

Balance

by Sophia



WHAT'S COVERED

In this lesson, you will learn about what balance is, the types of balance, and some examples of how balance is actually used. Specifically, this lesson will cover:

1. Defining Balance

Balance is a design principle that provides equilibrium to the placement of the elements.

Balance is thus a visual quality that the viewer will be able to identify very readily, typically by points of interest or a focal point in the design.

A lot of designs will be primarily oriented with balance in mind for that purpose.



TERM TO KNOW

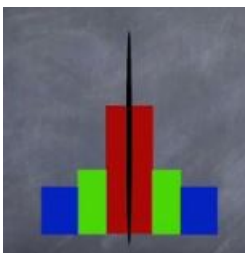
Balance

A design principle that provides equilibrium to the placement of elements.

2. Symmetrical Balance

When viewing different designs, various pieces will have either asymmetrical or **symmetrical balance**.

Symmetrical balance is when elements of equal size and shape are evenly distributed on both sides of a central axis, as shown in the image below.



→ EXAMPLE

A simple way to think about symmetrical balance would be in the context of mirrored images.



TERM TO KNOW

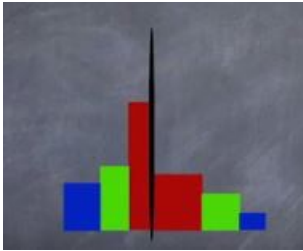
Symmetrical Balance

When elements of equal size and shape are evenly distributed on both sides of the central axis.

3. Asymmetrical Balance

Asymmetrical balance is when elements of different size and shape may be distributed unevenly with a de-centered axis.

Take a look at the image below.



As you can see, there are the same number of shapes on both sides of the center plane, but they're not evenly distributed.

It's also worth noting that asymmetrical balance provides more tension between the elements and better navigates the viewer's eye flow.



TERM TO KNOW

Asymmetrical Balance

When elements of different size and shape may be distributed unevenly with a de-centered axis.

4. Visual Balance

Visual balance can be thought of like weight in physics.



Balance will be determined by visual weight, which is influenced by many other factors, like position, size, texture, shape, and even color.

Take a look at the image below.



Notice that the balance is asymmetrical because there are elements of varying size. Additionally, the elements are different shapes and in different positions. Still, it's a balanced piece overall. You have taller elements on one side of the canvas that take up most of the space, and you have the older gentleman with buildings behind him that take up a similar amount of space.

Now, take a look at the contrasting image below.



If you move the older gentleman to the left portion of the screen or canvas, the piece stays asymmetrical; however, you no longer have that sense of balance anymore. Most of the darker elements and contrasting shapes have shifted over to the left side of the canvas. The image is now heavier on one side than the other.



THINK ABOUT IT

View the image below, as well as others that you encounter, and ask yourself whether it is balanced. If so, what kind of balance does it have? If not, why is that?



SUMMARY

In this lesson, you learned to **define balance** as a design principle that provides equilibrium to the placement of elements in a visual work. You also learned about the different types of balance: **symmetrical balance**, **asymmetrical balance**, and **visual balance**.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ

**Asymmetrical Balance**

When elements of different size and shape may be distributed unevenly with a de-centered axis.

Balance

A design principle that provides equilibrium to the placement of elements.

Symmetrical Balance

When elements of equal size and shape are evenly distributed on both sides of the central axis.