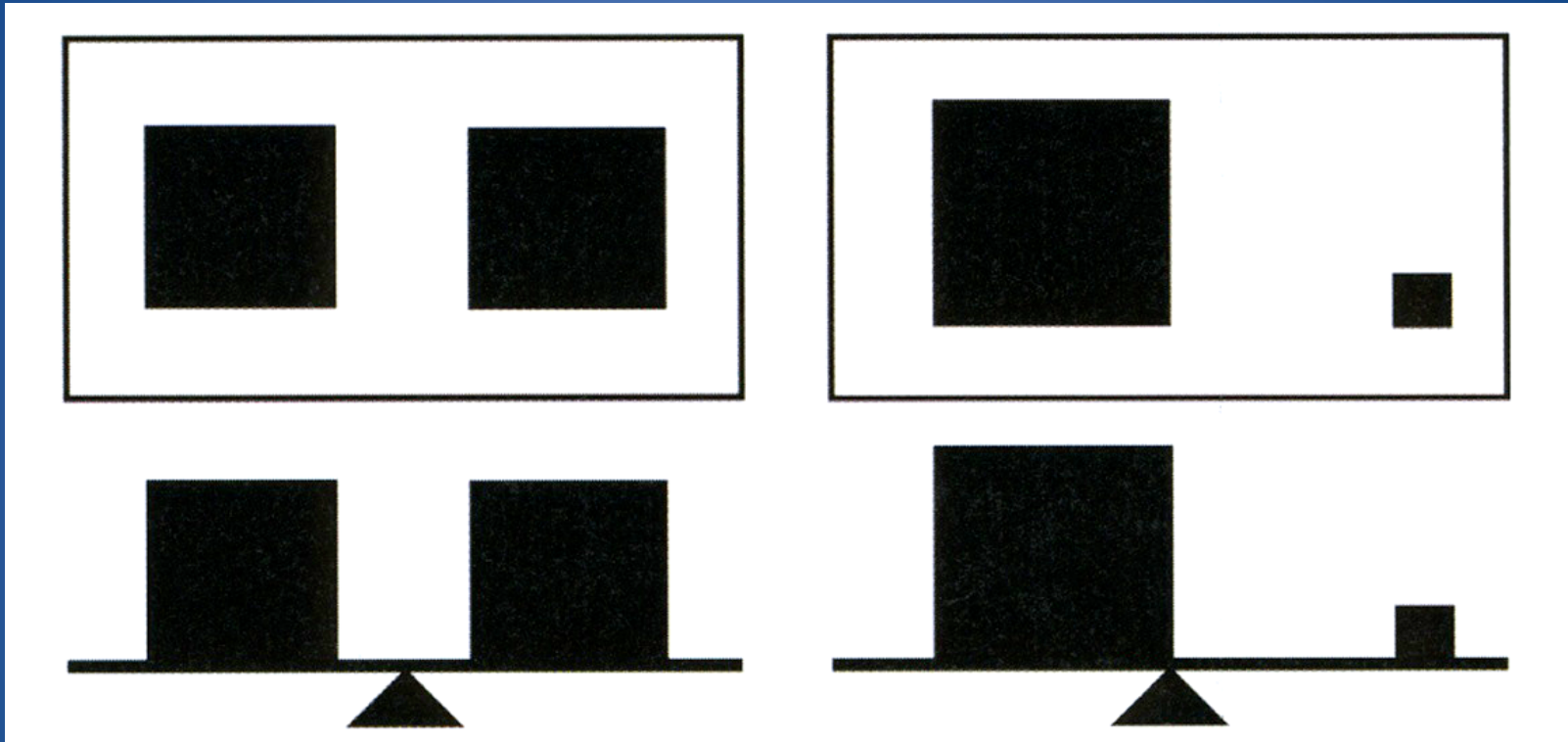


Balance

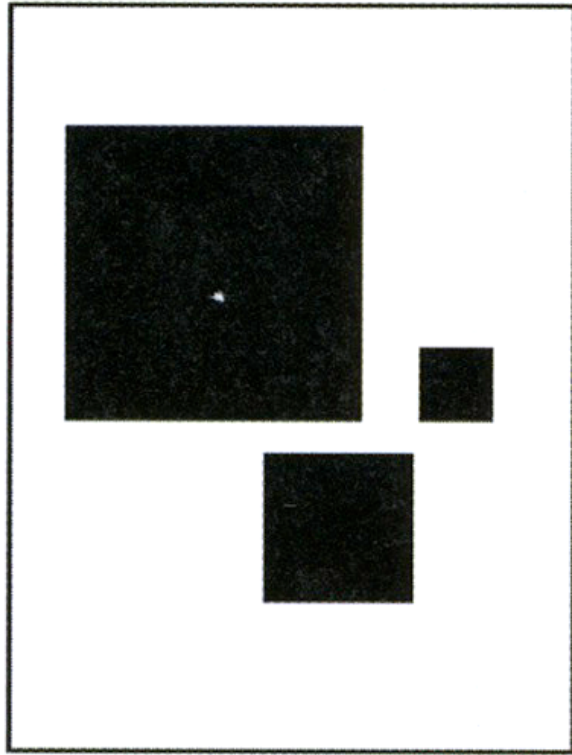
- This principle says that there should be an even distribution of visual weight within the design space
- When balance is achieved, the designs feels natural and the viewer feels comfortable
