

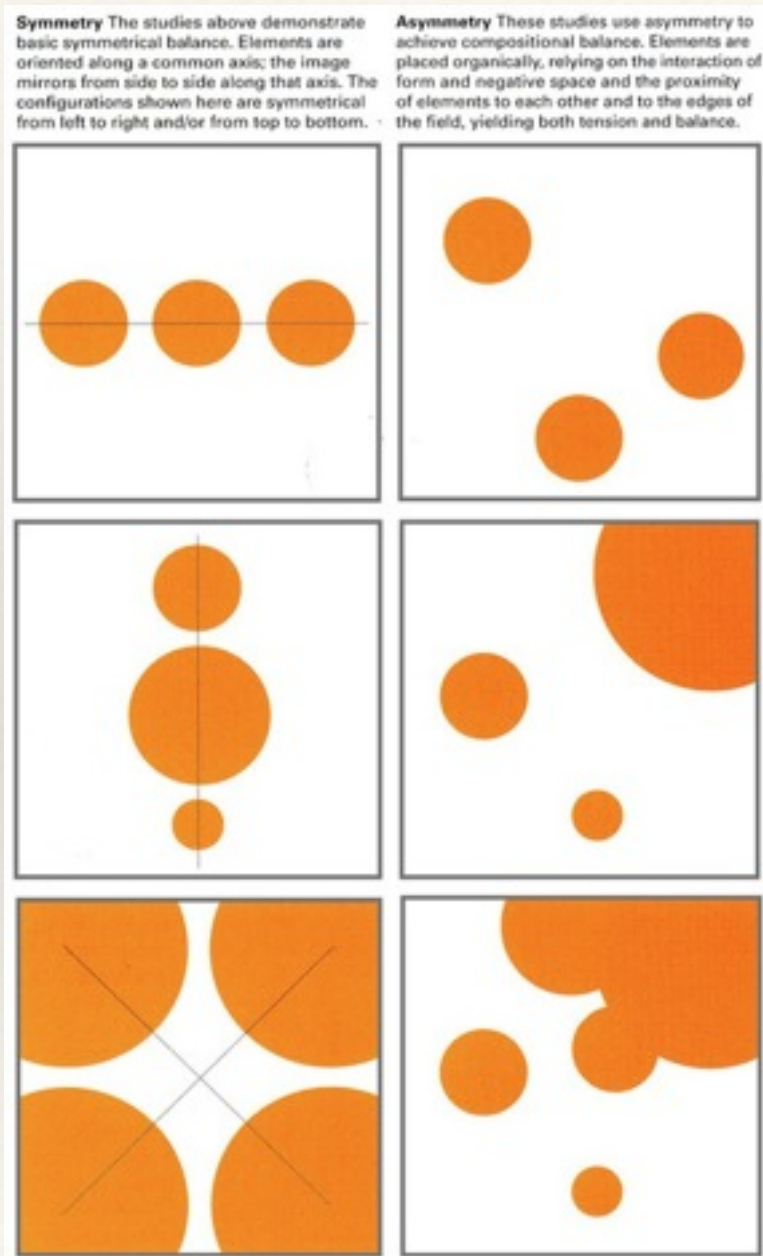
Design Elements & Principles

A Review...

Terms we learned

Balance

Asymmetrical vs. Symmetrical



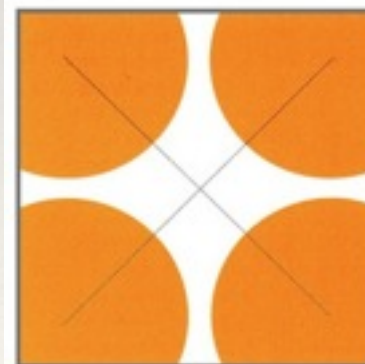
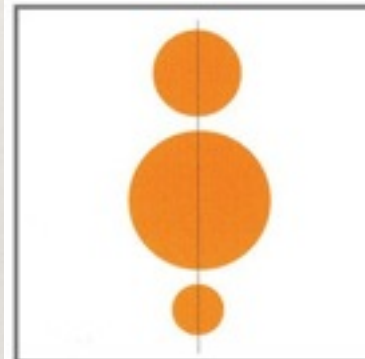
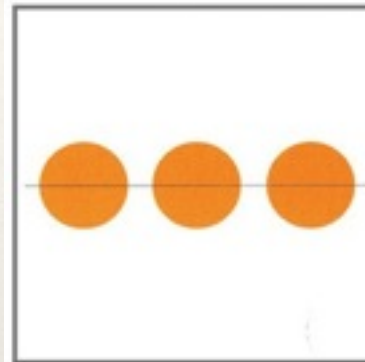
Contrast



