

# ART 240

Name:

☐

upload files to google docs

DIGITAL  
PHOTO

## Design Principles-- Unity and Variety

Unity and Variety are visual twins. Unity, also known as harmony is a state of forming a complete, consistent, and pleasing whole that is planned and controlled by the image maker.

Variety refers to a similar class of subject that has something that is different.

Use the space below to write about the two photos you uploaded to Google.

How does each deal with Unity and/or Variety.



Unity



Variety

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Emphasis

## Design Principles-- Emphasis

Most photographs need a focal point or points to provide visual emphasis. These elements attract the eye and act as a visual climax, stressing key points in the composition.

Use the space below to write about the Photo you uploaded to Photoshop.com.

How does your photo make use of Emphasis?

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## Design Principles-- Scale and Proportion

Scale and proportion are interrelated and both refer to size.

Scale indicates relative size or extent in comparison to a constant standard. The size is 'relative' with regards to what the size 'ought to be.'

Proportion involves the relationship in size or shape between one thing and another thing in the composition or between the parts within a composition.

Use the space below to write about your final photo.

How does your photo make use of Scale or Proportion?

Be specific.



Scale



Proportion