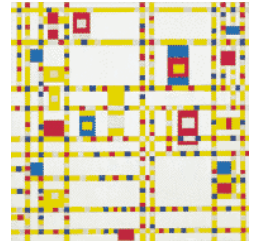


THE PRINCIPLES OF DESIGN

RHYTHM - A visual tempo or beat.

- REFERS TO A REGULAR REPETITION OF ELEMENTS TO PRODUCE THE LOOK AND FEEL OF MOVEMENT.
- ACHIEVED THROUGH THE CAREFUL PLACEMENT OF REPEATED COMPONENTS.



In any artwork, it is possible to distinguish between **rhythm of color, line, and form**. Rhythm unites the **visual culture with music**, but in visual culture, rhythm is more evident in the applied arts than in the fine arts. In the former, it is often the foremost means of aesthetic expression.

Rhythm's importance can be demonstrated by noting how many important rhythmic cycles we observe in nature — consider the alternating tension and relaxation in the heart's beating or in the ocean's waves, the revolutions of the earth around the sun, the comings and goings of generations. Each of us has personal rhythms to our days, weeks, and years. Life, indeed, would be chaotic without rhythm. Participating in the tempo of this flow gives us excitement and calm, yearning and contentment, yin and yang. It is natural that we would employ rhythms to organize and unify our works, much as they do the rest of our experience.

TYPES OF VISUAL RHYTHM:



1. **regular rhythms** – regulating repetition AB-AB-AB is the most common type ABBB-ABBB-ABBB ABCB-ABCB-ABCB
 ABCDCDA-ABCDCA-ABCDCA
 (Example to the left ←)



2. **alternating rhythms** – a repetition that changes in a pattern
 ABA-CDC-ABA-EFE-ABA-CDC-ABA-
 ABC-ABC-ABC-DEF-DEF-DEF-ABC-ABC-ABC-DEF-DEF-DEF
 (Example to the right →)



3. **progressive rhythms** - Progression occurs when there is a gradual increase or decrease in the size, number, color, or some other quality of the elements repeated. AB-AAAB-AAABBB-
 AAAABBBB AB-AB-AB-AB-AB AB-AB-AB-AB-AB
 (Example to the left ←) ABC-ABD-ABE-ABF-ABG-ABH-ABI

4. **flowing rhythms** – gives a sense of movement, and is often more organic in nature. (Example to the right →)

