

Principles of Organization: Variety

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2D Design - Art 112

Variety

- Brings visual interest to the composition by adding variation to the visual forces.
- Harmony unifies the elements and consequently the composition.
- Variety pulls the elements apart adding dissociation and interest.
- Create Emphasis and Focal Point.

CONTRAST



Anne Stagg

Contrast

Contrast:

- Two or more forces operate in opposition.
- 80% x 20%
 - Size
 - Value
 - Color
 - Type
 - Texture
 - Shape
 - Alignment
 - Direction
 - Movement



Contrast of Size & Value

Contrast



Contrast of Alignment &
Shape

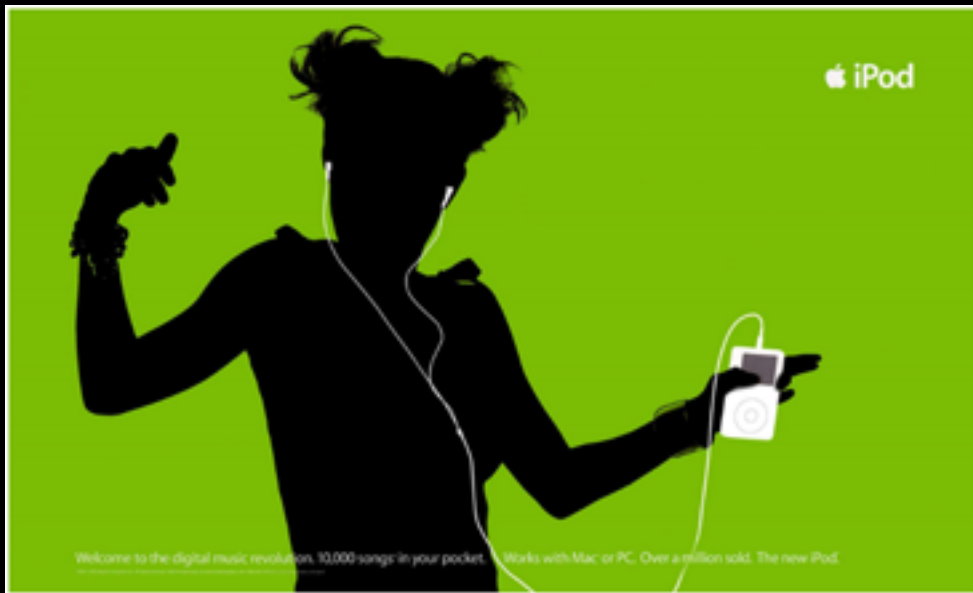


Contrast of Direction &
Value

Contrast

Contrast of Shape, Color & Direction

Contrast of Color & Value



http://www.rsiphotos.com/gallery_detail.php?PhotoID=133

Review

- **Variety** is a Principle of Organization.
- Brings visual interest to the composition by adding variation to the visual forces.
- **Harmony** unifies the elements and consequently the composition.
- **Variety** pulls the elements apart adding dissociation and interest.
- Create **Emphasis** and **Focal Point**.
- **Contrast:**
 - Two or more forces operate in opposition.
 - 80% x 20%