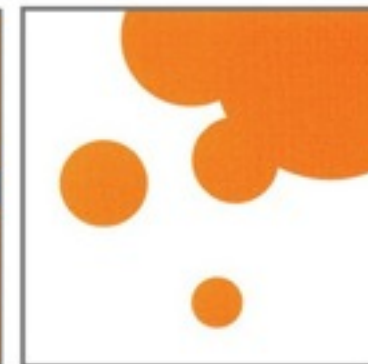
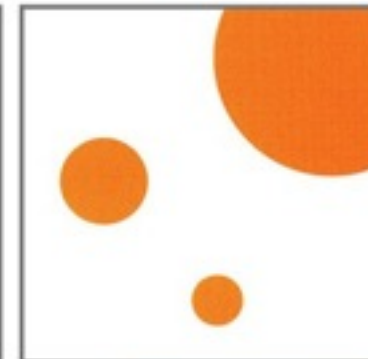
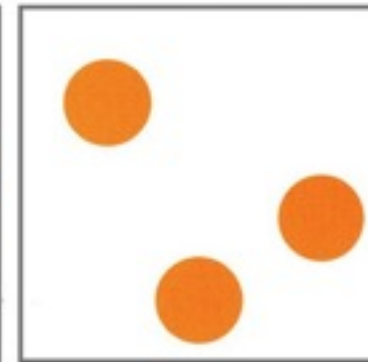
Movement



Symmetry The studies above demonstrate basic symmetrical balance. Elements are oriented along a common axis; the image mirrors from side to side along that axis. The configurations shown here are symmetrical from left to right and/or from top to bottom.



Asymmetry These studies use asymmetry to achieve compositional balance. Elements are placed organically, relying on the interaction of form and negative space and the proximity of elements to each other and to the edges of the field, yielding both tension and balance.



