

CIHAN UNIVERSITY/SULIMANIA

ARCHITECTURAL DEPT.

FIRST YEAR 2023-2024

SECOND SEMESTER LECTURE 5



Art & Architecture

DESIGN PRINCIPLES

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Visual Design Principles



Balance

Rhythm

Emphasis

Proportion and scale

Movement

Contrast

Unity

Balance



Parts of the design are equally distributed to create a sense of stability. Both physical and visual balance exist.

Types:

Symmetrical or formal balance

Asymmetrical or informal balance

Radial balance

Vertical balance

Horizontal balance

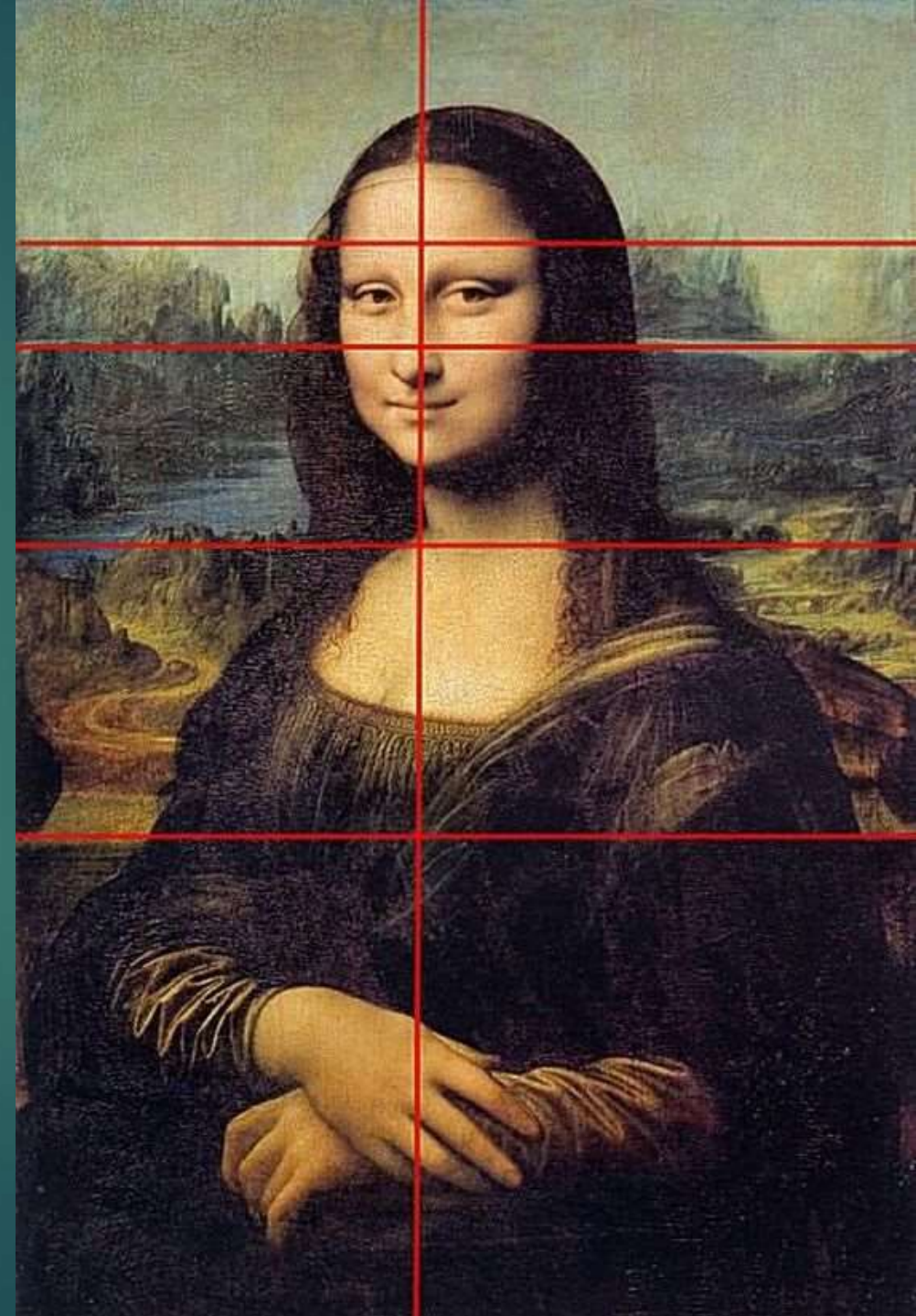
Symmetrical or Formal Balance

The elements within the design are identical in relation to a centerline or axis and has an equivalence of shape and position on opposing sides of a central axis.

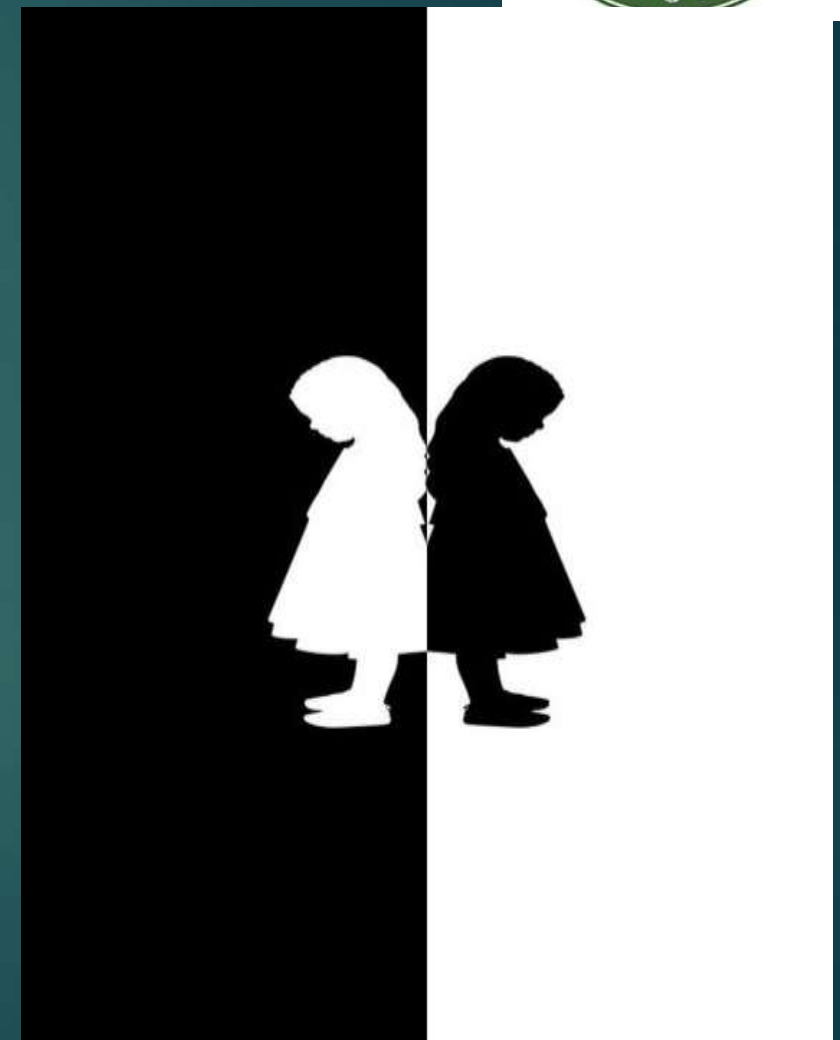
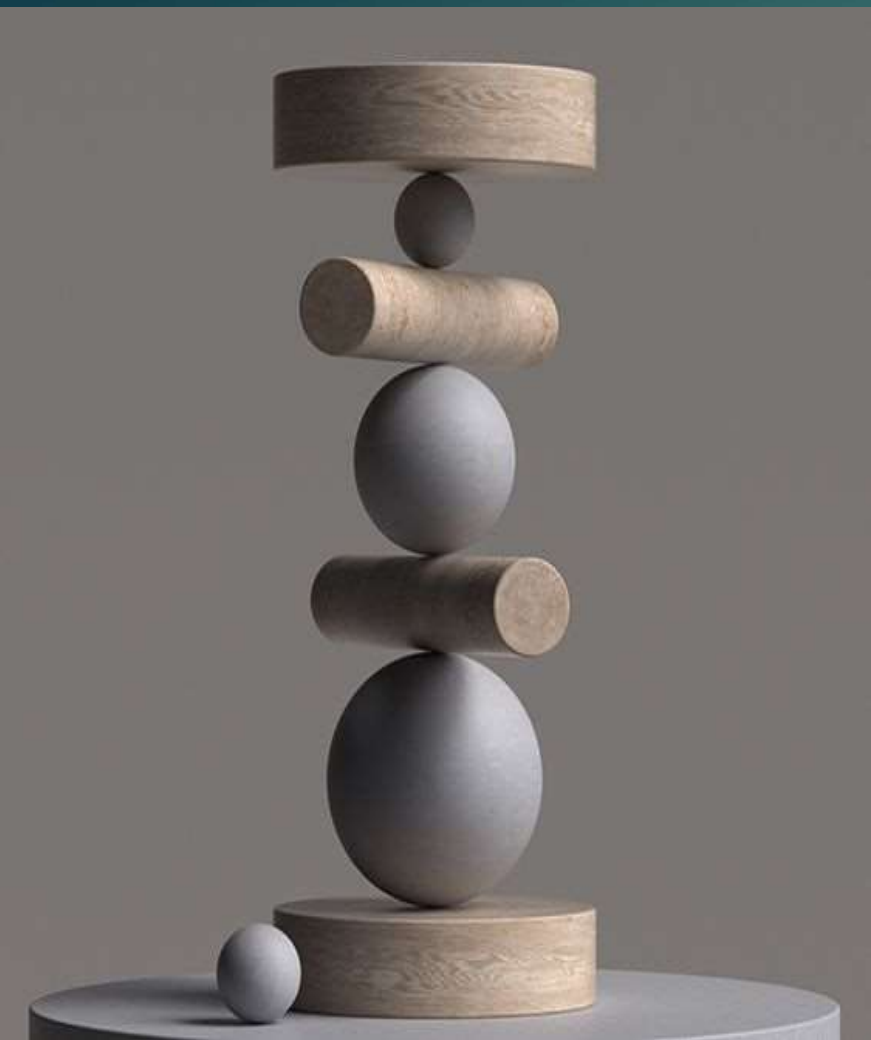
Usually, it is used to create Formality, Dominance
Monumentality Produces a feeling of calm and order.

