

Principles of Design - Storyboard

We live bombarded with images
Photographs, graphics, logos
We see them everyday, continuously, profusely

[Images from street](#)
[Billboards](#)

We watch them and immediately identify the
idea....the meaning
We may find them pleasant, appealing, interesting,
emotional
And all this happens in most cases without the viewer
noticing the intellectual effort behind the creation of
some images

[Some logos or compelling photographs](#)

The fact is that good design is sustained over
important pillars. Fundamental concepts are at the
core of great pieces.

[Paintings, Architecture](#)

In this video series we are going to review the
principles of design and its elements and today we
are going to start with Balance

[Text: Balance](#)

In graphic arts, balance refers to the distribution of
visual weight.

[Balance image](#)

Let's start with the most simple example

If we compare these two shapes, the right box is
bigger, so it seems heavier. The only variable that
differentiate them is the size. In our minds, we can
naturally assume the right square is heavier than the
left.

[Two Squares](#)

What about if we change a shape

[One Square One Circle](#)

In this case, it might be harder to discriminate visual
weight, but as soon as we decrease a little the size of
the circle, the balance tilts naturally to the right

[Smaller Circle - same square](#)

Multiplying shapes provoke the idea of increase
weight and the balance tilts in the opposite direction

[Three Circles - One square](#)

Our sense of balance is innate and we keep noticing it
existence, or lack of, around us on a continuous
basis. Imbalanced compositions provoke on us a
sense of uneasiness, a discomfort. Who doesn't feel
the need to fix a tilted picture on a wall.

[Tilted photos](#)
[Paint on a wall image](#)

Using the balance principle is a great tool to trigger specific emotions on our viewers.

Usually, when we are watching a design, our mind assumes the existence of an invisible vertical axis and we expect to find a balanced distribution of weight left and right. It's about symmetry, which reduces anxiety.

The case also applies for vertical balances, even though this is a little more complex because our knowledge of gravity is incorporated in our perception.

Gravity becomes visible in design.

Imagine the dot is holding a piece of paper in the wall. It looks balanced

What if we move the dot? The paper might stay in place, but there is something intriguing

What if we push the situation even more? The sense that it might fall generates discomfort

Take this image, for instance. Left and right weights appear to compensate each other.

What about if we want to shake our viewers a little bit? We could create a purposeful imbalanced image that would make the graphic more interesting and captivating

In the three cases, the message is completely different

We have seen until now examples using black and white shapes to visualize balance. We have also shown the effect of position on balance, but what about color?

Color also carry weight on our minds. The more a color draws our attention, the heavier it seems

There are other variables that can affect visual balance like texture

Also the eye movement through a piece. Even anticipation and expectation works on balance

Now that you have seen this video, practice by looking around you. The cover of a book, the advertising you receive on the mail, your favorite painting in a museum.

See deeper and have fun! I hope you keep watching our videos

[Center balanced painting](#)
[Add line to guide](#)

[Painting accentuating vertical balance or imbalance](#)

[Klee drawing Tightrope](#)

[Black dot in three positions](#)

[Use a portrait and move it in the white space](#)

[2 sets of colored squares](#)

[Use a painting sample \(Degas?\)](#)

[2 squares different textures](#)

[Painting with a clear diagonal](#)

[Advertising material](#)

[Street photos or logo](#)