

# Architecture & Town Planning

Lecture 2:  
Principles of Basic Design

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# Principles of Basic Design

Principles are used to organize the elements

# Principles of Basic Design

- Balance
- Emphasis
- Contrast
- Variety
- Repetition
- Pattern
- Rhythm
- Movement
- Unity
- Harmony
- Gradation
- Proximity
- scale
- Proportion
- Alignment



# Balance

Balance is the arrangement of elements to create the impression of equality in weight or importance. There are three types of balance: Symmetrical, Asymmetrical & Radial. Symmetrical means that everything is equal on all sides of the display. Asymmetrical displays are not completely equal appear scattered but still organized

# SYMMETRICAL BALANCE



# ASYMMETRICAL BALANCE



# RADIAL BALANCE (Palma nova, Italy)





# Emphasis

Special attention/ importance given to one part of art work to create a focal point (e.g. a dark shape in light composition). It attracts attention and can be achieved through contrast, color, size, repetition, value, placement etc.



# EMPHASIS



# EMPHASIS

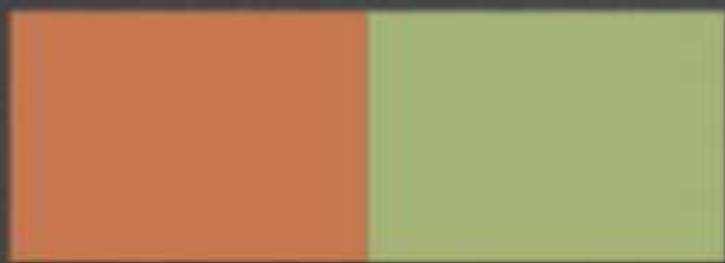




# Contrast

The comparison of different elements of design (e.g. Rough & Smooth Textures) to highlight their differences. It is a noticeable difference between two things, such as black and white, hot and cold, or light and dark. Contrast can be created by using color, tone value, size, shape or direction. It can emphasize, and direct attention to points of interest.

**COLOR**



**tone/VALUE**



**SIZE/SHAPE**



**DIRECTION**



# CONTRAST IN MATERIAL



# CONTRAST IN FORM





# Variety

Using a range of different elements of design to create a desired visual effect - e.g., a variety of shapes, colors, etc. Variety break the monotony of simple repetitions. Combining elements of art to achieve complex relationships.

# VARIETY (Massing & Material)





# VARIETY (Street Scape)



HARMONY



UNITY



CONTRAST



# Harmony

Harmony deals with how similar things are to one another. A composition that uses only curvy shapes will have more harmony than a similar composition that includes both curvy and geometric shapes.

# HARMONY






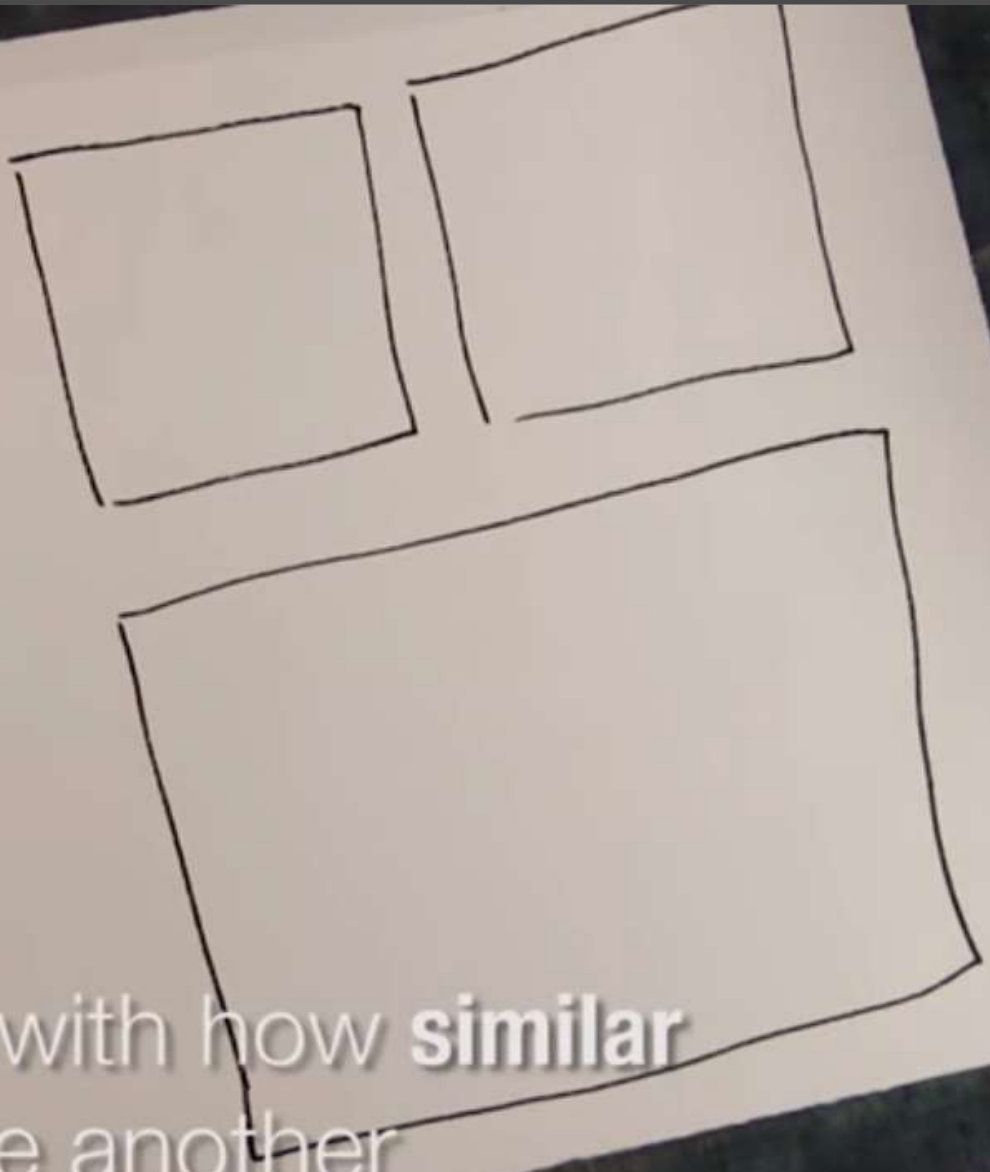
# Unity

Unity is about separate parts working together. E.g., A car's purpose is to provide transportation. When the many parts of a car are working together, it moves. No part of the car, separated from the whole, is capable of providing transportation. When the car functions as it should, the parts are working together in unity. They belong to each other.