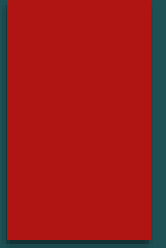
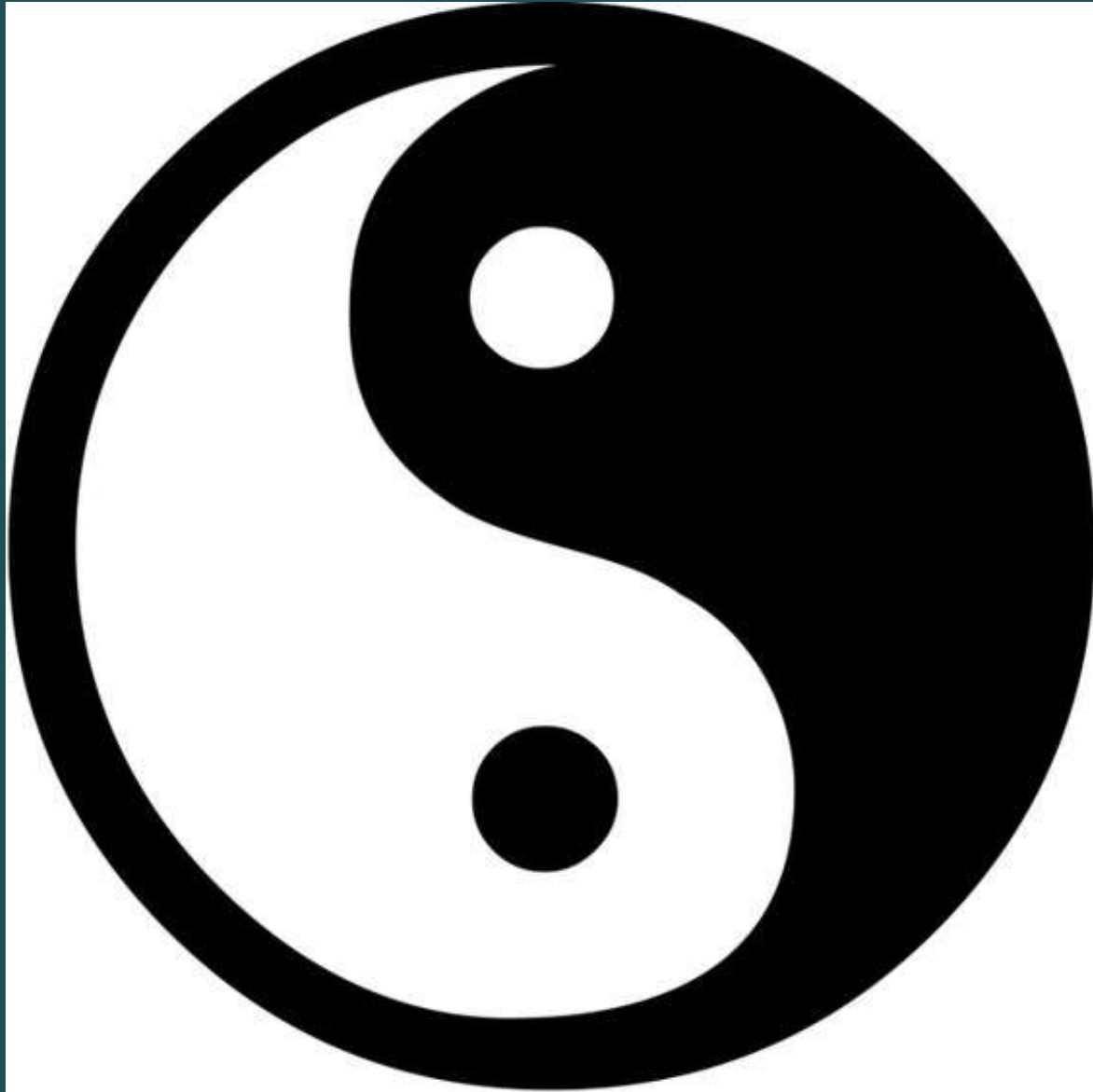
Produces a feeling of calm and order.