- Imbalance makes the viewer uneasy and creates the feeling of tension
- Balance may be symmetrical or asymmetrical
- Balance can also be top to bottom

Balance

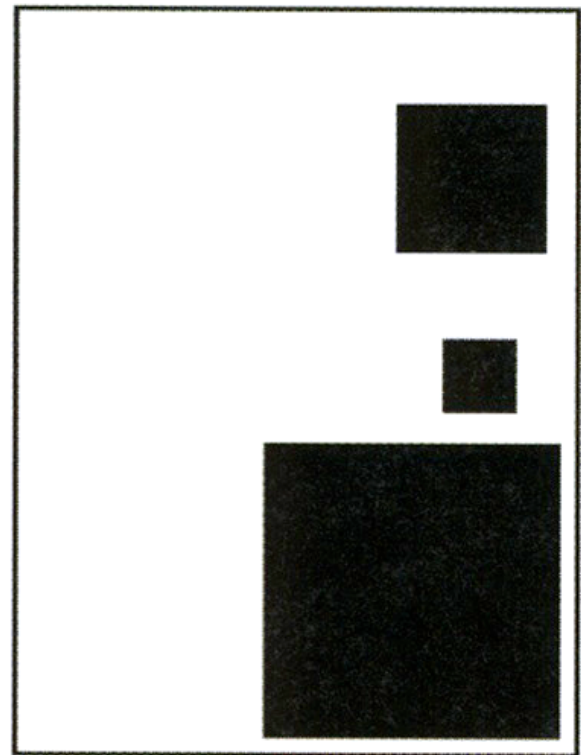


All elements in the design space have visual weight. Larger is heavier.
Elements closer to the edges will have more weight.