# Unity, Harmony, Contrast

HARMONY   
UNITY

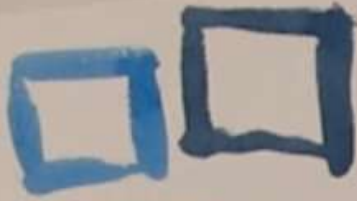
CONTRAST



Harmony deals with how **similar** things are to one another

# Unity, Harmony, Contrast

HARMONY



UNITY



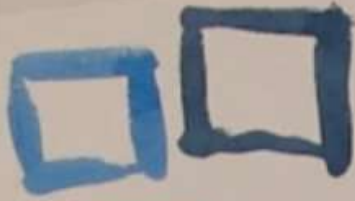
CONTRAST



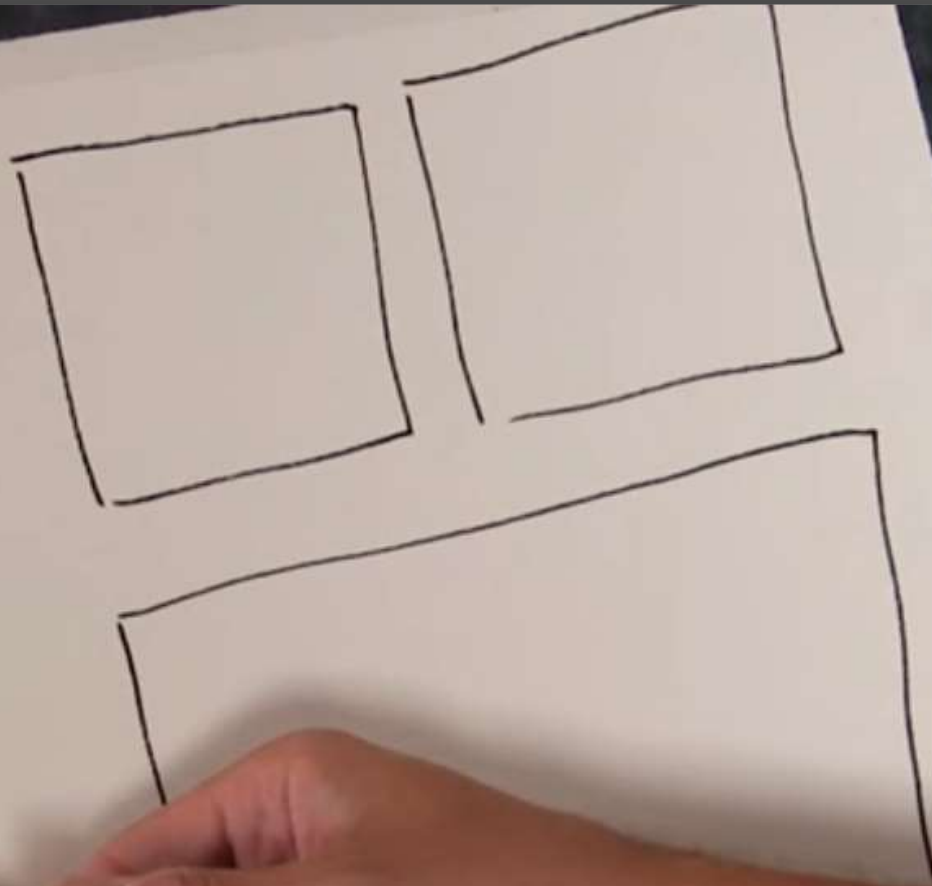
Unity: does everything look like it **belongs**?

# Unity, Harmony, Contrast

HARMONY



UNITY



CONTRAST

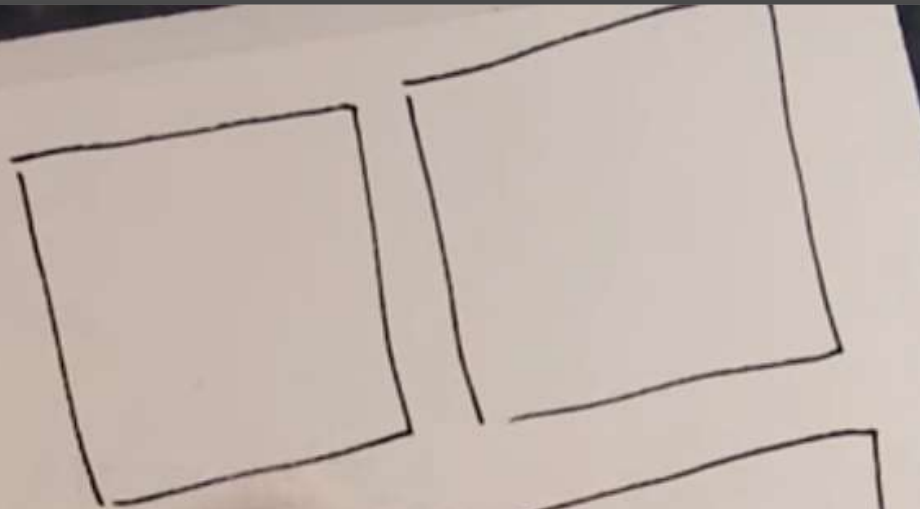
However, a painting with perfect harmony and unity is **not exciting**