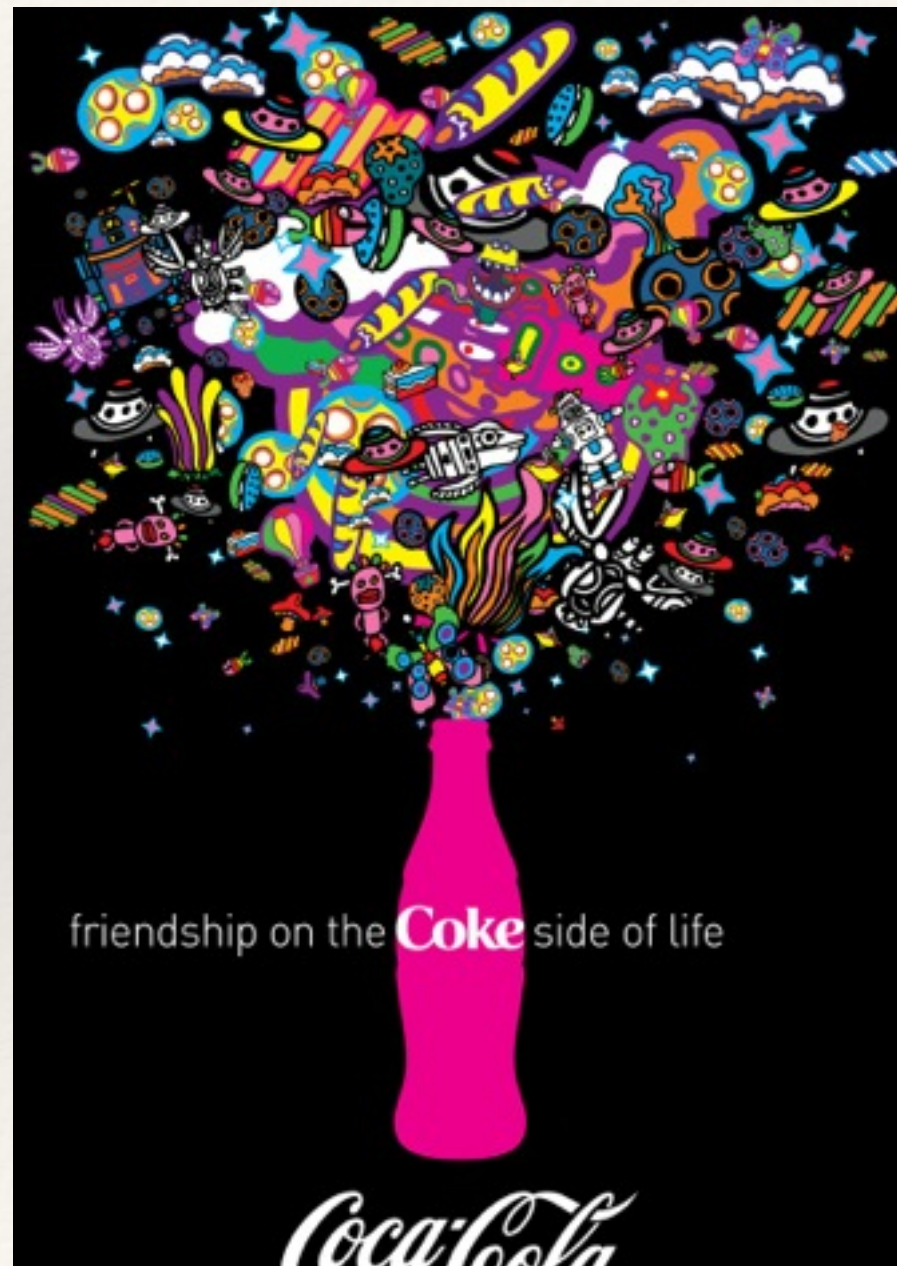
What type of Balance? Where do you see **CONTRAST**?



What type of Balance? Where do you see **CONTRAST**?



What type of Balance? How is movement created?



What type of Balance? Does it have movement?



