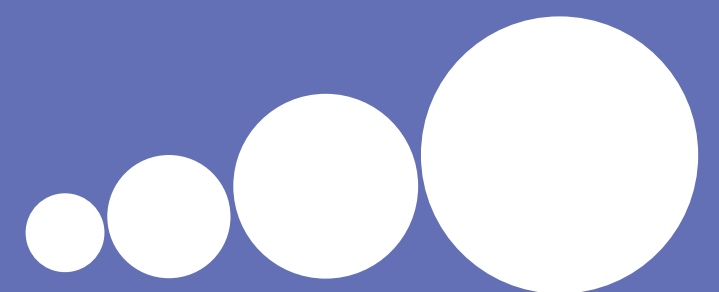Altered Proportion

Perspective

RHYTHM

Rhythm is a principle of design that suggests movement or action. It creates a visual tempo in artworks and provides a path for the viewer's eye to follow.
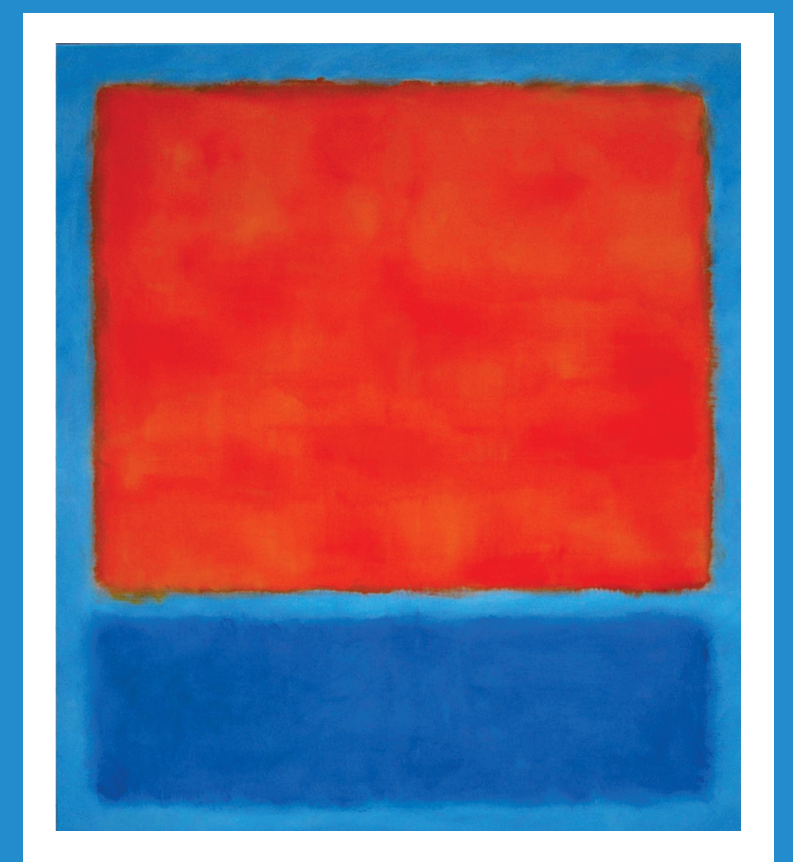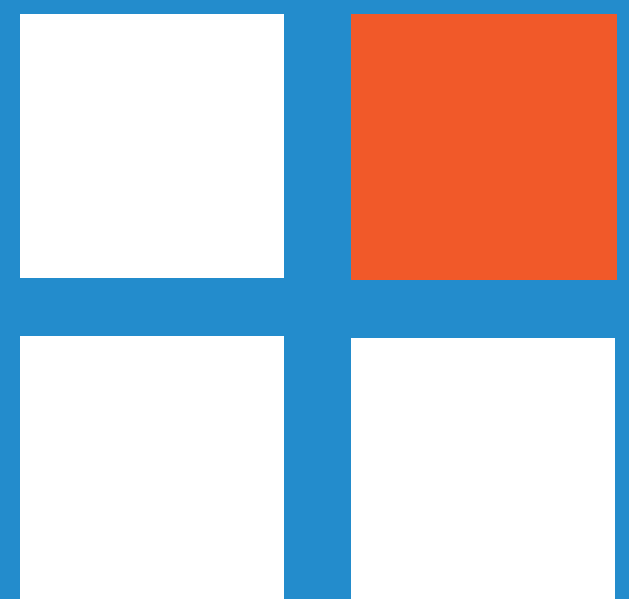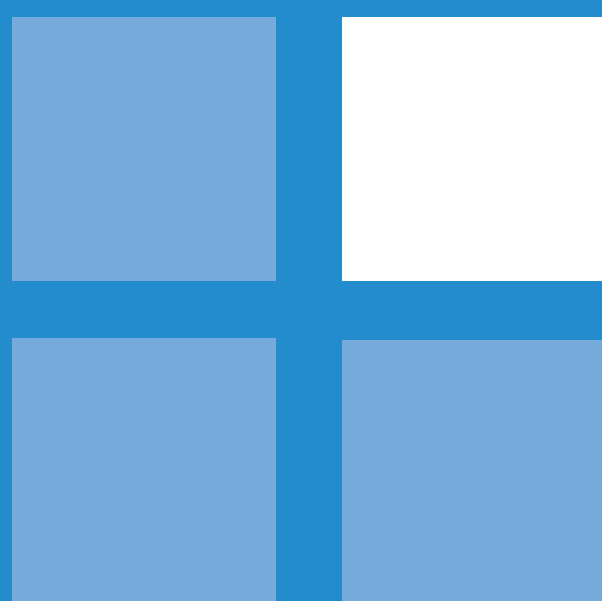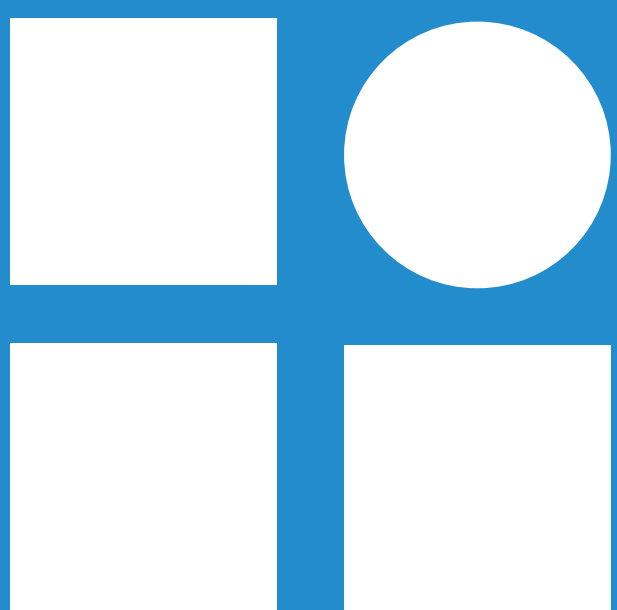
Alternating Rhythm

Random Rhythm

Progressive Rhythm

CONTRAST

Contrast is the representation of two elements of design in opposite ways.