# Unity, Harmony, Contrast

HARMONY



UNITY



CONTRAST

Too much **contrast** and you will interrupt the **unity**

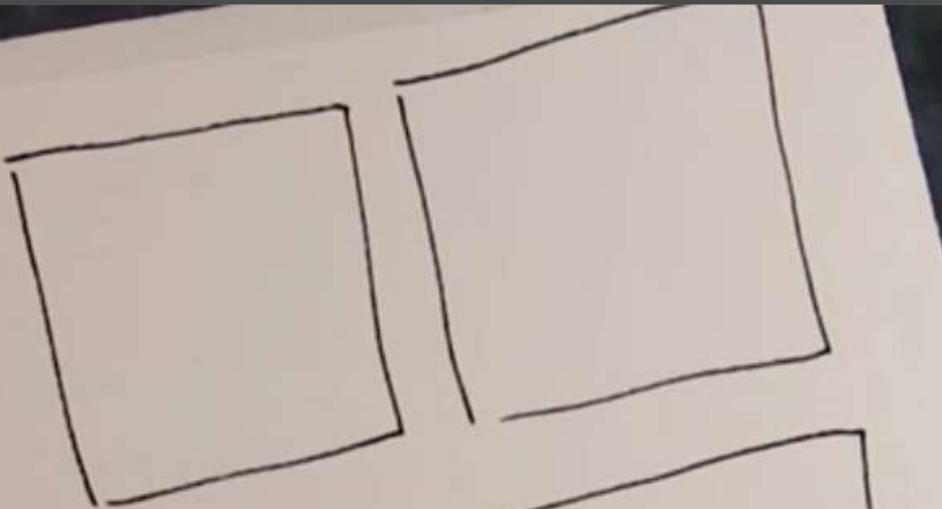


# Unity, Harmony, Contrast

HARMONY



UNITY



CONTRAST



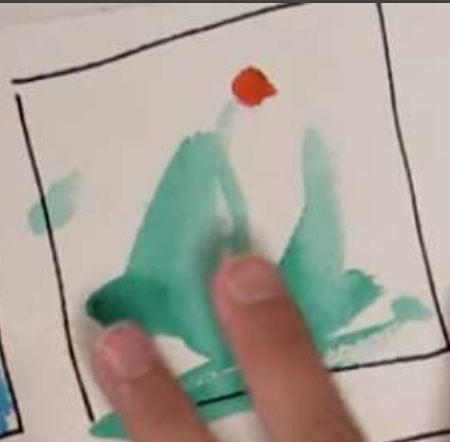
Contrast is the **difference** between one thing and another

# Unity, Harmony, Contrast

HARMONY



UNITY



CONTRAST

**Echoing** the influence of a contrasting colour can be used to improve unity

# Unity, Harmony, Contrast

HARMONY



UNITY



CONTRAST



The influence of any colour you use in a painting should appear in **each quarter**

