Chapter 3 Info

Read Chapter 3

Define these terms: Unity and Variety, Balance, Emphasis and Focal Point, Rhythm, Scale and Proportion, Visual Unity, conceptual unity, pictorial balance, vertical balance, horizontal balance, radial balance, hierarchical scaling.

Images: 3-1, 3-2, 3-3, 3-5, 3-7, 3-8, 3-12, 3-18, 3-21, 3-22, 3-23, 3-24, 3-28, 3-31, 3-32, 3-36, 3-37

Know the 5 Principles of design