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# PRINCIPLES OF DESIGN IN PHOTO.

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How you describe of utilize the Elements of Photography is called the Principles of Design in Photography. This is how you direct the viewer in having them see what you want them to see.

## Balance

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Balance refers to the arrangement of elements in a photograph. Balance can be either symmetrical (elements are identical on both sides) or asymmetrical (where elements are placed unevenly, but still has equal **visual weight**—points of emphasis that pulls you eye immediately). In order to take in everything, you want your eyes to roam evenly to the various subject matter, not to focus too much on one particular area of the composition.

## Repetition & Pattern

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Repetition and pattern (an exact duplication of an element(s)) refers to repeating elements such as line, color, shape, texture or value in an image. Repetition can unify a work of art as well as create a sense of **rhythm and movement**. Repetition can be: 1. A pattern (Regular) 2. A near duplication (Alternate) , or 3. **Variety** (Progressive)

## Rhythm & Movement

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Rhythm is implied movement, directing the eyes of the viewer by the way the artist arranges (or repeats) the elements in the composition. the repetition of elements is often defined by the intervals (negative space) between them.

## Contrast

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Contrast refers to placing two opposite elements together. Juxtaposing opposite elements emphasized the differences and highlight points of **emphasis**

## Emphasis

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Emphasis is achieved by drawing your attention to some aspect(s) of a composition.

## Unity

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Unity occurs when all the elements **work together**. The composition is balanced, harmonious, and complete whole; we call this **Gestalt (how whole images are often perceived as more than the sum of their parts)**.