# Unity, Harmony, Contrast

HARMONY



UNITY



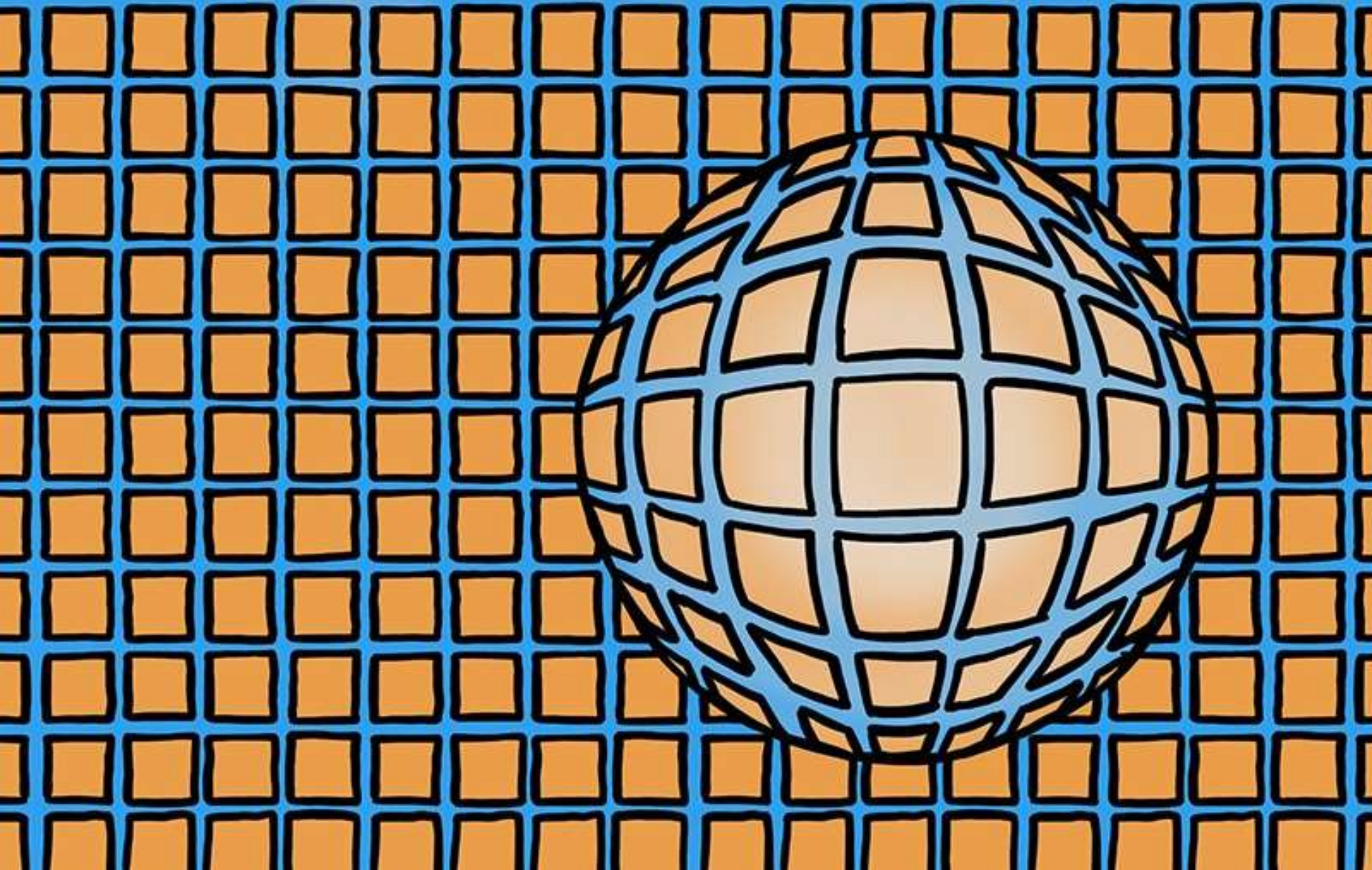
CONTRAST



Too much harmony is boring, and too much contrast interrupts the unity

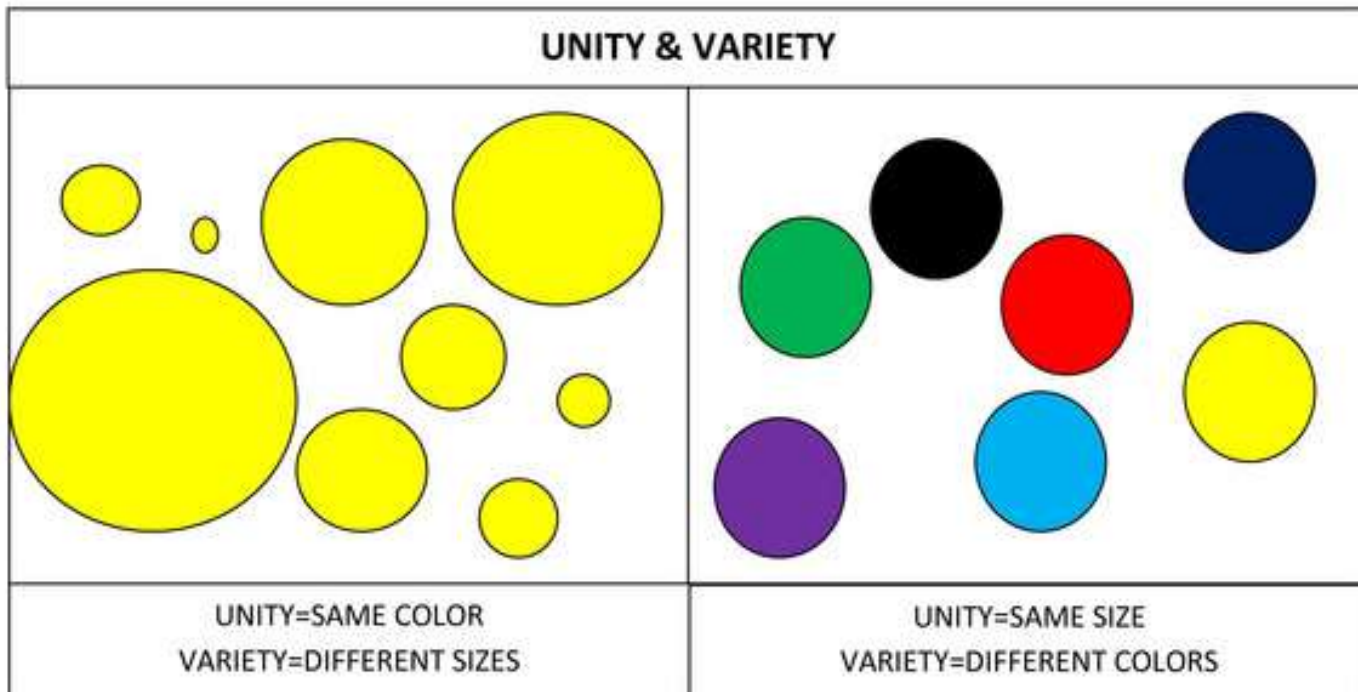
# Variety & Harmony

(The ball breaks the monotony of squares and adds interest)



# Unity & Variety

- **Unity** is achieved by using similar elements within the composition and placing them in a way that brings them all together.
- Reducing the amount of potential variety gives unity. Repetition within a composition will guarantee a feeling of unity. Proximity --- The more limited the negative space, the more unified the areas of a composition may feel.
- **Variety** is achieved by using contrasting elements within the composition thus adds interest

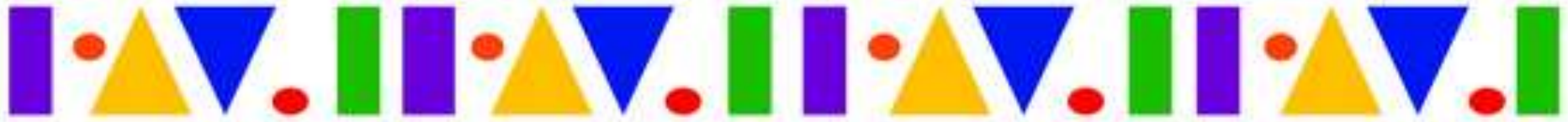




## REPETITION

# Repetition

Repetition is simply repeating a single element many times in a design. For example, repeating logo of a business on every page and in the same place. Menu items are also often repeated in the same place on a page.

