

VISUAL CONCEPTS
LECTURE 2, UNITY

Composition:	The organization of elements in a design.
Negative space:	The space and shape created between two objects.
Gestalt	Gestalt principles or laws are rules that describe how the human eye perceives visual elements.
Harmony	When elements in an image look as though they belong together.
Unity	Unity = Harmony and can be achieved through proximity, repetition, continuation, color or by using any of the Gestalt principles. The whole must be predominant over the parts.
Variety	The image is organized, but each design is unique. Creating several designs that must relate to each other using variety in form, size, color, or other visual elements.
White Space	Negative space and white space are related. White space is the area left intentionally blank in a composition.

TECHNIQUES for
UNITY

Proximity	Unity through proximity unites separate elements and makes them look as if they belong together by placing them close together.
Repetition	Unity through repetition is when the artist repeats design elements to create harmony.
Continuation	Literally means “something continues.” The design carries the eye of the viewer through and around the picture.
Grid Layout	A series of vertical and horizontal lines on a page.