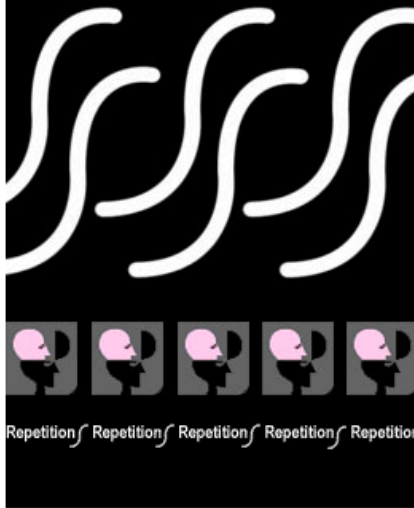


Repetition:

Repetition of a shape, style or color creates a rhythm, beat or pace for the eye to follow. It provides order, harmony and continuity.



Caution: With too much repetition your design can become dull, safe and predictable. (See Variety, used to break up repetition.)

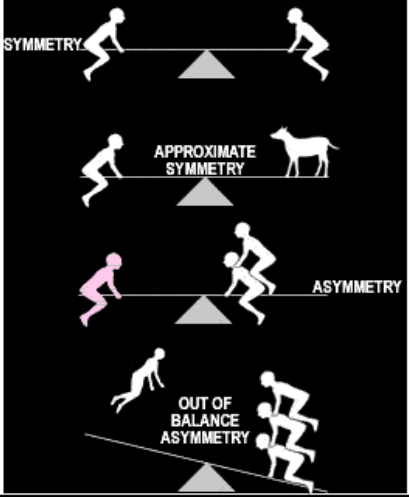
◀ PREVIOUS

VARIETY NEXT ▶

Balance:

A viewer's sense of equilibrium is acknowledged in a well balanced composition. An out of balance layout may feel awkward or incomplete to the viewer.

There are two primary types of balance, symmetrical and asymmetrical. Symmetry involves similar objects with an equal distribution of weight, which helps to create a more formal look.



A subcategory of symmetry is approximate symmetry, in which the formal aspects of balance are slightly modified.

Asymmetry is achieved by using dissimilar objects balanced in such a way that they achieve equal eye attraction. In an asymmetrical design, adding texture, high contrast or a spot of color to the smaller side will add weight to that side.

◀ PREVIOUS

WEIGHT NEXT ▶