

Principles of Organization

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2D Design – Art 112

Principles of Organization

- **BALANCE**
- **DOMINANCE**
- **ECONOMY**
- **HARMONY**
- **MOVEMENT**
- **PROPORTION**
- **VARIETY**

Gestalt

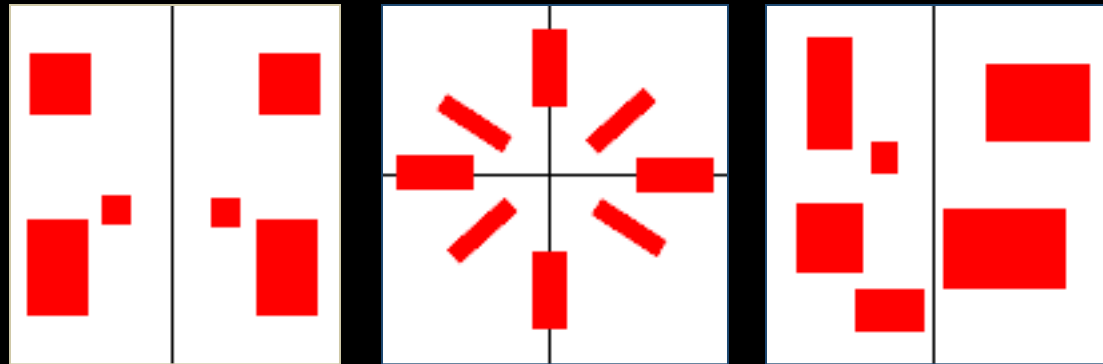
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Balance

Visual compositional balance is achieved by counteracting the downward thrusts and gravitational weights of the components.

- Symmetry
- Approximate Symmetry
- Radial Symmetry
- Asymmetry

Rule of Thirds



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Dominance

Differences that emphasize the degree of importance (contrast or differences) of its various parts.

Can be achieved by:

- Isolation
- Placement
- Direction
- Scale
- Character
- Contrast



Richard Misrach - Untitled #704-03 from On The Beach, 2003.

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Economy

The less the better!

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Harmony

Relates various parts of the picture by giving them all some common elements: color, texture, value, etc.

Excess Harmony can create the feeling of boredom and monotony.

In the right amount, Harmony is a necessary ingredient of unity.

- Repetition
 - . Pattern
 - . Motif
- Rhythm
- Closure or Visual Grouping
- Visual Linking
 - . Shared Edges
 - . Overlapping
 - . Transparency
 - . Interpenetration
 - . Extensions



Andy Goldsworthy - Woven bracken ball,
Langholm, Scotland, November 1985

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Movement

How the eye travel through the composition.

The transition between optical units (rest stops) is what makes the movement.

These transitions are produced by lines, shapes, shape edges, motifs that make them relate to each other.



Vincent van Gogh: Starry Night

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Jim Denevan

Proportion

Deals with the ratio of individual parts to one another.



Scale is the term used to relate size and parts of a whole.

Proportional parts are considered in relation to the whole and, when related, the parts create harmony and balance.

Golden Ratio

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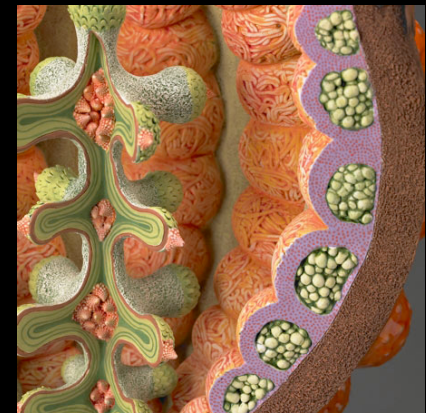
Variety

Brings visual interest to the composition by adding variation to the visual forces.

Harmony unifies the elements and consequently the composition where Variety pulls the elements apart adding dissociation and interest.

- Contrast
- Elaboration

Carol Gouthro - Portal 2 (Anthazoa enticement), ceramic, 26 x 17 x 10 in.



Gestalt



Psychology term which means "unified whole".

Theory of **visual perception** developed by German psychologists in the 1920s.

Describe how people tend to organize visual elements into **groups** or *unified wholes* under certain principles:

- Similarity
- Continuation
- Closure
- Proximity

Overview: Principles of Organization

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- Similarity
- Continuation
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- Proximity