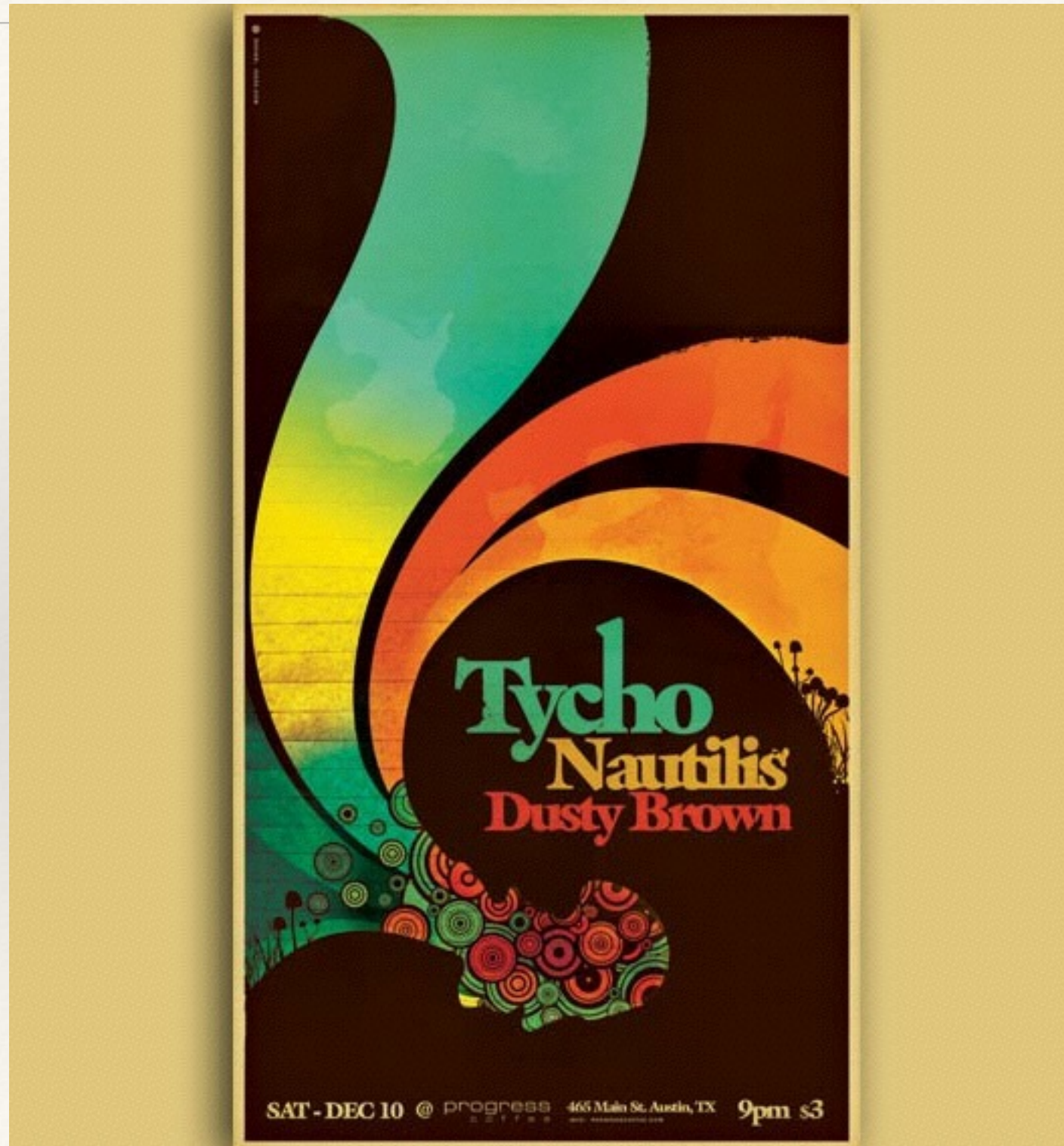
Balance



Balance



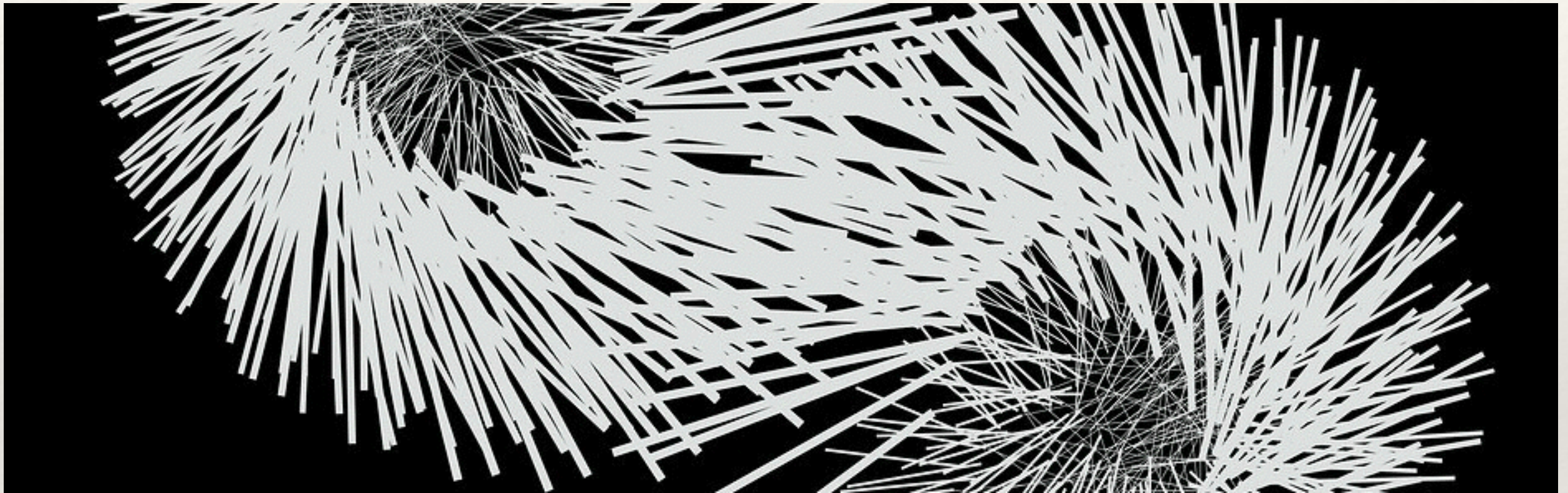
Balance



Balance



What type of balance?