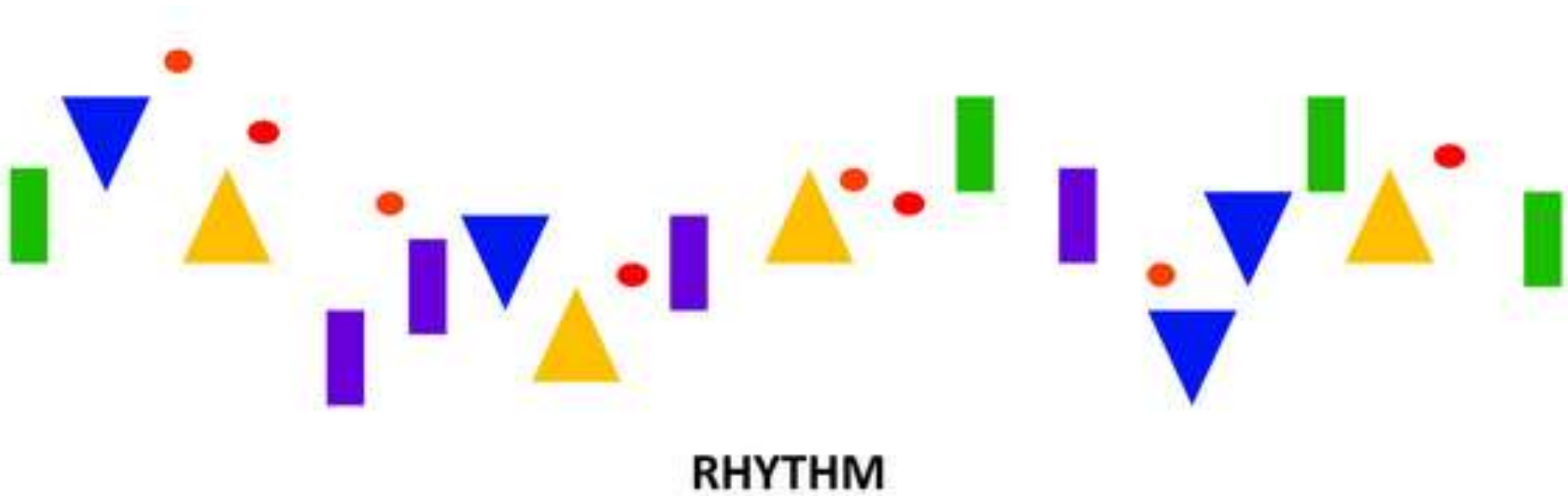


## PATTERN

# Pattern

Patterns are simply a repetition of more than one design element working in concert with each other. It is the sub category of repetition. For example, look closely at the carpet or bed covers at your home





# Rhythm

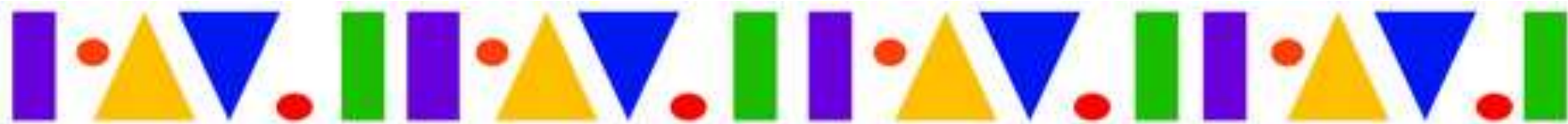
Rhythm is a movement in some elements that recurs regularly. The key idea in rhythm is repetition and the flow of element who's style, organization or layout is being repeated.

# Repetition, Pattern & Rhythm

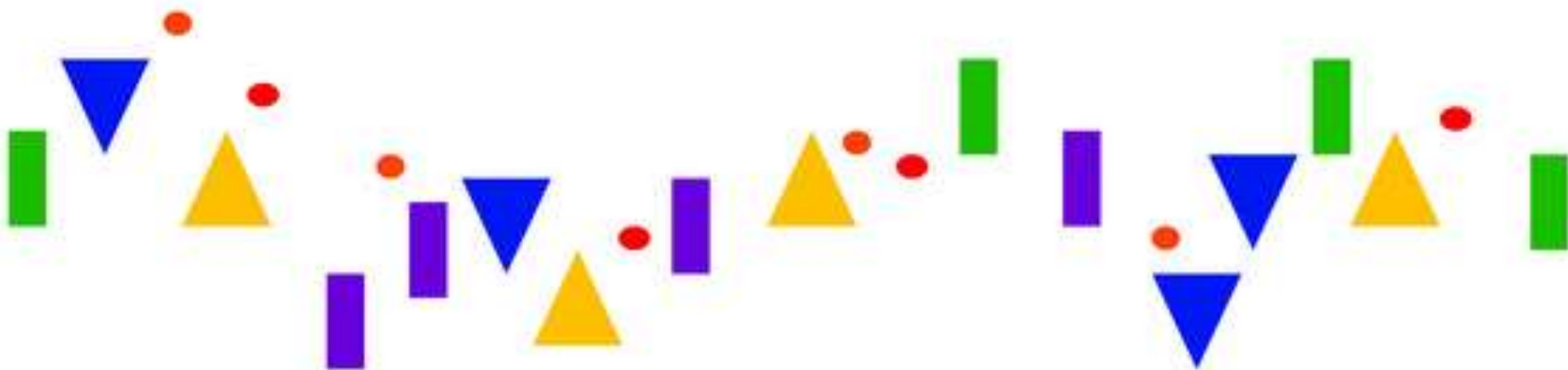
- *Repetition* refers to one object or shape repeated;
- *Pattern* is a combination of elements or shapes repeated in a recurring and regular arrangement;
- *Rhythm* is a combination of elements repeated, but with variations.



