Principle of Organization: Balance

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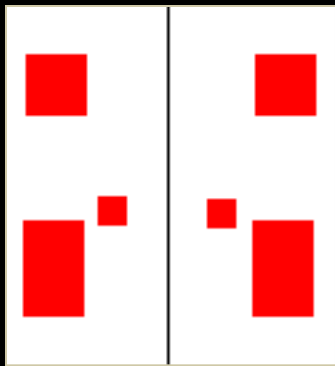
2D Design – Art 112

Balance

- It is a Principle of Organization in Design.
- The elements of design are visually distributed to appear equally weighted.
- The elements should be balanced to make the design feel stable.
- Types of element distribution:
  - Symmetry
  - Approximate Symmetry
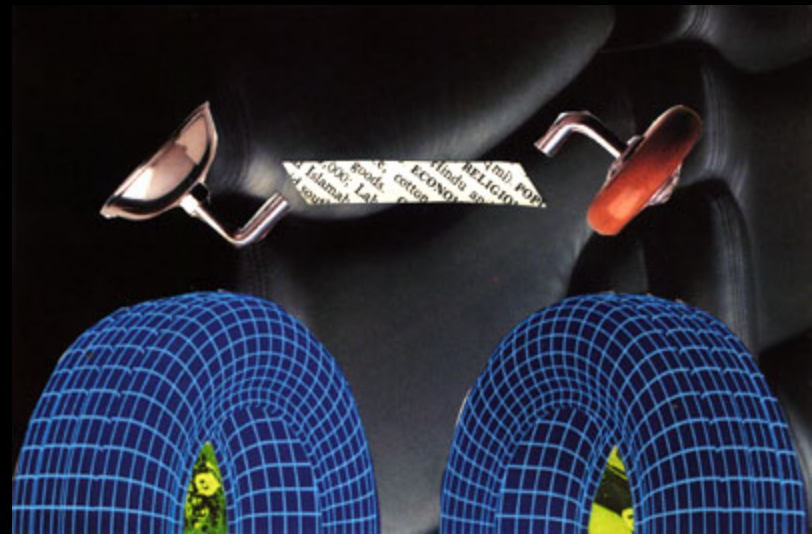 - Radial Symmetry
  - Asymmetry
- Rule of Thirds

Symmetry

- Symmetry = Formal balance.
- The elements used on one side of the design are similar to those on the other side.
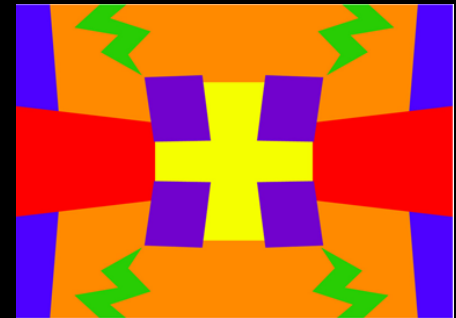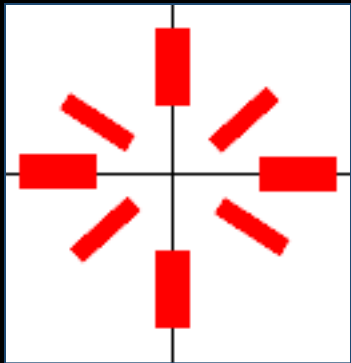
Approximate Symmetry

- Approximate Symmetry.
- The elements used on one side of the design are very similar to those on the other side, but not quite the same.
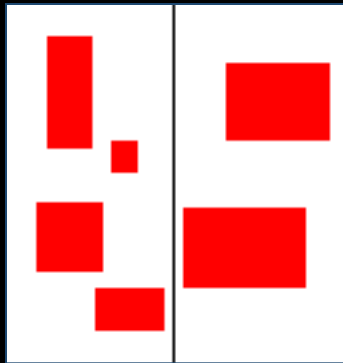- The design is still balanced.

Radial Symmetry

- Radial Symmetry = Radial Balance
- The elements are arranged around a central point and may be similar.

Asymmetry

- Asymmetry = Informal Balance
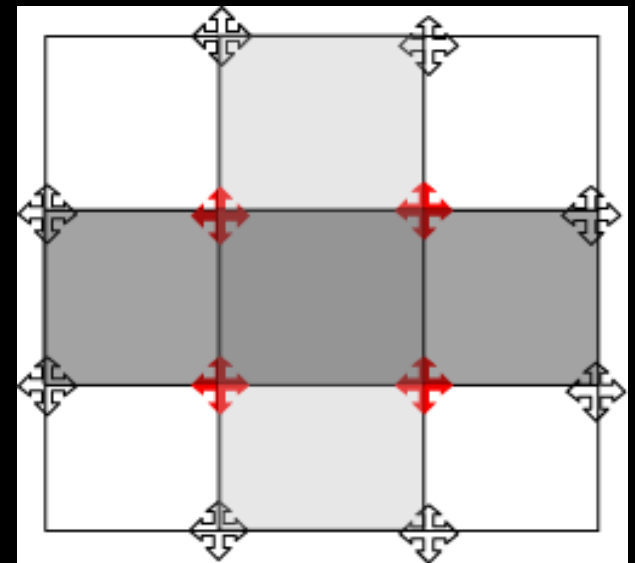- The sides are different but still look balanced.

Amy Wynne Derry

Sam Francis

Rule of Thirds

- Asymmetrical placement of elements within a design as a way to control where a viewers eyes will travel and what they will see.

- Create interesting design where the users eyes will flow through the intersections of the grid.

- Creates more energy and tension.

- Does not focus on proportion.

"The rule states that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections."

Review

Balance:

- Principle of Organization that ensure that the elements of design appear equally weighted and design feels stable.
- Types of element distribution:
  - Symmetry – formal = same elements on both sides
  - Approximate Symmetry = almost same elements on both sides
  - Radial Symmetry = elements arranged around a central point.
  - Asymmetry = sides are different but balanced.
- Rule of Thirds = ensure asymmetrical distribution and interesting placement.