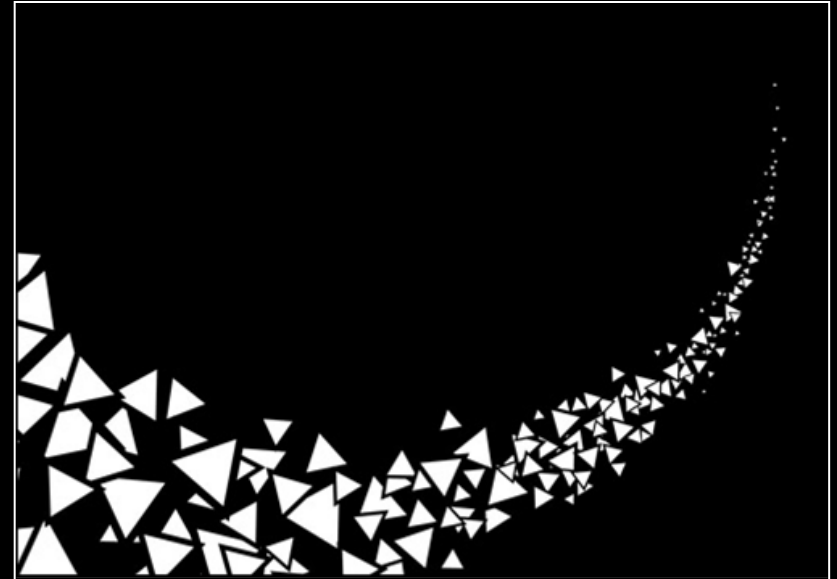


# Principles of Organization: Movement

Claudia Jacques de Moraes Cardoso

# Movement

- It is a **Principle of Organization** in Design.
- How eye travel in the composition.
- Create unity.
- Relate the various elements of design together.
- Diagonal lines tend to create the illusion of movement or motion.



# Movement

Created by:

- Changes in direction.
- Changes in darkness or lightness.
- Similar shapes connected with each other.
- Overlapping elements.
- Repetition of elements.





O  
O  
O

D  
D<sup>n</sup>

A

a

Z  
z

M  
M<sup>n</sup>

C  
C<sup>a</sup>

V  
V  
B  
B<sup>n</sup>

G  
G<sup>n</sup>

R  
R<sup>n</sup>

m  
m<sup>o</sup>

√  
√<sup>o</sup>

T  
T<sup>o</sup>

FOLD  
ME  
CLO  
DO  
DON'T  
MEET  
GO



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# Review

## Movement

- Principle of Organization.
- How eye travel in the composition.
- Create unity.
- Relate the various elements of design together.
- Diagonal lines = illusion of movement or motion.
- Created by:
  - Changes in direction.
  - Changes in darkness or lightness.
  - Similar shapes connected with each other.
  - Overlapping elements.
  - Repetition of elements.