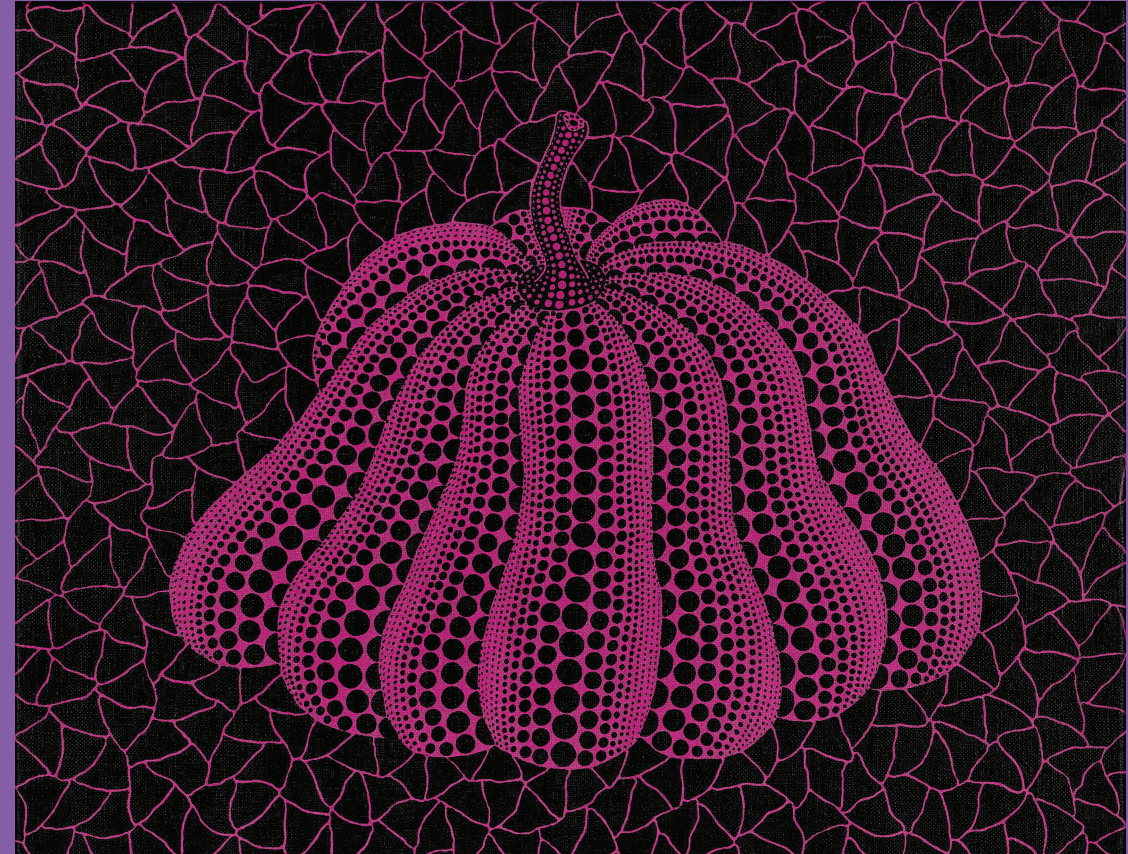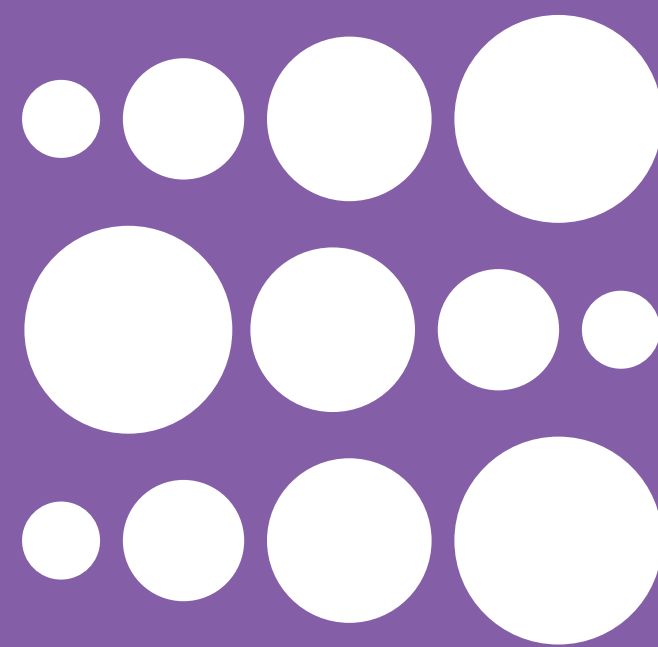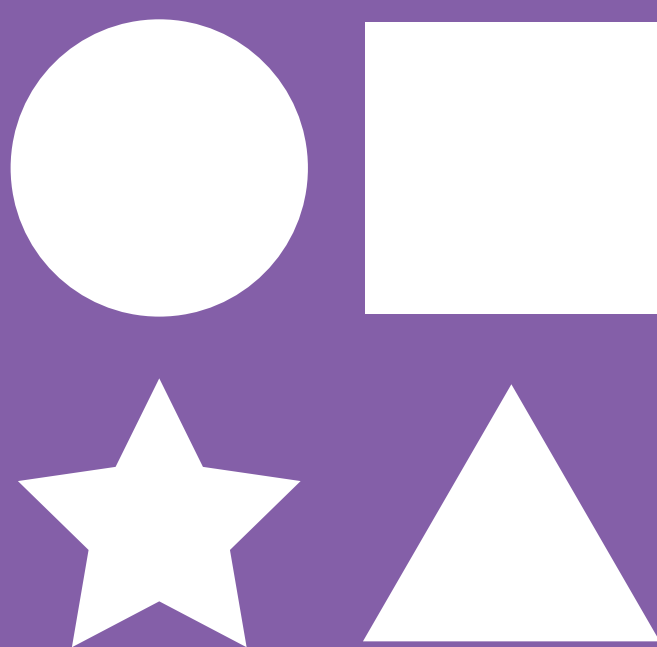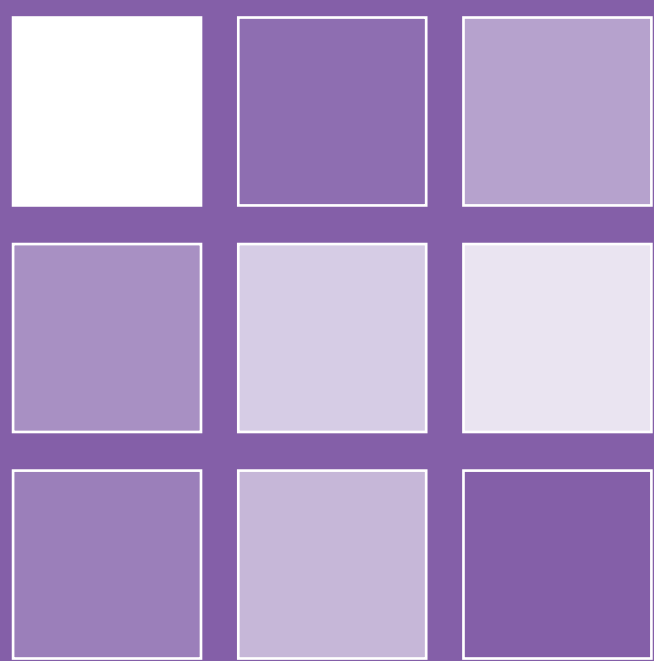