

▯ **Principles of Design**

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▯ **John Singer Sargent**

- The daughters of Edward Boit

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▯ **To Design**

- To organize the formal elements into a composition

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▯ **The Principles of Design**

- Balance
- Emphasis
- Proportion
- Scale
- Rhythm and Repetition
- Unity

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▯ **Design is both a process and a product**

- As a verb it is the process of organizing
- As a noun it is a visual statement, a visual product

The study of human proportion by Leonardo da Vinci

- Balance
- Symmetrical
- Focal point is the center of human anatomy
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- Square - symbol of the finite world
- Circle - symbol of the heavenly world
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□ Frank Gehry House

- Sense of discontinuity
- Lack of harmony

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□ Balance

- Absolute Balance
- Visual Balance
- Has to do with the apparent (appearance) of 'heaviness' or 'lightness' of the composition.

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□ Taj Mahal 1632

- Symmetrical Balance in architecture
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□ **Vermeer - Woman holding a balance**

- The overall effect is that of a balanced composition
- An asymmetrically balanced composition whose subject it balance between the material and spiritual worlds

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□ **Childe Hassam - Boston Common at Twilight**

- Asymmetrical balance
- The tension between dark and light
- Dawn and dusk
- Populated street and open field

Ida Applebroog - Emetic Fields

- Male over female
- Parents over children
- Governments over people
- Doctors over patients
- Shapes

Radial Balance- Everything radiates outward from a central point.