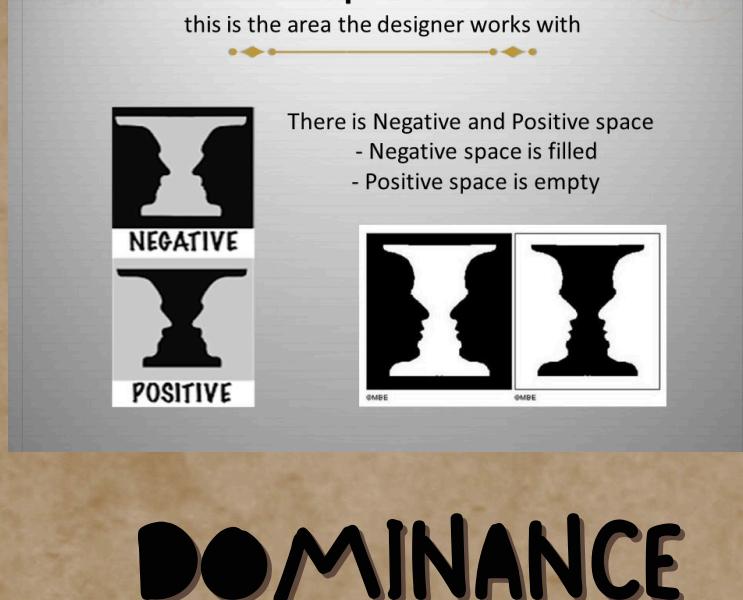


PRINCIPLES AND ELEMENTS IN EVENT DESIGN

ELEMENTS OF DESIGN



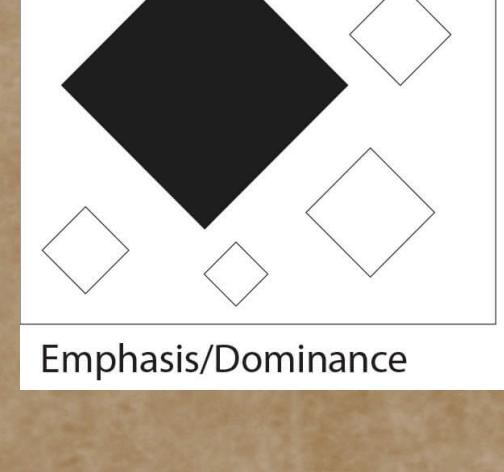
SPACE

An element of art that is two-

dimensional, flat, or limited to height and width.

DOMINANCE

A dominant element in the center (horizontally or vertically) creates symmetry, producing a formal, static design. A dominant element close to the edge creates an out of balance tension.

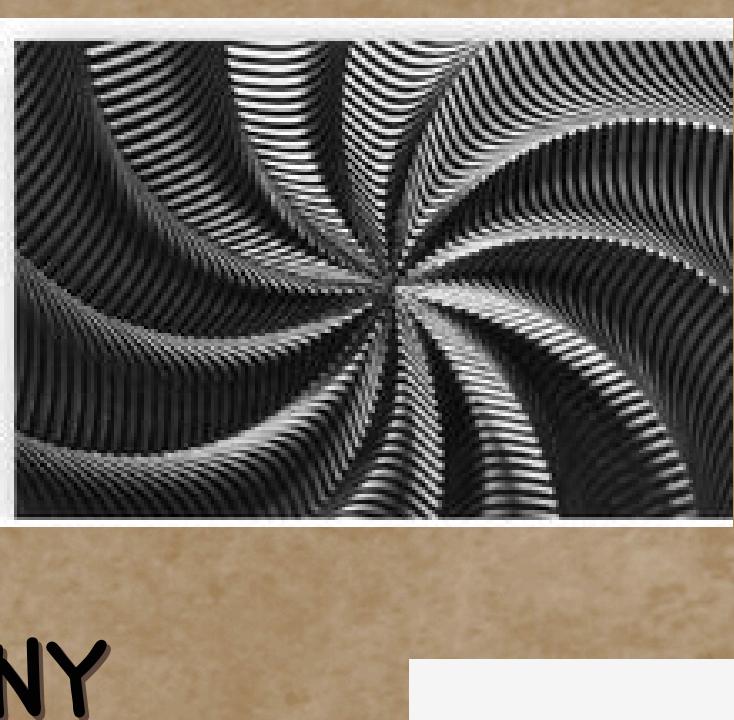


SCALE

Scale refers to the relative size of an element in a design when compared to another element.

RHYTHM

The design principle of rhythm is the repetition of visual elements to establish a pattern. The visual rhythm of the pattern is predictable, it often tends to unify an artwork.



HARMONY

Harmony is the visually satisfying effect of combining similar or related elements. Harmony in a painting or design helps bring about unity. All harmony and no contrast, however, can become monotonous.