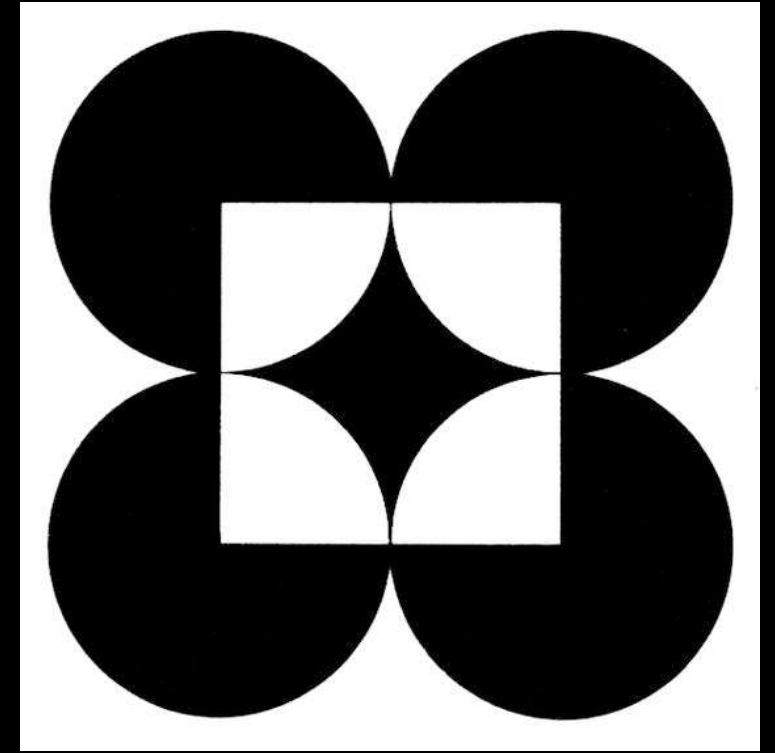
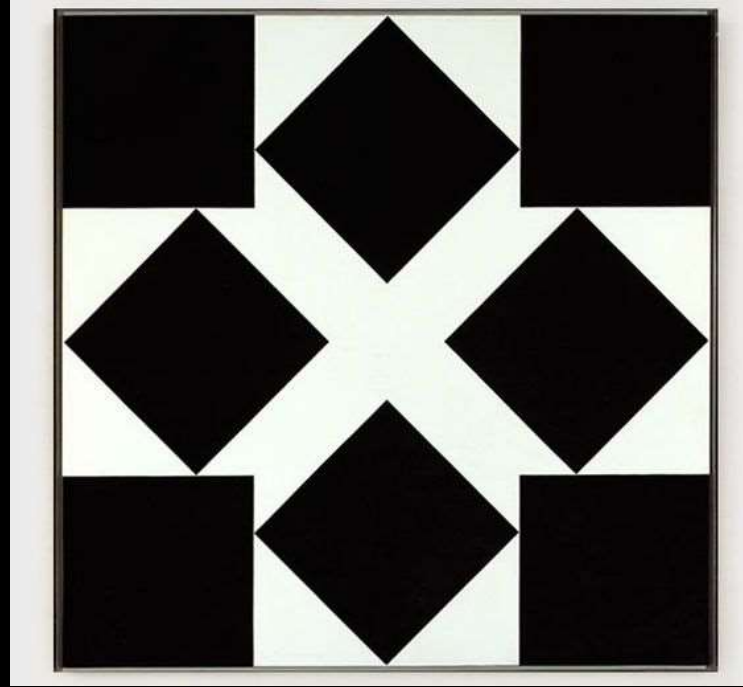
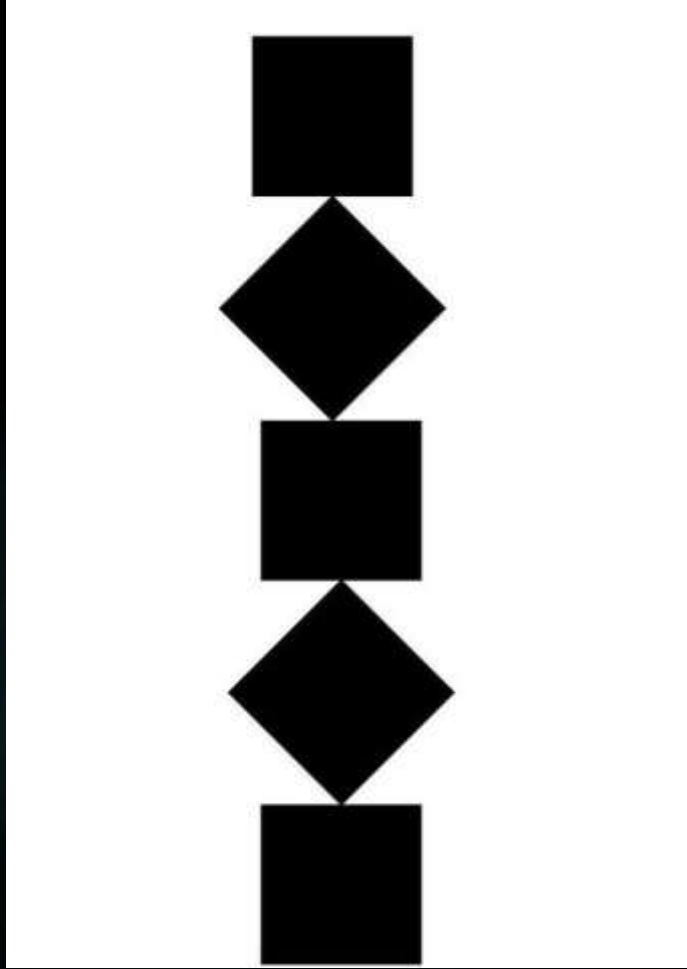
Axis – an imaginary line passing through a figure, building, composition, etc., about which its principal parts are arranged



In Artistic Composing







Formal Balance In Architecture



Asymmetrical or Informal Balance

Parts of the design are not identical but are equal in visual weight. More dependent on an intuitive balancing of visual weights.

Creating balance will be more challenging but also more dynamic (than with symmetrical or radial balance).

It is used to deconstruct the effect of Formality and distribute the Dominance along axis.