**REPETITION**



**PATTERN**



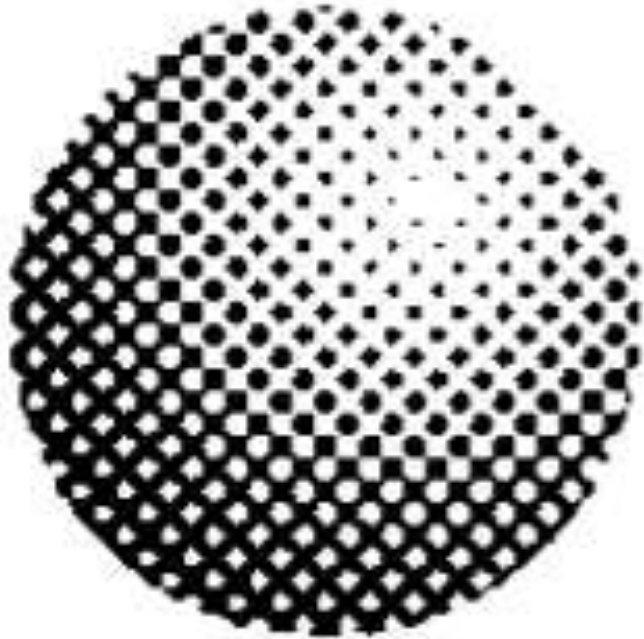
**RHYTHM**

# Difference b/w Rhythm & Harmony

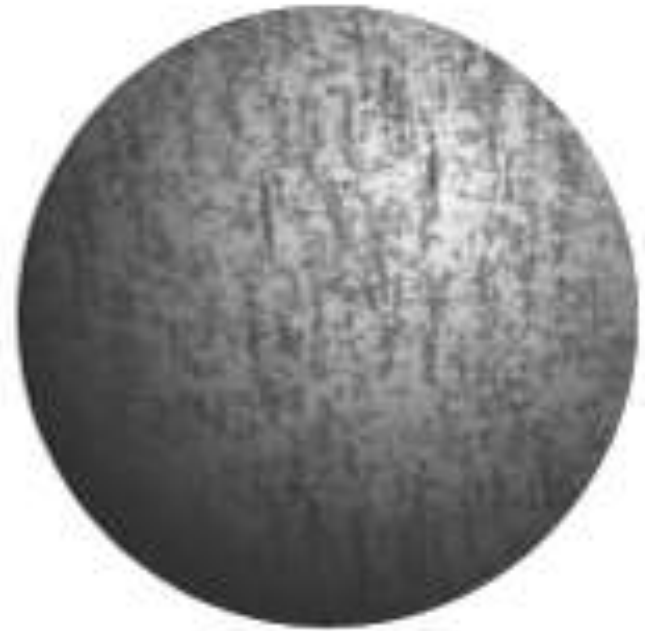
- When the same tune repeats after same interval it creates a rhythm. Same is in the design if you repeat certain element after visually equal interval it will be labelled as rhythm
- Harmony does not necessarily create a rhythmic pattern but it creates a visual satisfaction, let's understand it with poems, in a poem it's not necessary that words rhyme, but the arrangement of words along with there meaning creates a satisfactory out come, for example:
  - The woods are lovely, dark and deep. But I have promises to keep,  
And miles to go before I sleep

# Difference b/w Textures and Patterns

Patterns are geometric and stylized. Textures are organic & realistic. Texture conveys how something feels



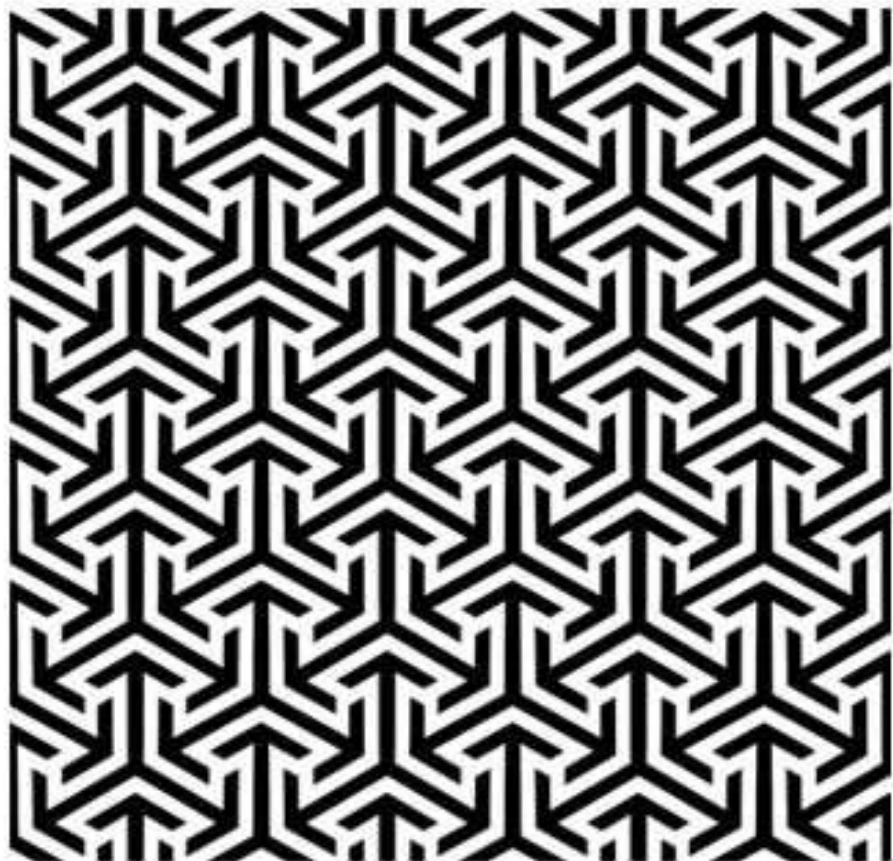
Pattern mimicking  
the play of light  
across a surface  
creates a volume  
that looks stylized



Texture mimicking  
the play of light  
across a surface  
creates a volume  
that looks realistic

