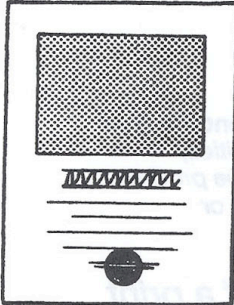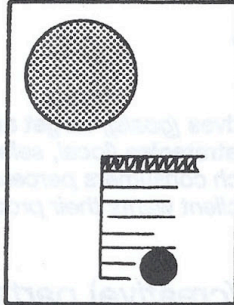# STUDIO ART POSTER DESIGN STUDY SHEET

BASIC LAYOUT PRINCIPLES
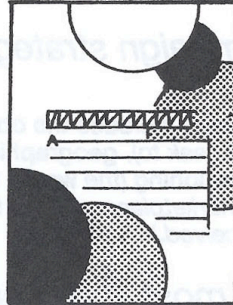

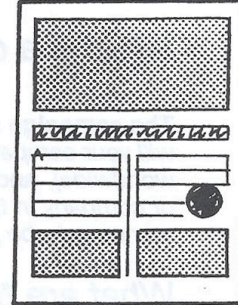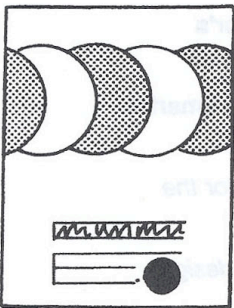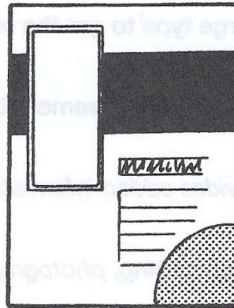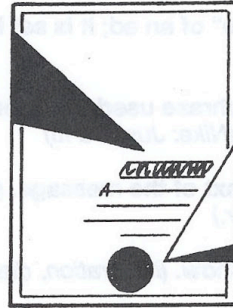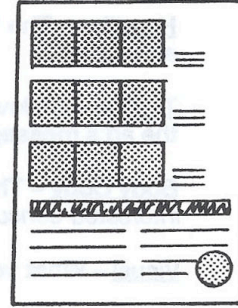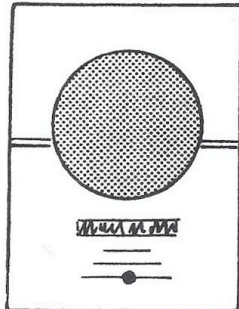FORMAL BALANCE · INFORMAL BALANCE · UNITY · HARMONY

RHYTHM · CONTRAST · DIRECTION · SEQUENCE

EMPHASIS · PROPORTION