Balance

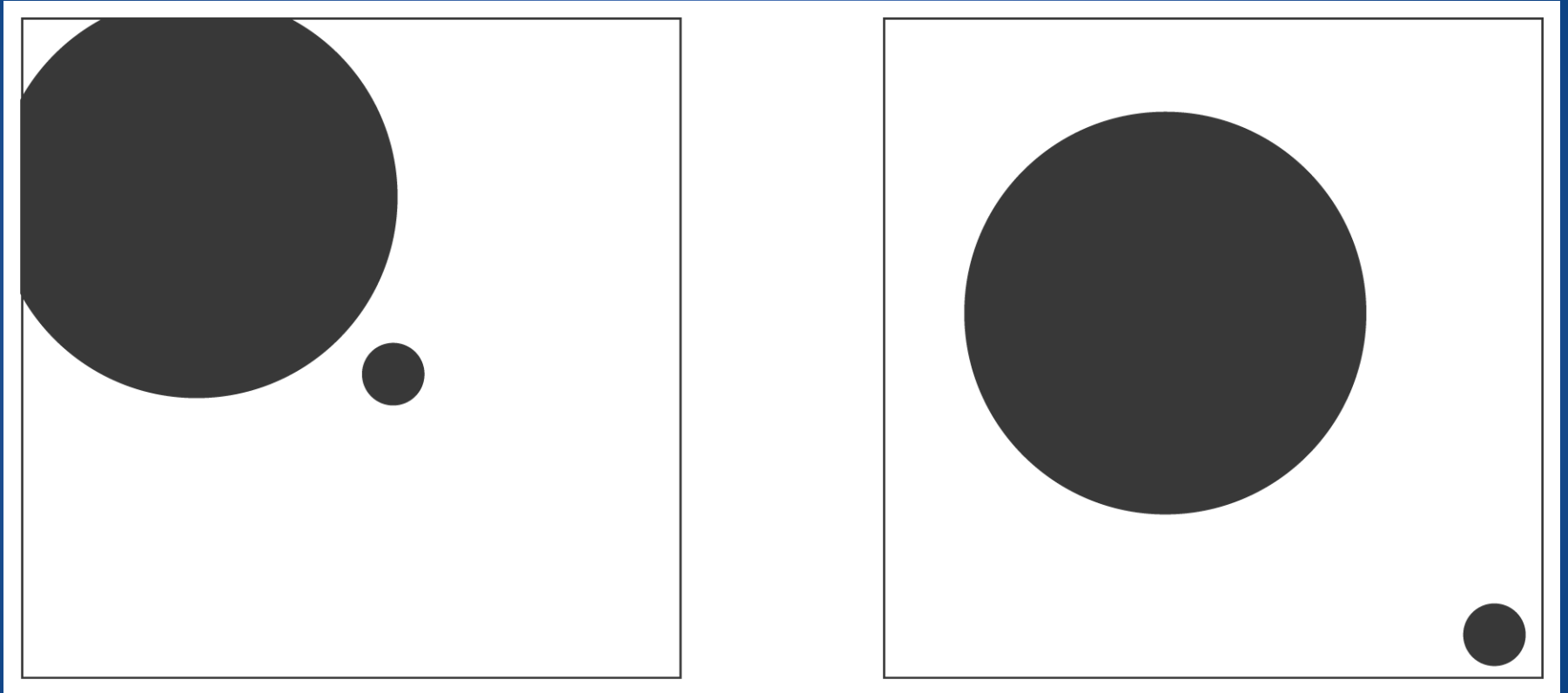


Left: Balance



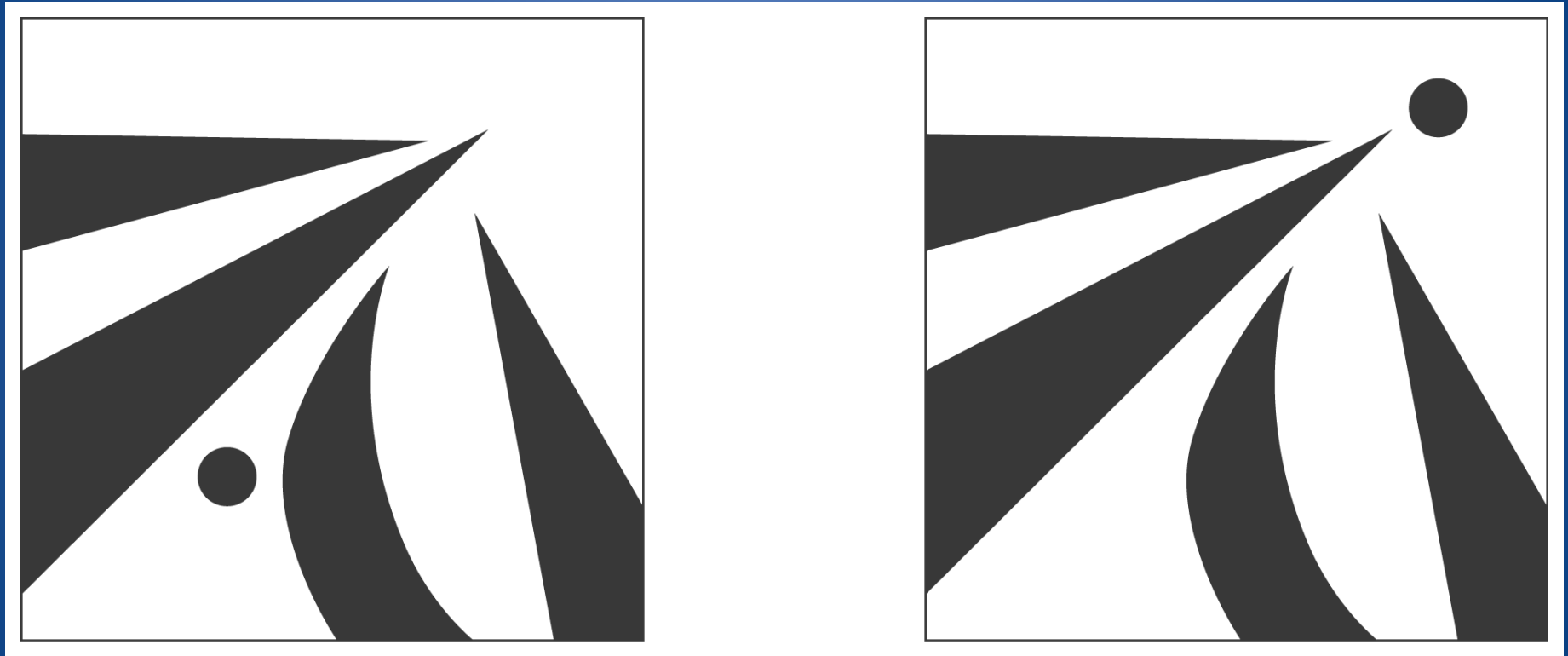
