

Principles of Organization

Balance

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Structure of Art in 2D Design

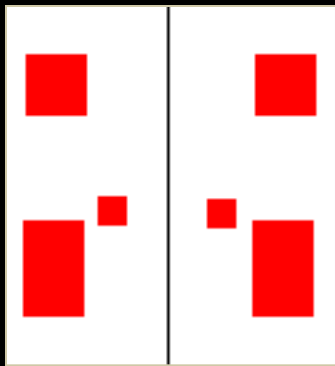
- Components of Art - Analyzed by the Degrees of Representation
 - Subject Matter
 - Content
 - Context
 - Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Emphasis & Focal Point
 - Rhythm/Movement
 - Scale & Proportion
 - Unity

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

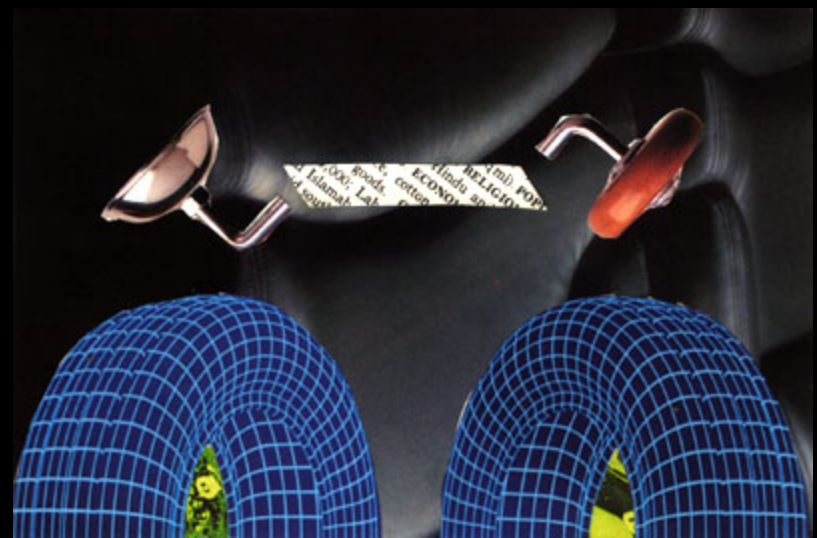
Symmetry

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



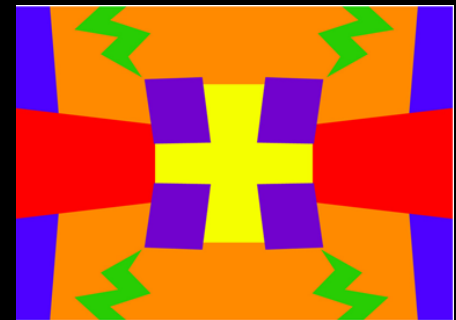
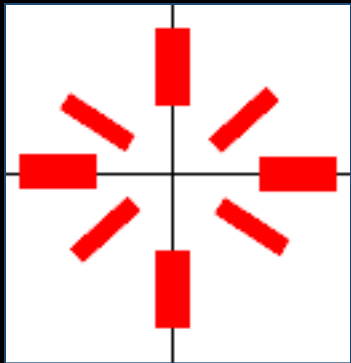
Approximate Symmetry

- 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.



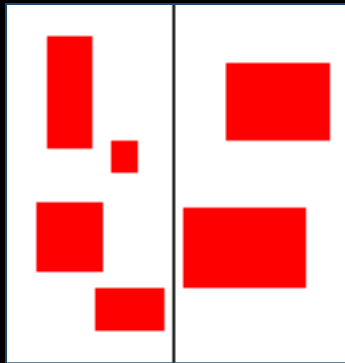
Radial Symmetry

- 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

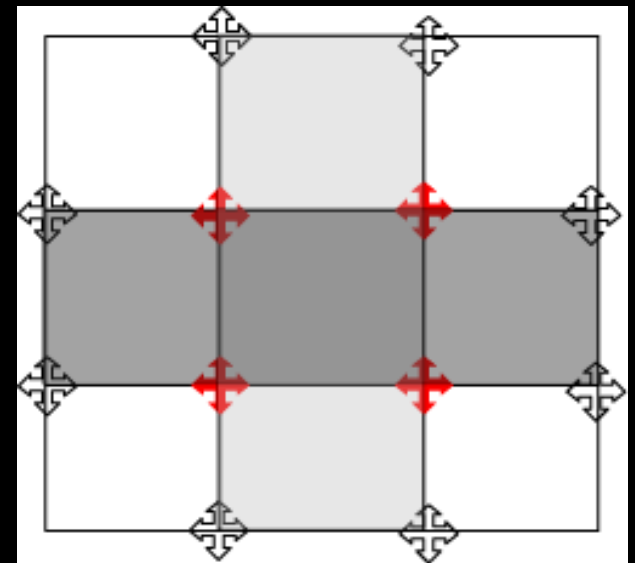


Sam Francis

Rule of Thirds

- Asymmetrical placement of elements within a design as a way to control where a viewer's eyes will travel and what they will see.
- Create interesting design where the user's 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.