# Texture VS. Pattern

PATTERN



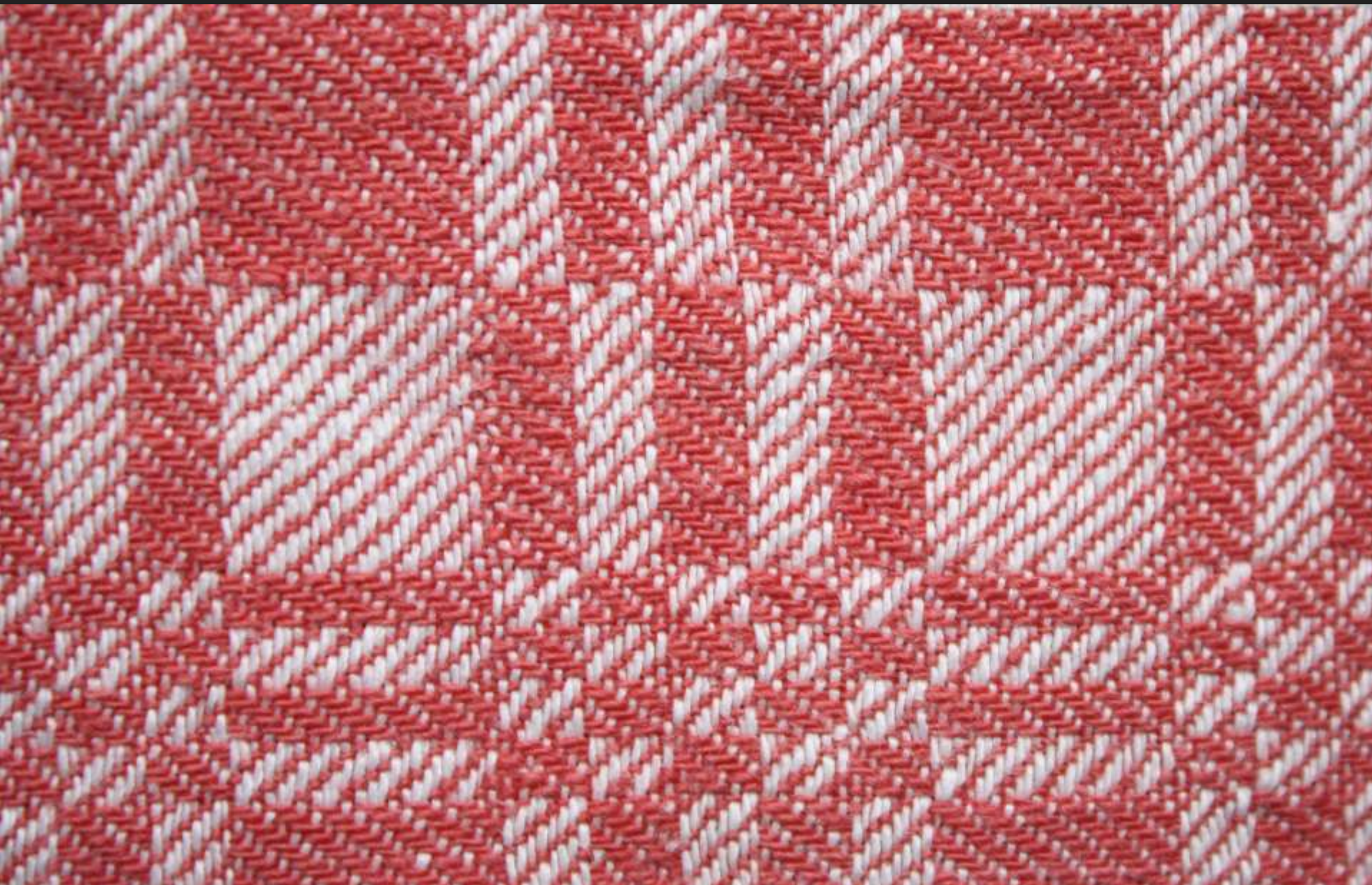
TEXTURE



# Texture without Pattern



# Texture with Pattern







# Movement

It is the path the viewer's eye takes through the art work usually to a focal area. Movement can be directed along lines, edges, shapes or colors and is highly influenced by direction and rhythm.

# Strong rhythm & pattern, no clear movement



Strong diagonal movement, no rhythm or pattern



There is Strong movement created by use of space, a repeated shape, and demising size. The eye is drawn in a swoop.





# Direction

A course along which someone or something moves. Horizontal direction suggest calmness, stability and tranquility. Vertical direction suggest balance, formality and alertness. Oblique suggests movement and action.

