

Methods for Creating Unity in a Design

1. Proximity — grouping unlike shapes closely suggests a relationship between them
2. Repetition — images, shapes or colors that are repeated can create pattern and rhythm
3. Continuation — fluid movement from one element to another
4. Grid — a grid, whether used in organization or visible, can create continuation
5. Subject — elements which share a common subject create connectivity

Methods for Creating Variety in a Design

1. Form — differences in form/shape add visual interest
2. Size — size or scale can illustrate differences in significance or simply add surprise/mystery
3. Color — contrasting colors or discordant color can disrupt repetition
4. Gesture — differences in texture or technique can please the eye

Methods for Creating Emphasis in a Design

1. Contrast — light objects against a dark background draw attention
2. Pattern — bold contrasting patterns can create contrast against plain backgrounds
3. Style — realistic images contrast with abstract ones (faces always grab our attention)
4. Text and Graphic Symbols — letters and numbers compel viewers to interpret them
5. Color Contrast — color against a black and white background creates a strong contrast
6. Isolation — elements set apart from others will draw the viewer's attention
7. Placement — areas at the intersection of inherent lines naturally attract our attention