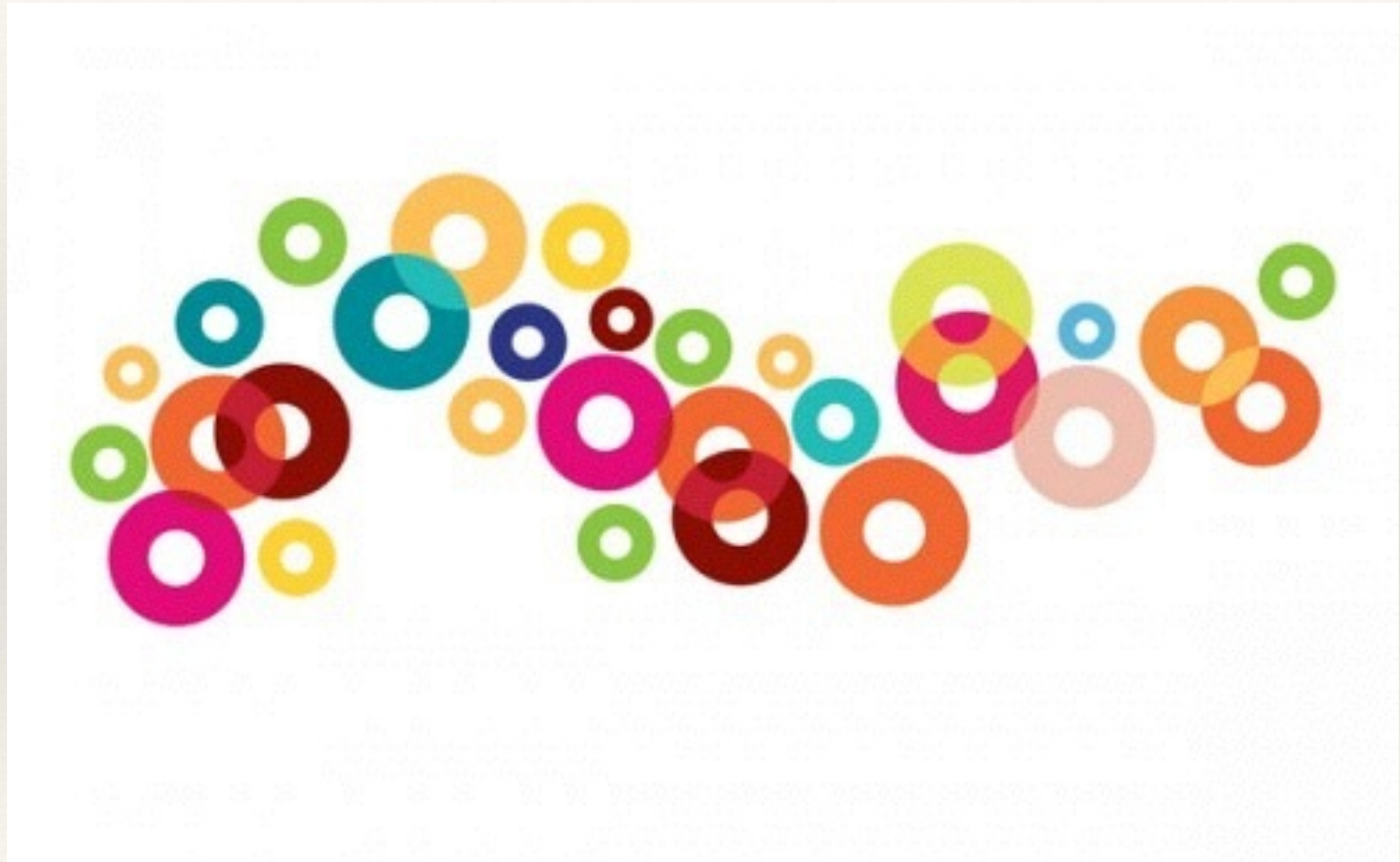
Movement?



