

Terminology

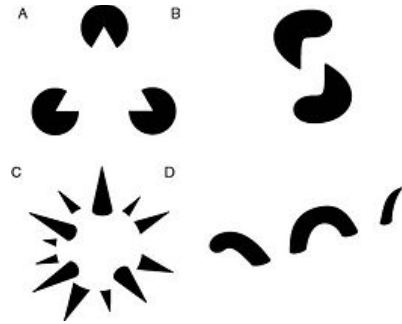
Unity	The quality of connectivity or agreement between elements in a design
Collage	An artwork created by assembling and pasting a variety of materials onto a two-dimensional surface
Composition	The overall arrangement and organization of visual elements on a two-dimensional surface
Continuation	A line or edge that continues from one form to another, allowing the eye to move smoothly through a composition
Gestalt theory	(also gestalt psychology) The mind creates a unified whole through organizing tendencies that are often regular, orderly, symmetrical and simple
Grid	A network of horizontal and vertical intersecting lines that divide spaces and create a framework of areas
Harmony	The pleasing combination of parts that make up a whole composition
Intellectual Unity	Elements that share a common theme or idea
Monochromatic	A color scheme using only one hue with varying degrees of value or intensity
Proximity	The degree of closeness in the placement of elements
Repetition	Using the same visual element over again within the same composition
Visual Unity	Achieved when the whole predominates over the parts in a visual design

Methods for Creating Unity in a Design

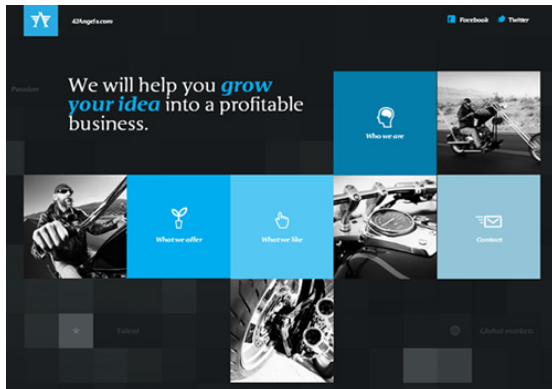
1. Proximity — grouping unlike shapes closely suggests a relationship between them
2. Repetition — images, shapes or colors that are repeated can create pattern and rhythm
3. Continuation — fluid movement from one element to another
4. Grid — a grid, whether used in organization or visible, can create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



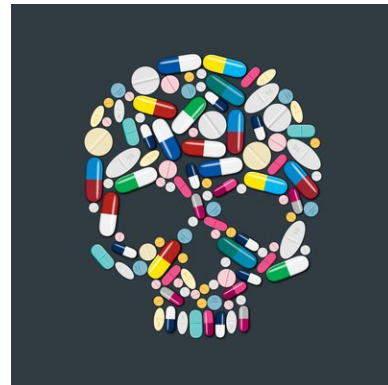
an example of continuation



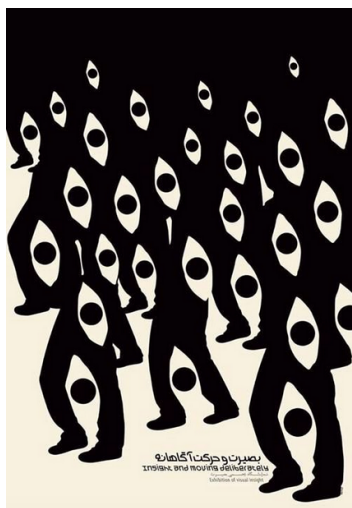
some examples that illustrate our ability to draw connections between parts and see a larger picture (**gestalt theory**)



an example of web design using a **grid**



an example of **proximity**



an example of **repetition**



an example of unity through use of the same **subject**