BALANCE
Balance comprises evenly distributed visual weight in any artwork. There are three types of balance:
- Symmetry - where two sides are identical.
- Asymmetry - where two sides are opposites.
- Radial - where the design will spread from the center.

CONTRAST
Contrast in art refers to the difference visible between the different elements being used, which include changing the size or value, color or any other separating factor.

EMPHASIS
Emphasis is a key component in a composition to lead the eyes into a particular area, center point or key interest details in the artwork.

MOVEMENT
Movement in an artwork will lead the viewer’s eyes in the desired direction to follow, usually towards the focal point of the composition.

RHYTHM
Rhythm consists of repeated elements in an artwork which can include all forms of shapes and lines.

UNITY
Unity consists of all the elements in the artwork suiting each other and looking in a pleasing visual result of completeness.

VARIETY
Variety is the key of continuous interest within a composition, to achieve variety a use of different elements including color, shapes, lines and patterns.

HARMONY
Harmony in art emphasizes the resemblances between separate yet related elements in an artwork.

PATTERN
A pattern can be placed onto any element within an artwork, this can be achieved by using repeated decoration of shapes or color.

PROPORTION
Proportion and scale relate to the relation of elements in size in comparison to the rest of the objects or elements in the artwork. The values of this are also determined by the position, angle or distance of the object in order to correctly judge its proportion and scale in comparison to the rest of the elements.

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