The Museum of The Future Dubai

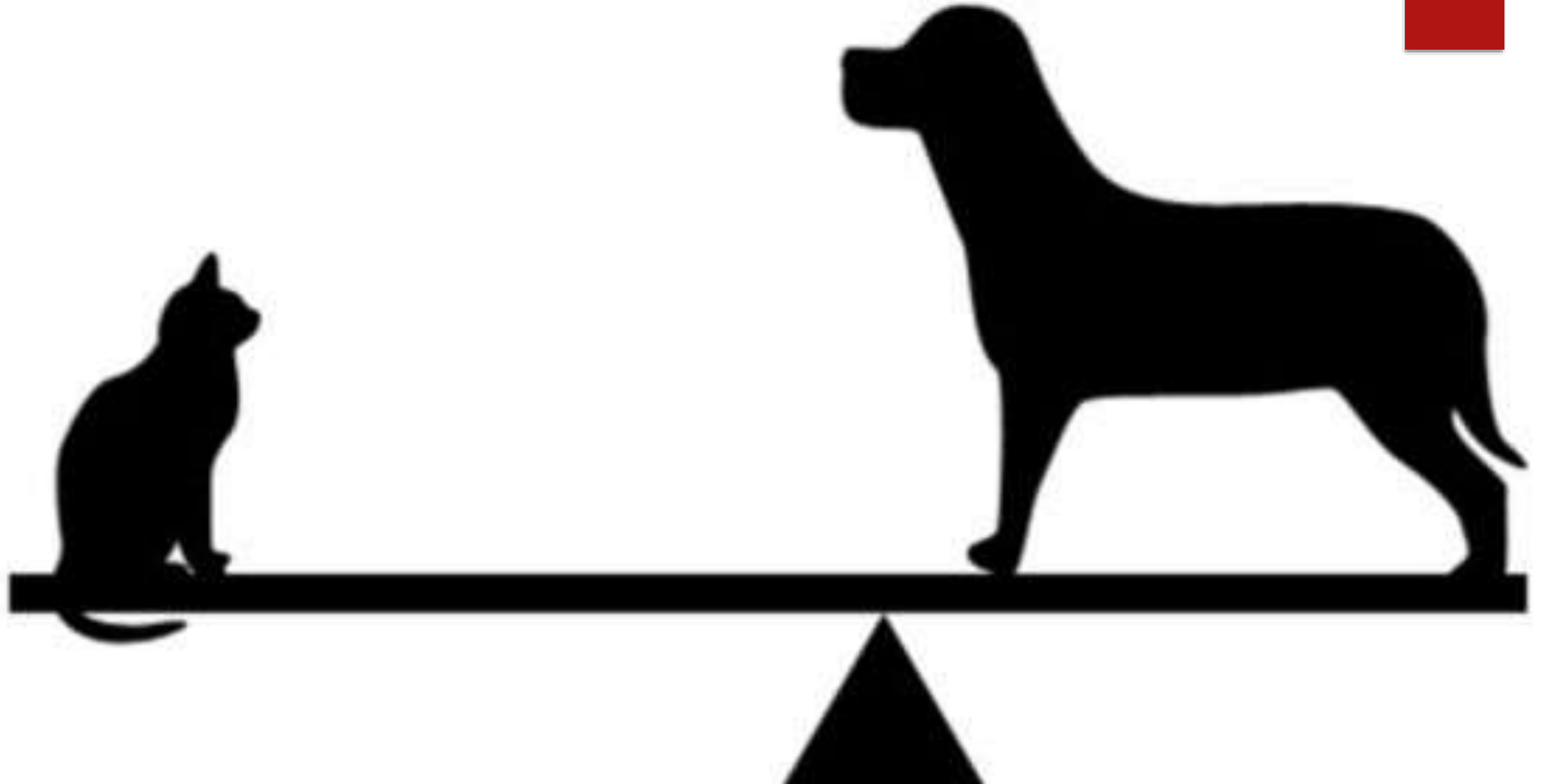


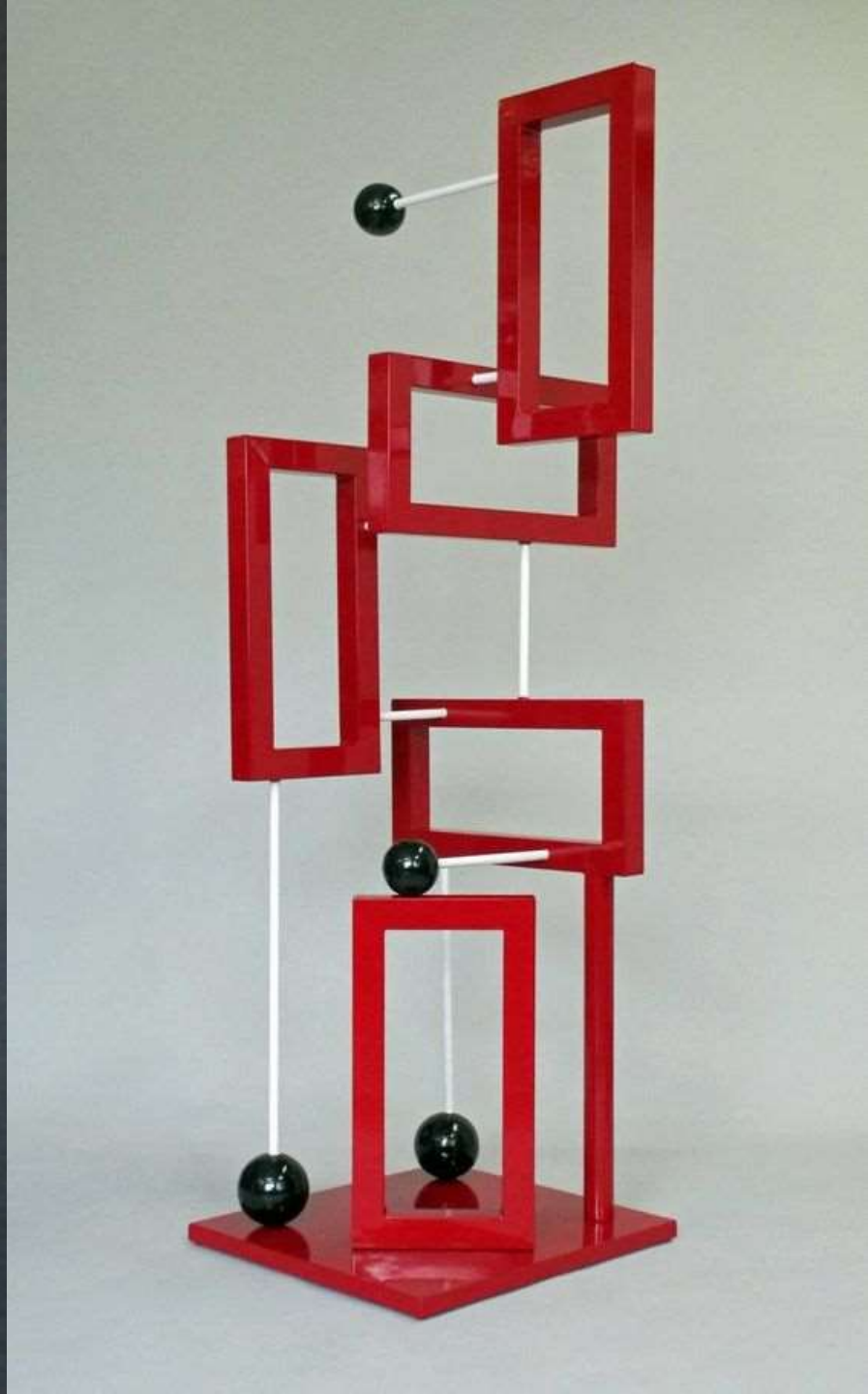
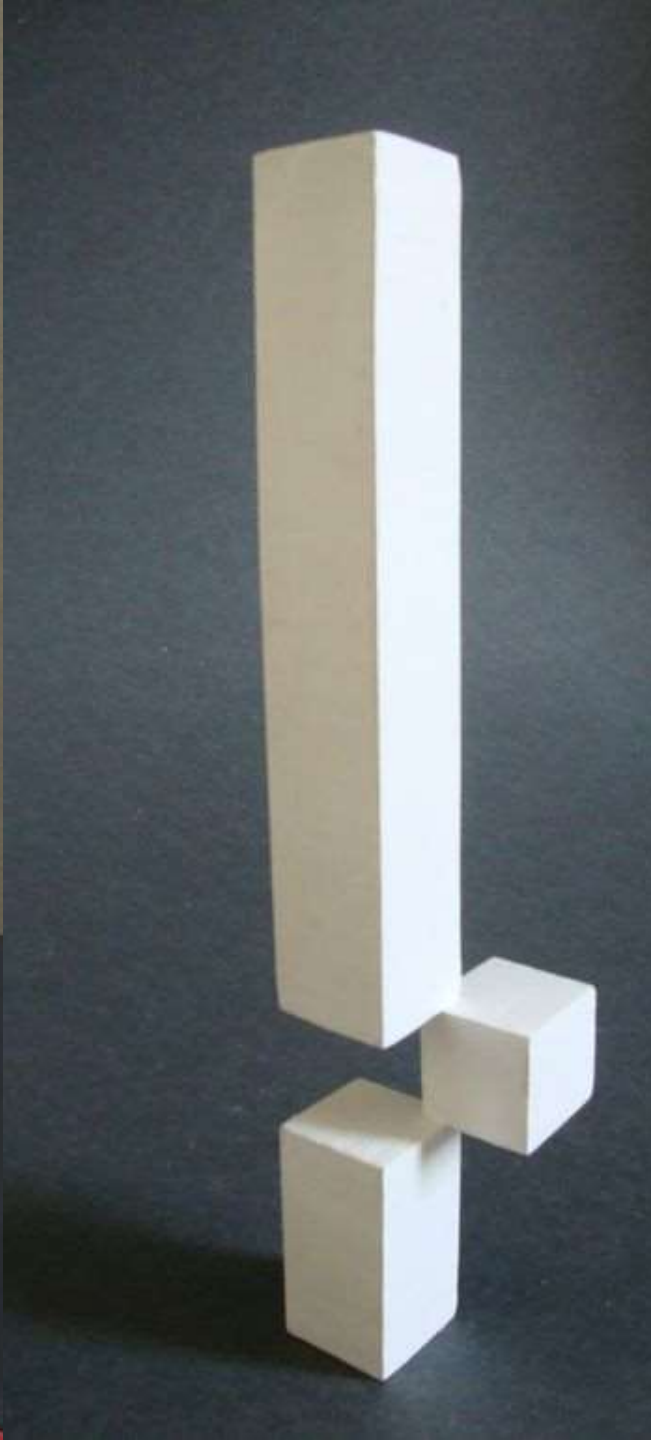
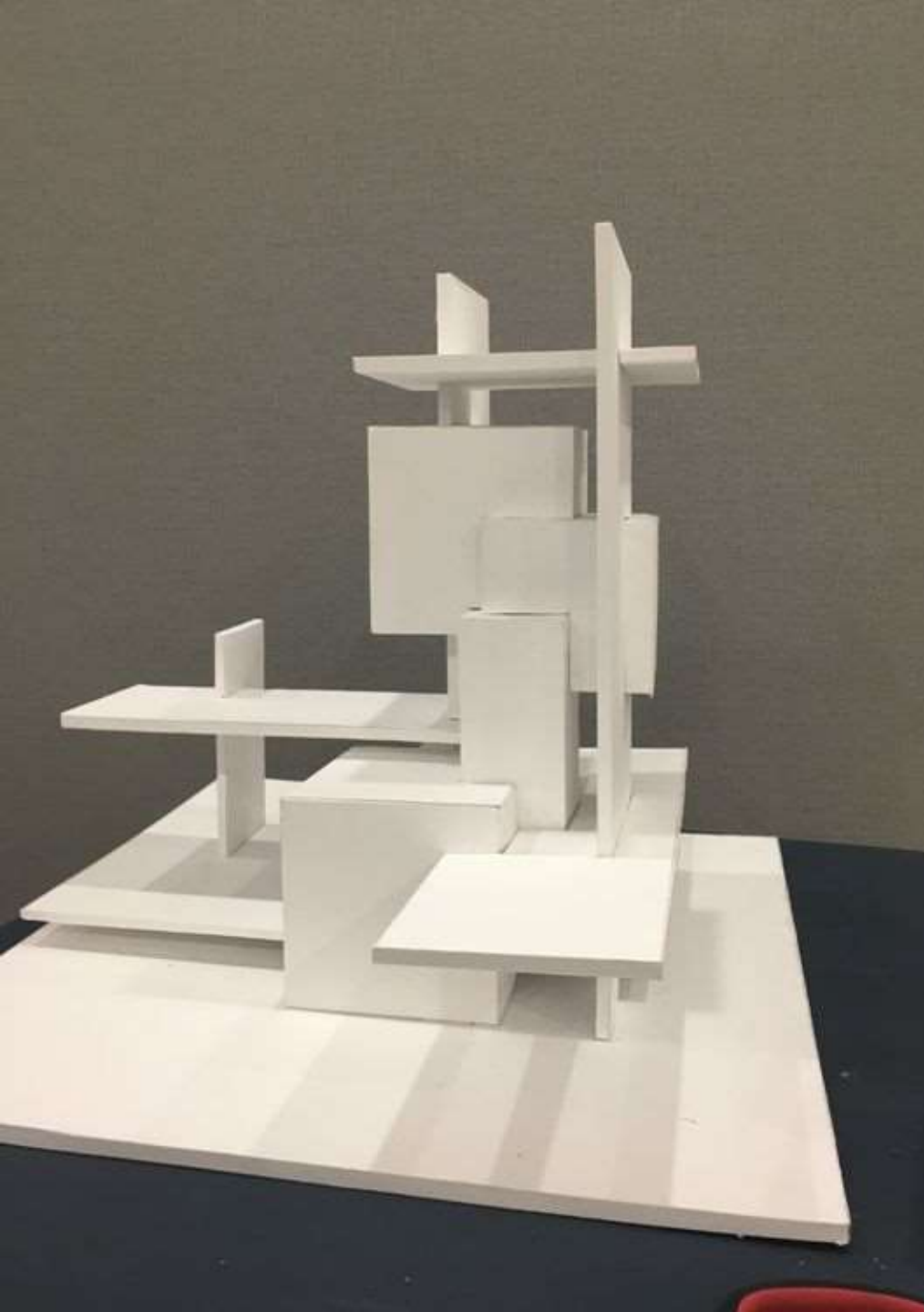
In Artistic Composing