Movement? How?



Movement? Why?



Movement? How?



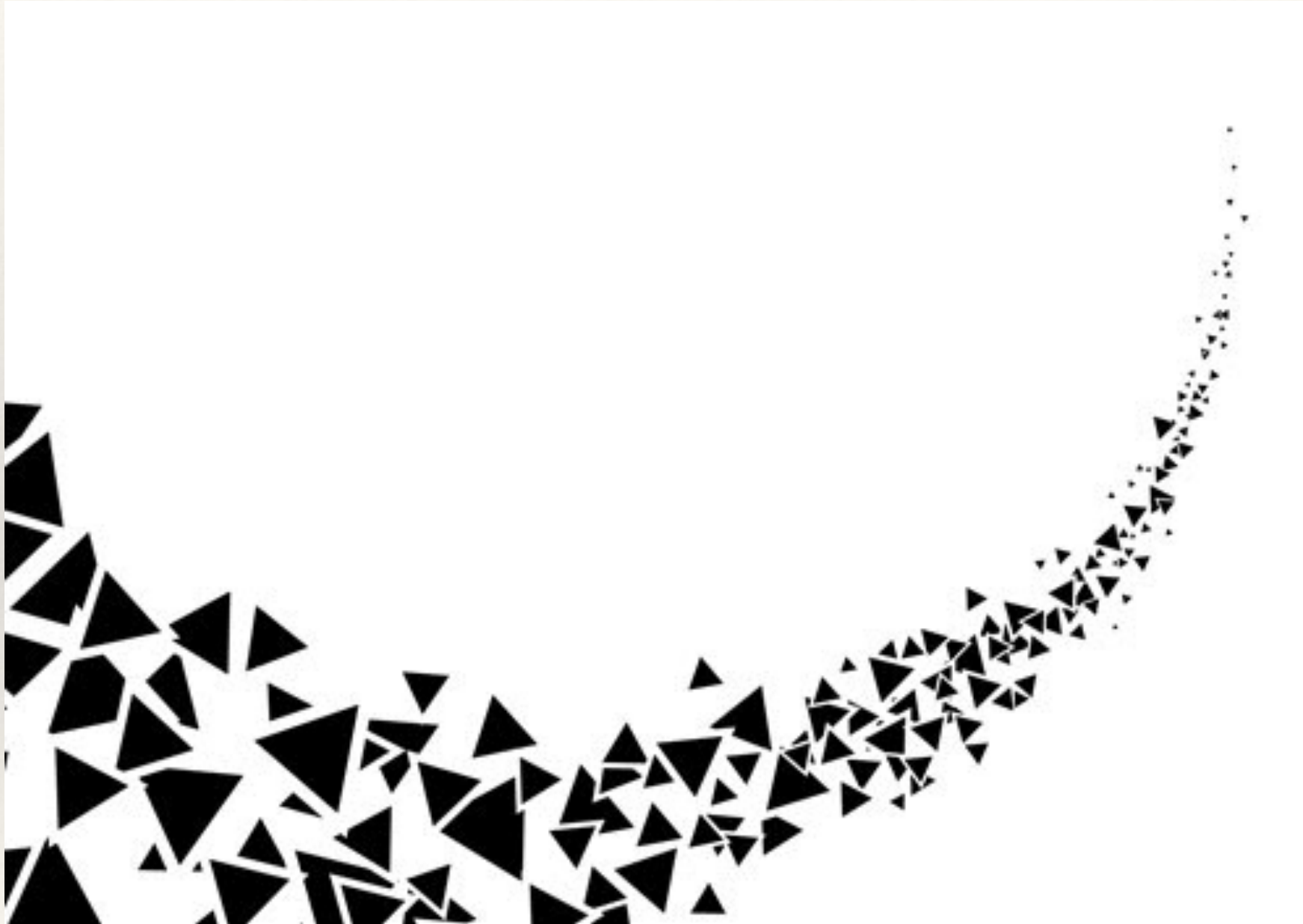
Movement?



Movement? Why?



Movement?



Visual Hierarchy

READ THIS FIRST
and then read this.