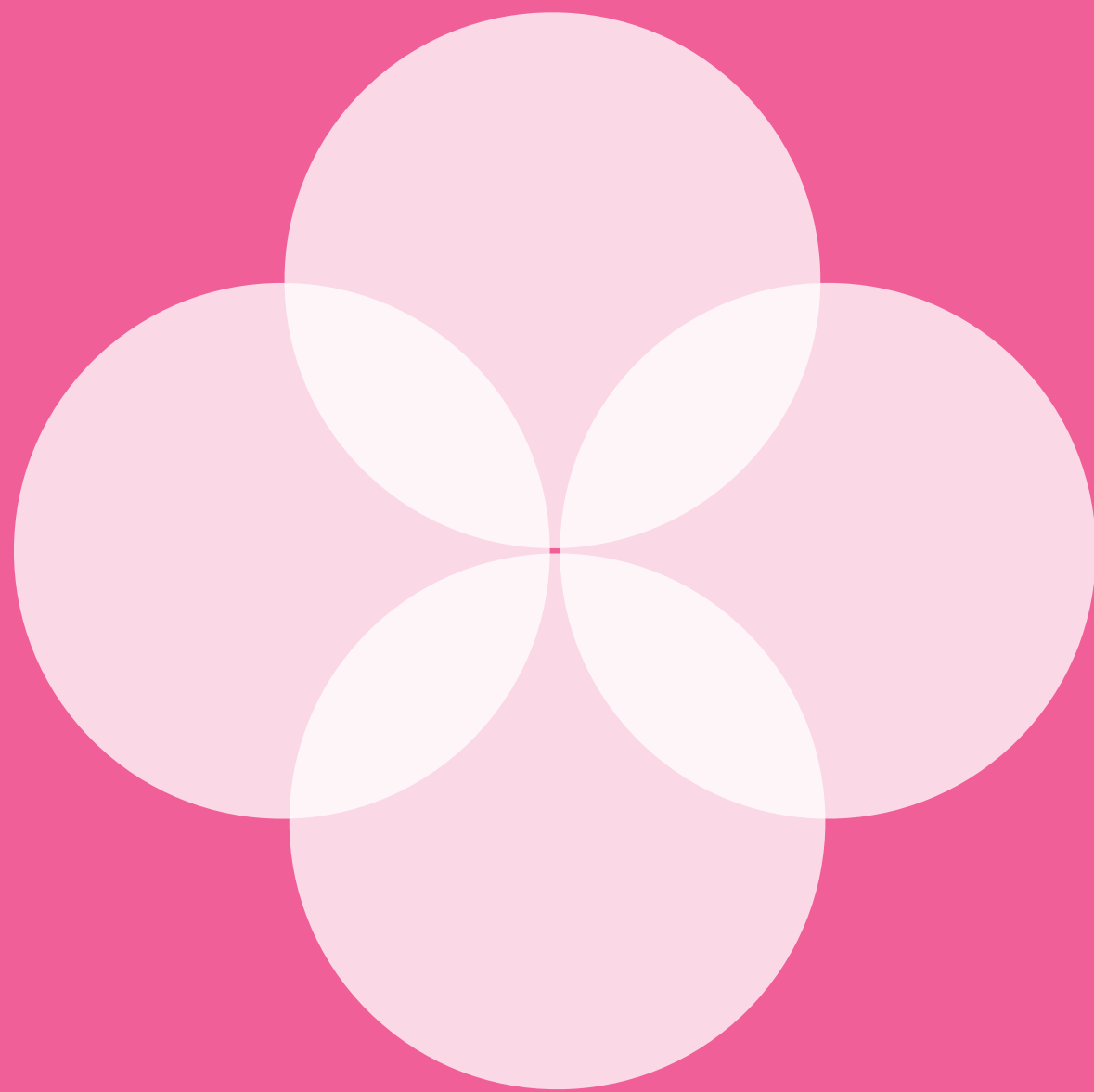
VARIETY
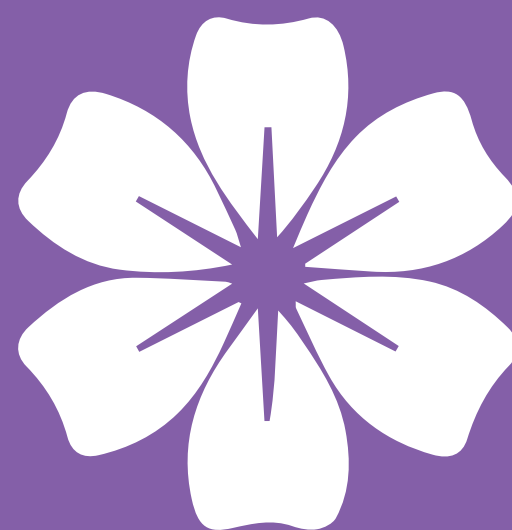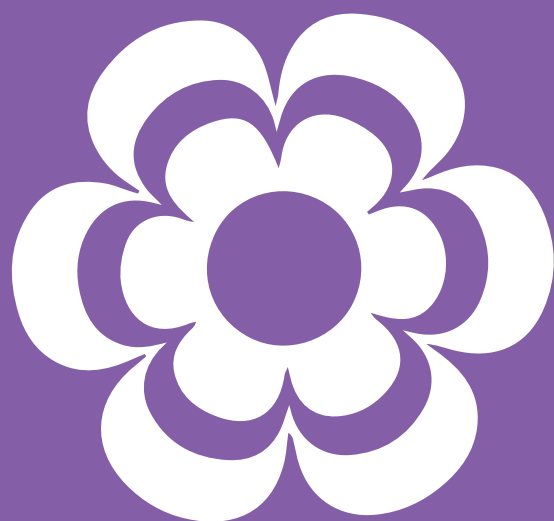