Yusuf Danyilchenko - stocksy.com/20237088







Informal Balance In Architecture



Radial Balance

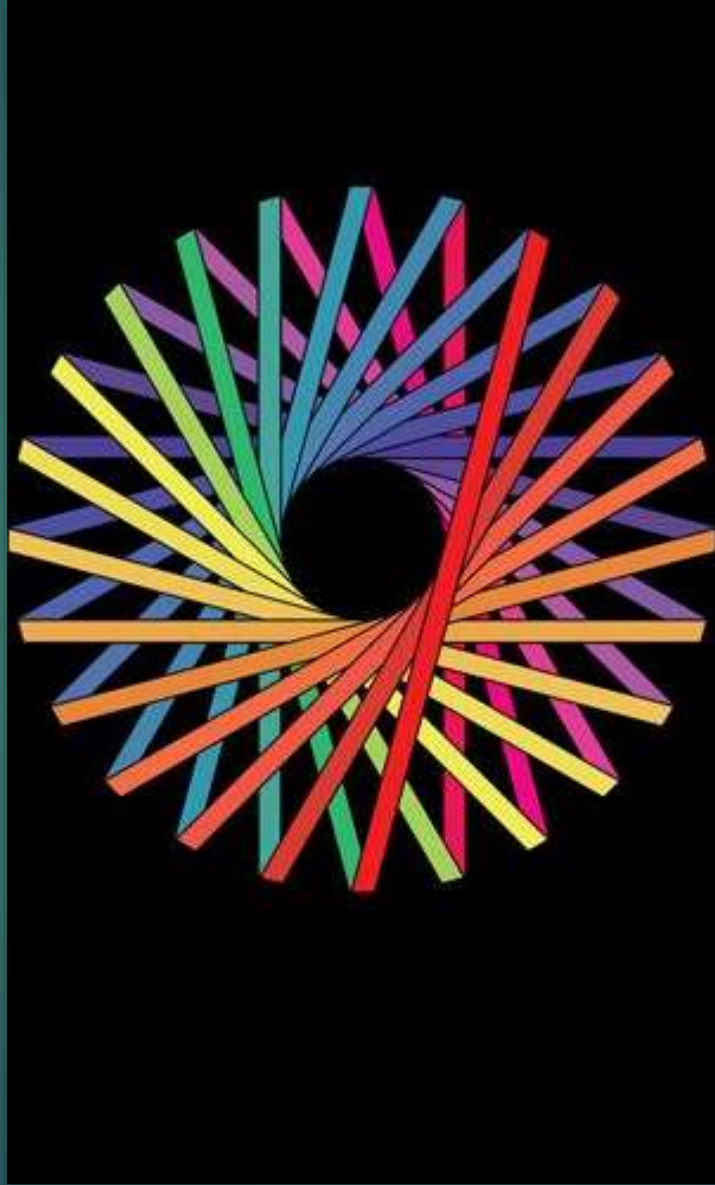
Design elements radiate outward from the centre. All elements revolve around a central point.

In many cultures the circle is considered a perfect form

By basing this building on a series of circular elements sharing the same centre, order and rationality are emphasized

Usually, it is used to create a focusing on a center.





In Artistic
Composing

Radial Balance In Architecture

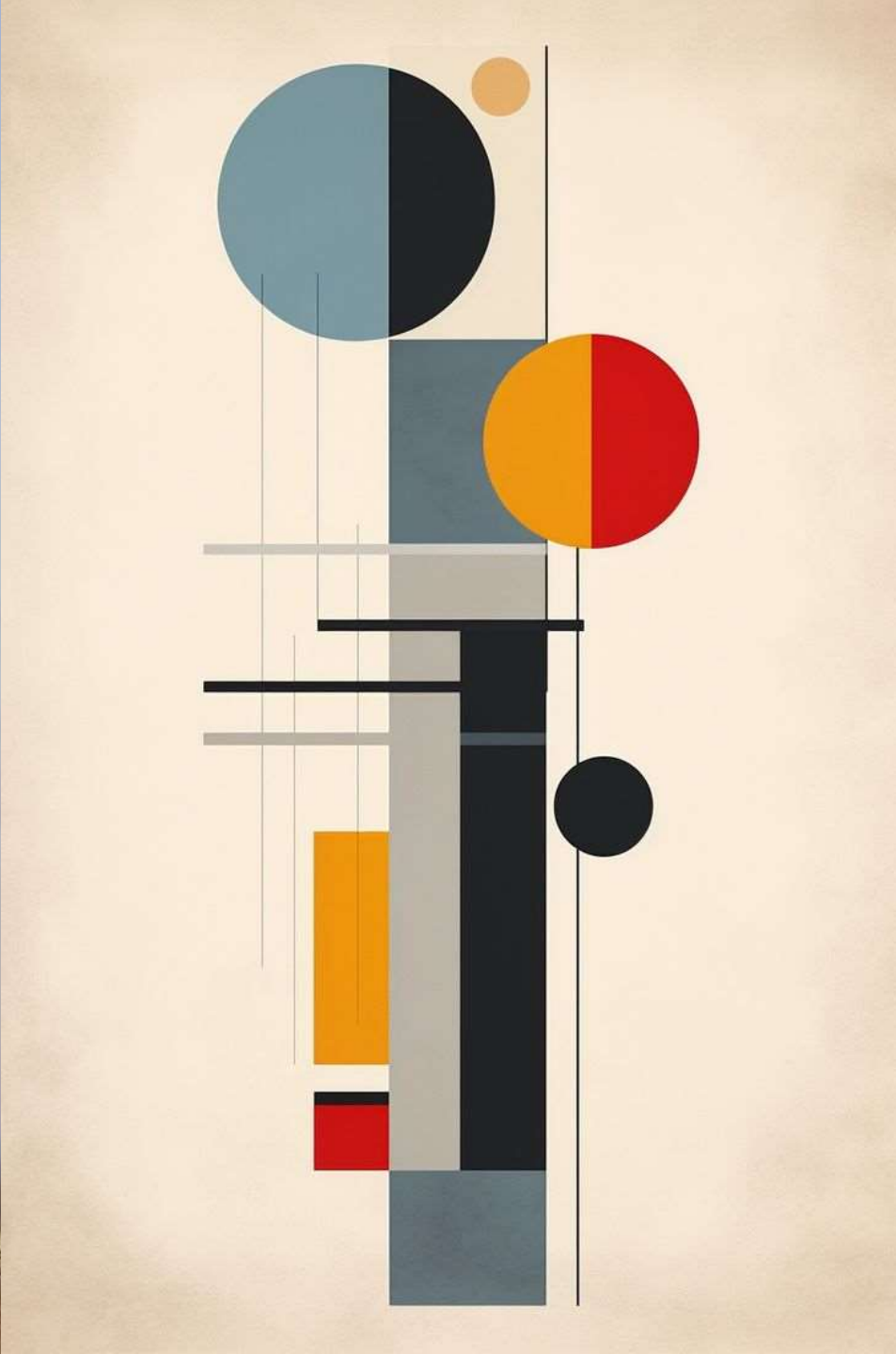


Vertical Balance

The top and bottom parts are equal.