THAT'S VISUAL HIERARCHY.

Visual Hierarchy Illustrated

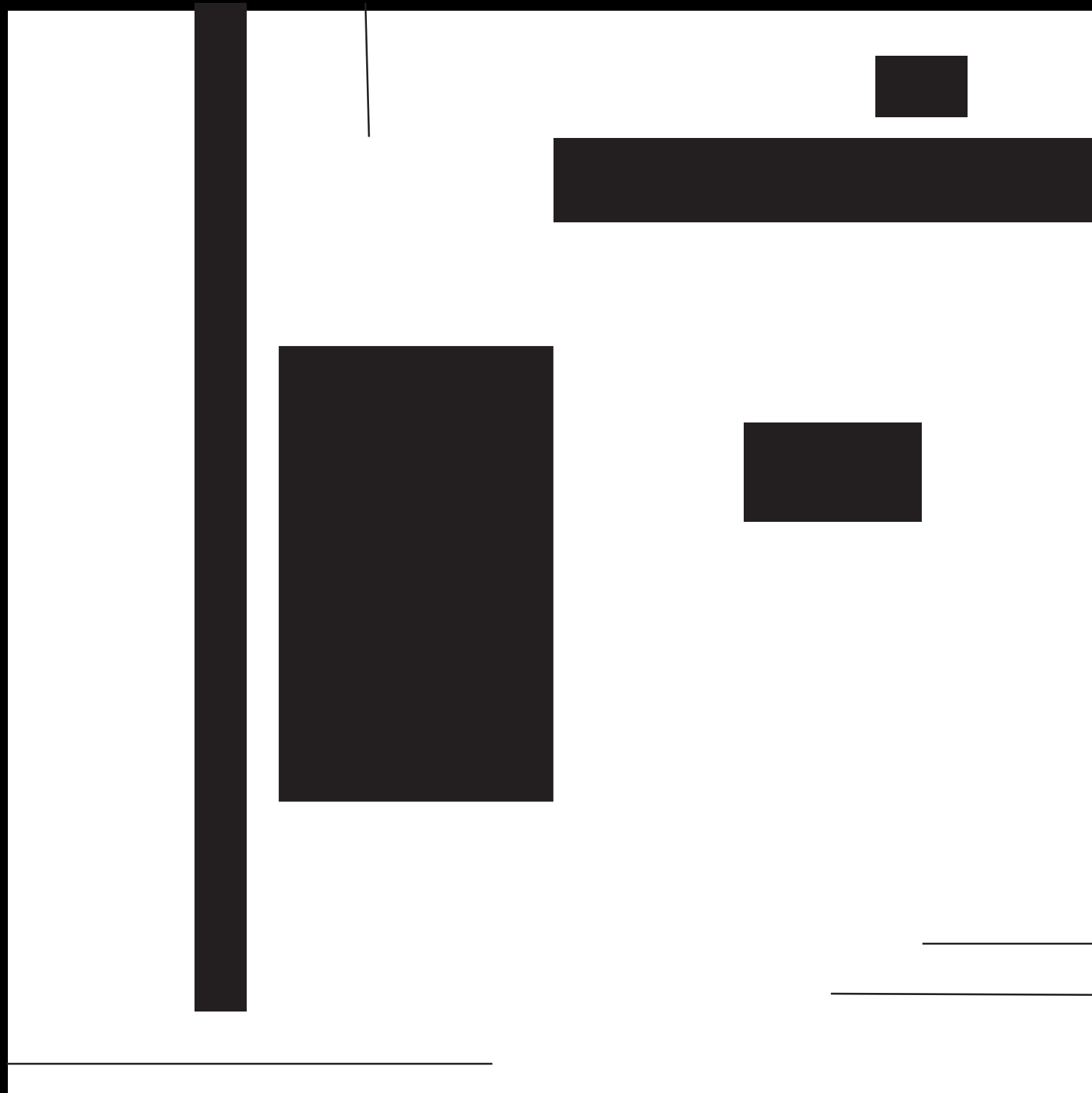
YOUR EYES HERE

(then here)

Isn't that fascinating?

Lets look at some student examples

Successful Composition



Unsuccessful Composition