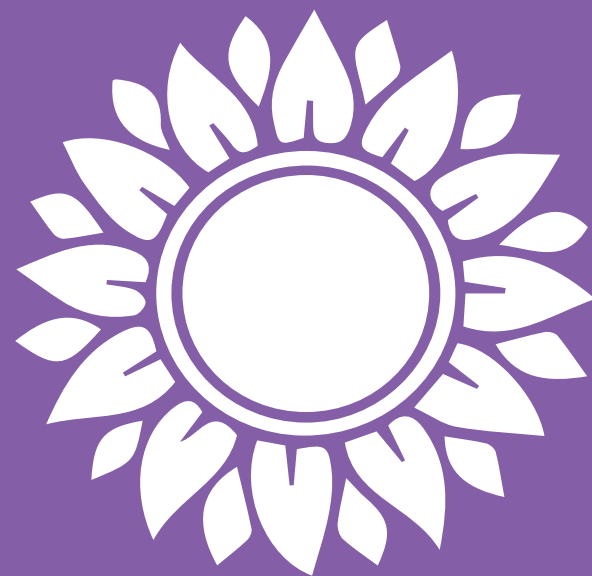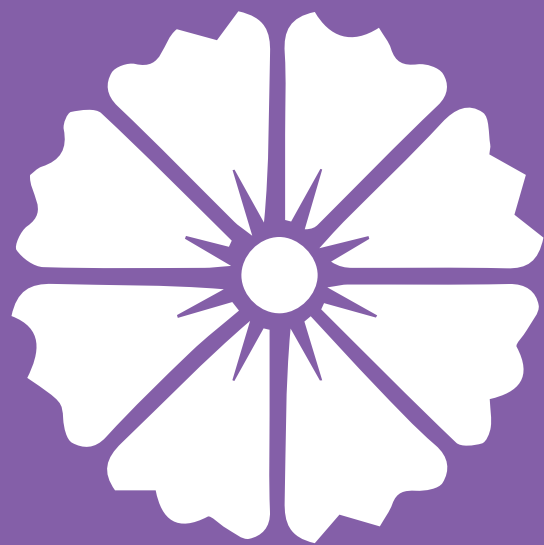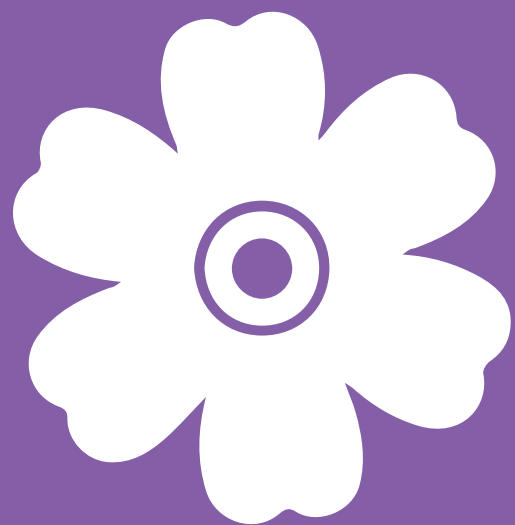
Variety is creating visual interest that will keep viewers engaged with your design.

UNITY

Unity is the principle that pulls together all the other elements into a cohesive and harmonious design.