

# THE PRINCIPLES OF DESIGN

## BALANCE

Balance - is a feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical or evenly balanced or asymmetrical and un-evenly balanced. Objects, values, colors, textures, shapes, forms, etc., can be used in creating a balance in a composition.

There are 3 types of balance:

**Symmetrical Balance** occurs when you arrange items or objects the same way on both sides of a real or imaginary line. One side mirrors the other.

**Asymmetrical Balance** creates equilibrium by using objects that have the same visual weight, but are different in size, shape, color and texture.

**Radial Balance** is achieved when you arrange objects around one central focal point.