Usually, it is used to create a balance along horizon.





In Artistic Composing

Vertical Balance In Architecture



Horizontal Balance

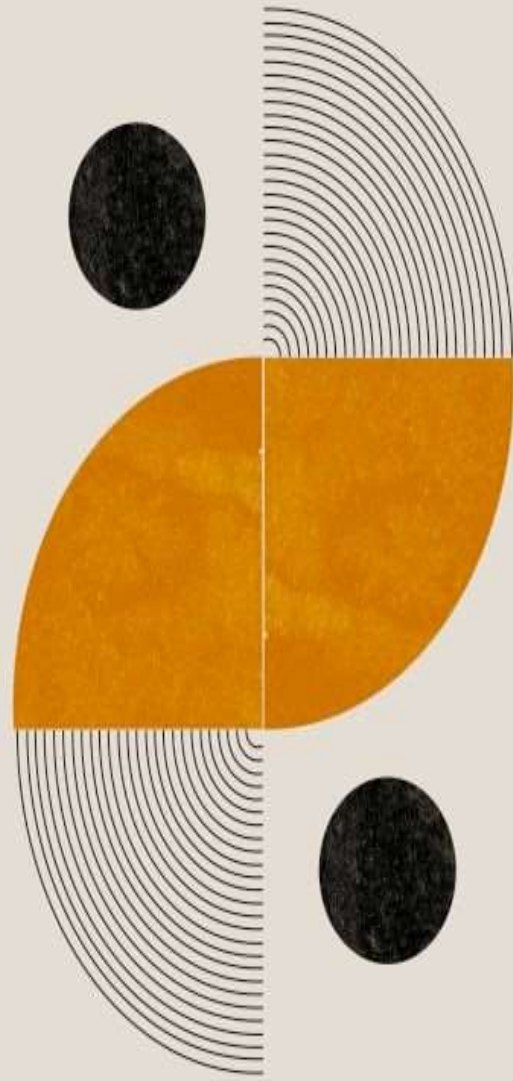


The parts on the left and right sides are equal.

Usually, it is used to create a balance along verticality.



Chi Lin Temple Hong Kong



In Artistic Composing

Vertical
Balance In
Architecture



Balance



It is the visual or auditory pattern created by repeated shapes, elements, colours, sounds, and movements.

It is used to create a sense of flow and connection within a work of art, as well as draw attention to certain areas of the composition.

Types:

Regular Rhythm

Flowing Rhythm

Progressive Rhythm

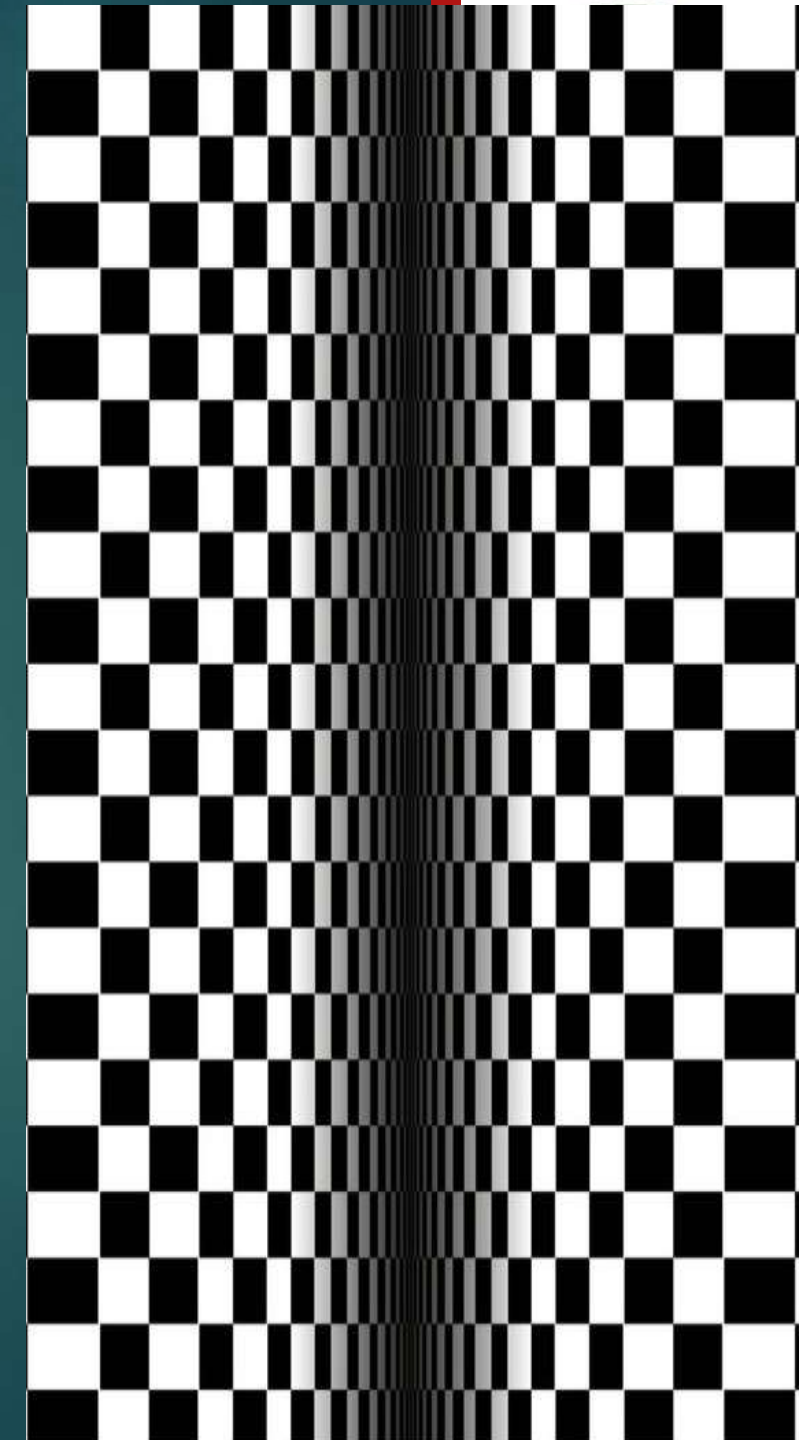
Alternating Rhythm

Random Rhythm

Regular Rhythm

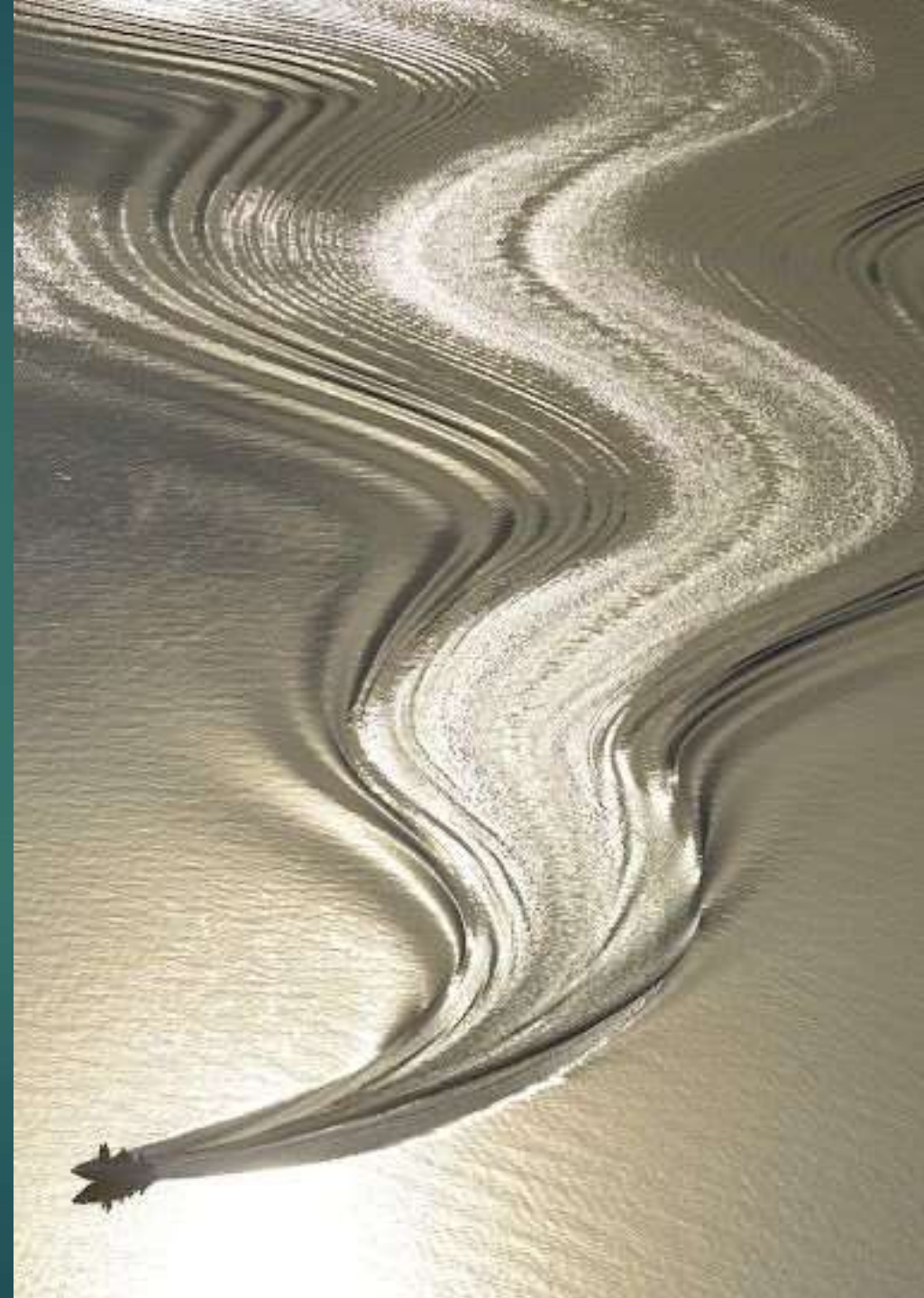
in which the elements are arranged in a systematic and orderly way. This produces a sense of harmony and balance.





Flowing Rhythm

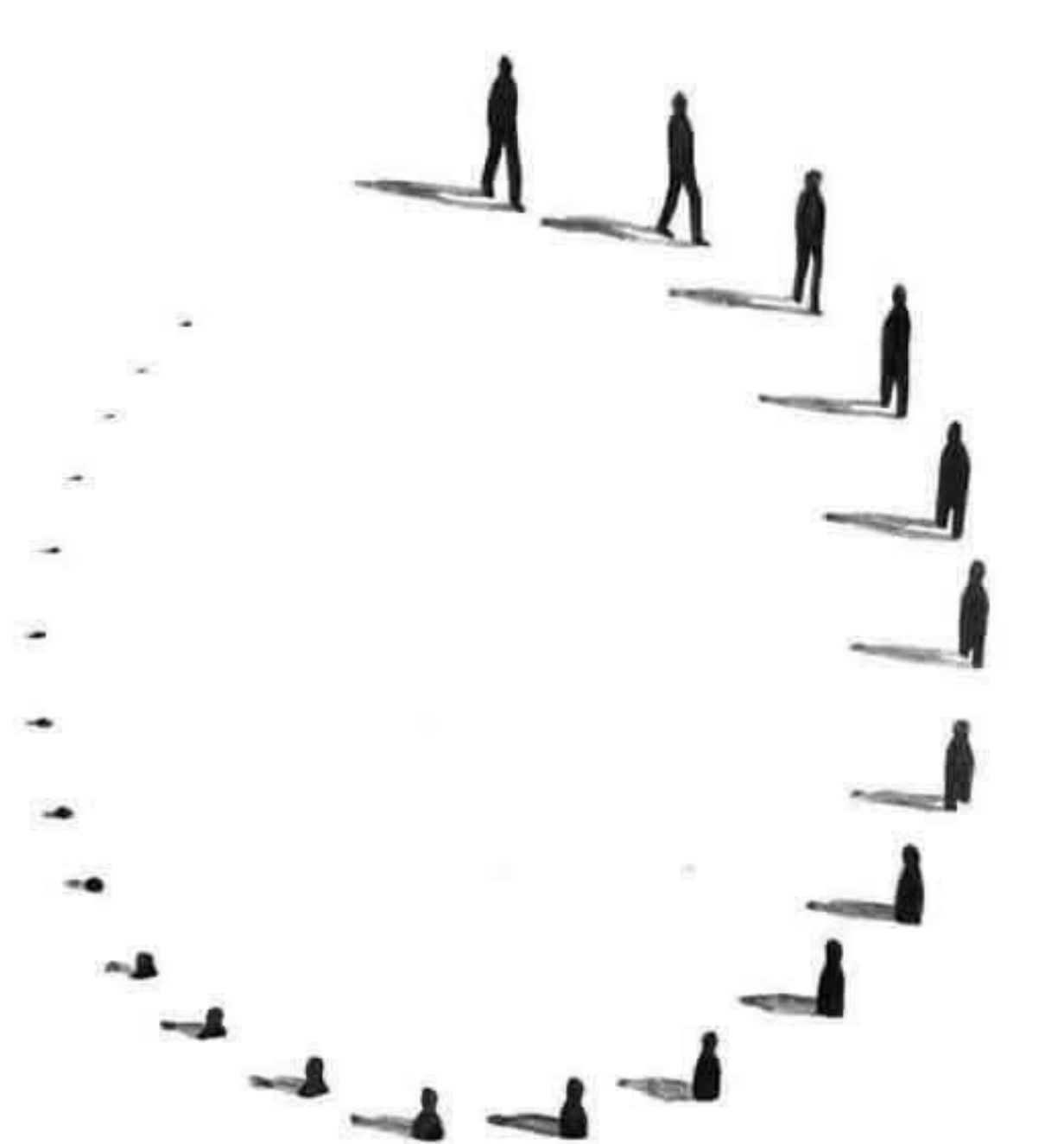
in which the elements are arranged in a way that creates a sense of movement and fluidity. This type of rhythm is often used to create a sense of motion in a still image