# Movement and Direction



# Movement and Direction



# Movement without Direction





# Diagonal Direction

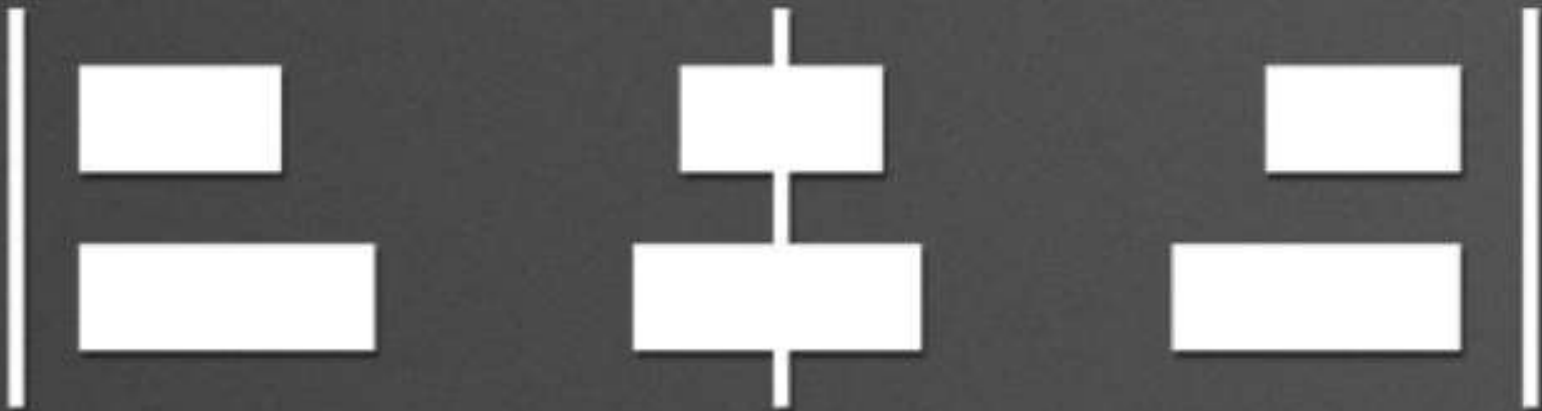


# Vertical Direction



# Horizontal Direction

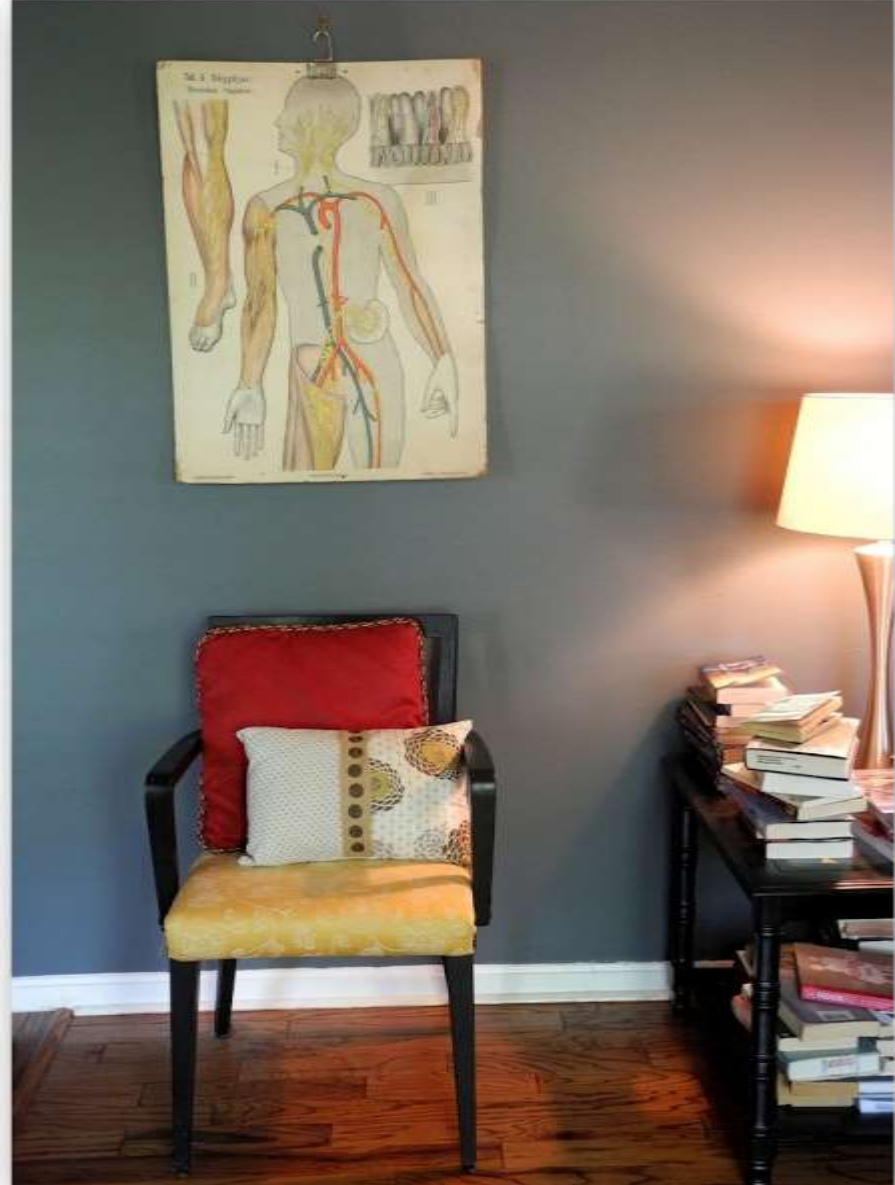




# Alignment

Proper alignment in a design means that every element in it is visually connected to another element. It allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.

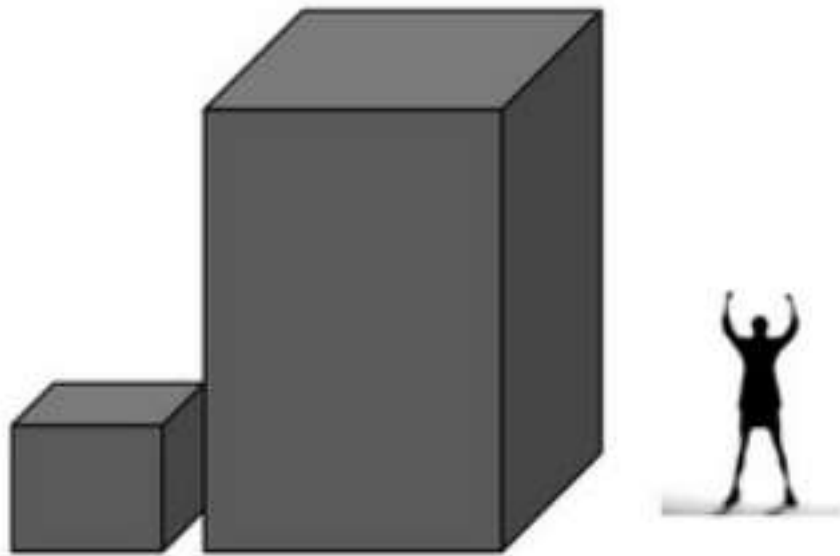
**SCALE** is how the overall size of one object relates to the overall size another object, or to the space in which it's placed.



# Out of Scale

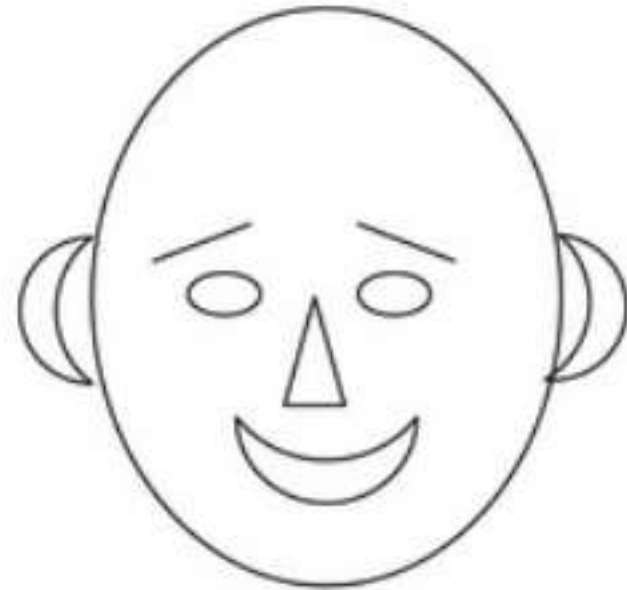


## SCALE



SCALE=RELATIVE SIZE OF ONE OBJECT TO ANOTHER

## PROPORTION



PROPORTION=RELATIVE SIZE OF PARTS OF A WHOLE

# Proportion

*Proportion is the relationship between one part of an object and to another part of the same object. Proportion refers to relative sizes within the structure. For instance, government buildings, theaters, mosques and churches are often built to impress, while proportions in a private home are usually more according to human size.*

# Out of Scale and not Proportional

