Balance in Graphic Design

When a graphic design is *balanced*, all the graphic elements (text, pictures, shapes, etc.) are visually connected.

An unbalanced object or page causes discomfort in viewers. Unless discomfort is the effect you are going for, images must be balanced.

You can achieve balance and create visual interest in two different ways – symmetrical or asymmetrical.

Symmetrical balance refers to a layout in which the two sides of a design are mirror images of each other, for example McDonald's "Golden Arches." For this reason, this type of balance is the easiest to achieve. Viewers' eyes are generally drawn to the element placed at the center of the design and comfortably flow to either side. This type of balance can be used to reflect stability, permanence, and calmness, but has the disadvantage of not being very exciting.

Asymmetrical balance is more common and often more interesting. It is also more difficult to achieve. Asymmetrical balance is achieved by using elements with different visual interests (such as colour, size, or texture) to draw viewers' eyes to a particular area of the design. If look at the Swiffer™ logo it uses design elements to draw your eye to follow the swish of colours behind the words.

Assignment:

Create two 8.5" x 11" posters advertising a product of your choosing. Pick your favorite to be printed in colour. Write a brief paragraph why you chose one over the other keeping in mind the elements and principles of design we have discussed.