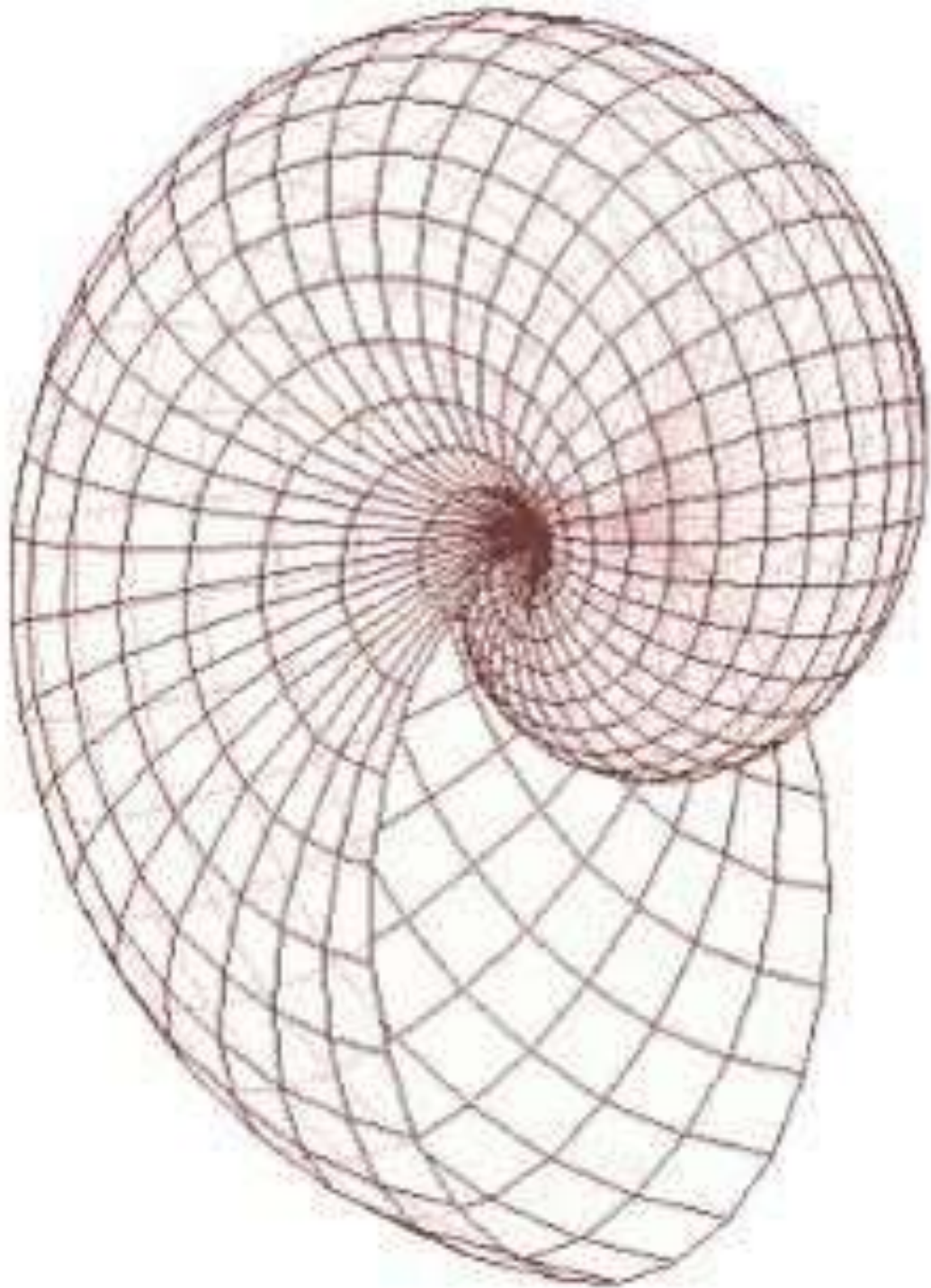
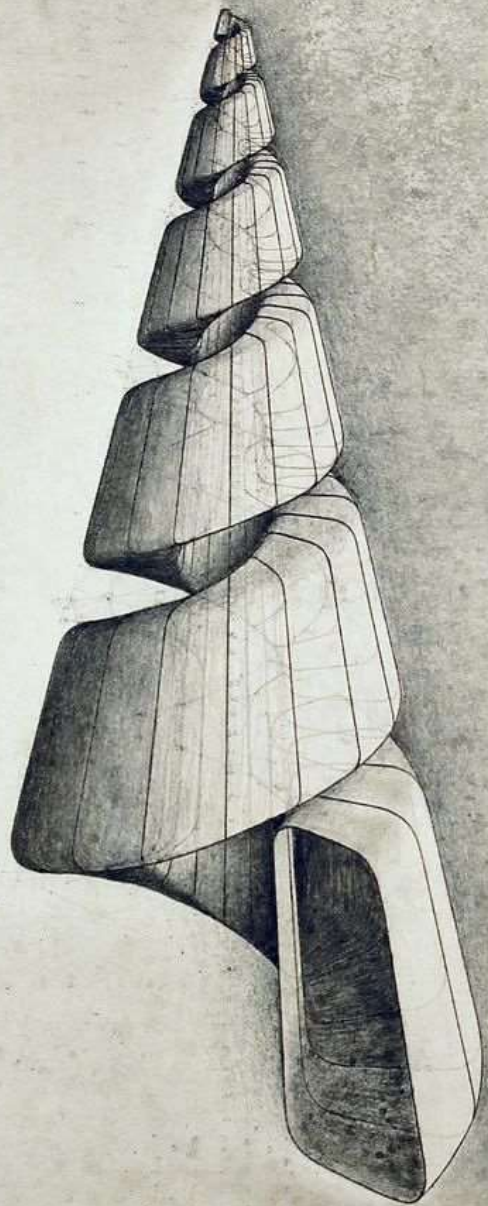




Progressive Rhythm

in which the elements are arranged in a sequence that suggests a gradual increase or decrease in size, colour, or texture. This type of rhythm creates a sense of progression, movement, or flow.

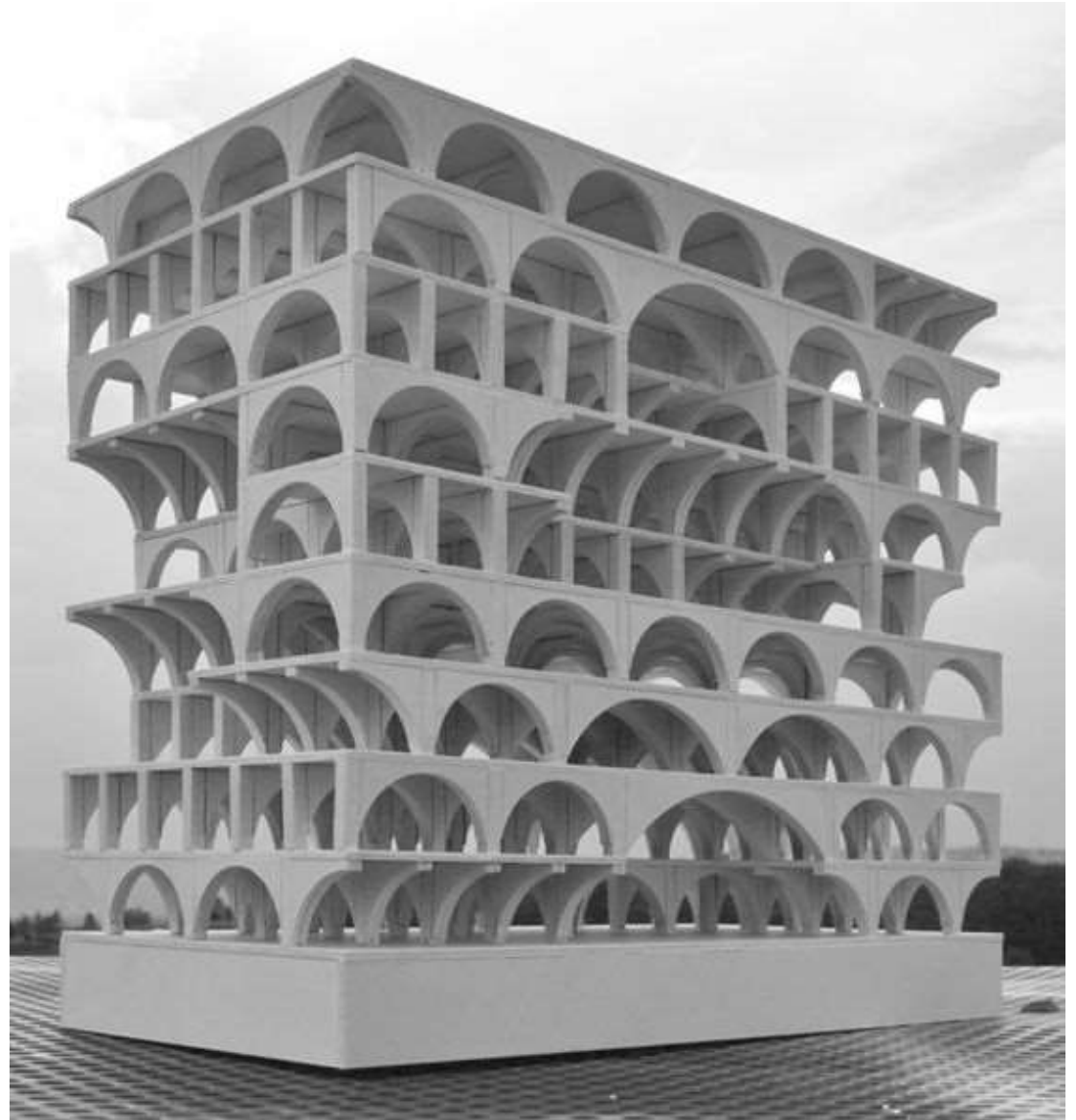




Alternating Rhythm

in which the elements are arranged in a pattern that alternates between two or more contrasting elements. This type of rhythm creates a sense of contrast or tension in the artwork.





Random Rhythm

in which the elements are arranged in an unpredictable or spontaneous manner. This type of rhythm creates a sense of energy, excitement, or chaos in the artwork.