Right: Imbalance

Balance



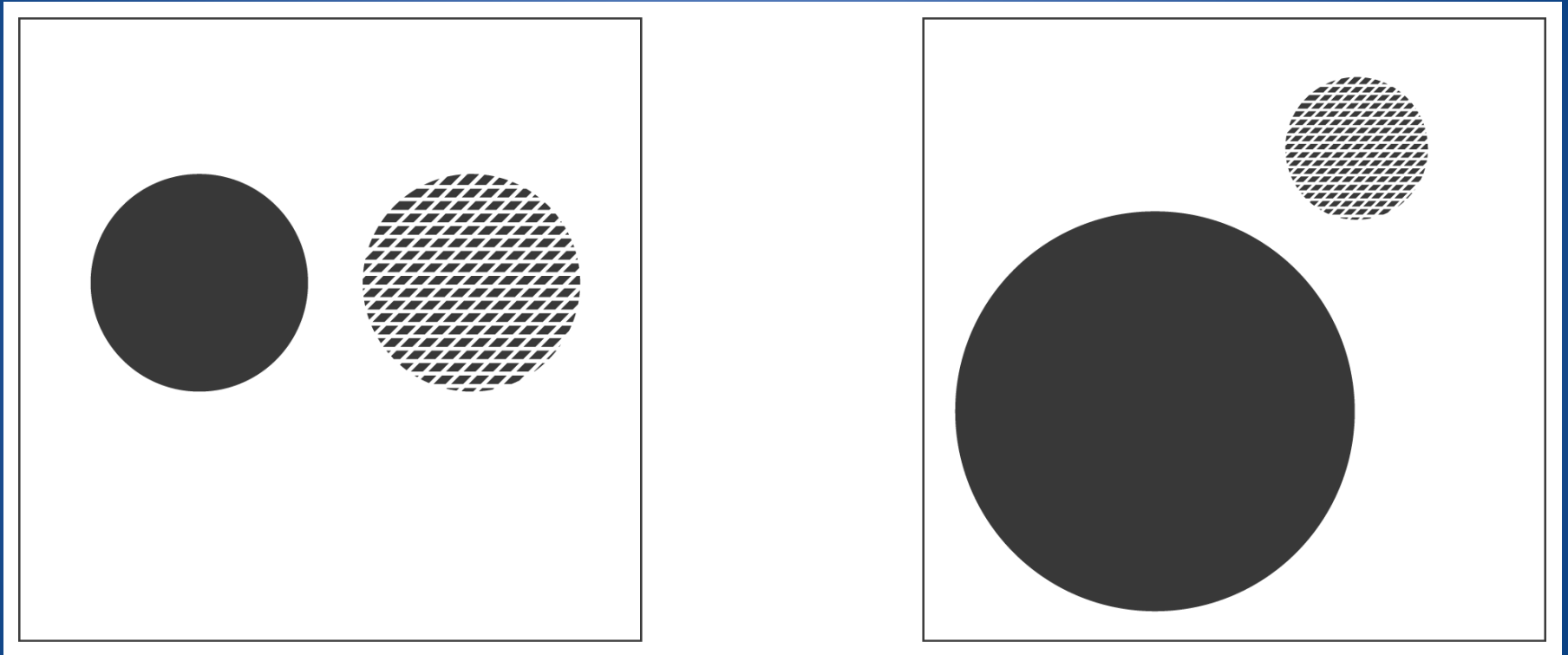
Balance by position

Balance



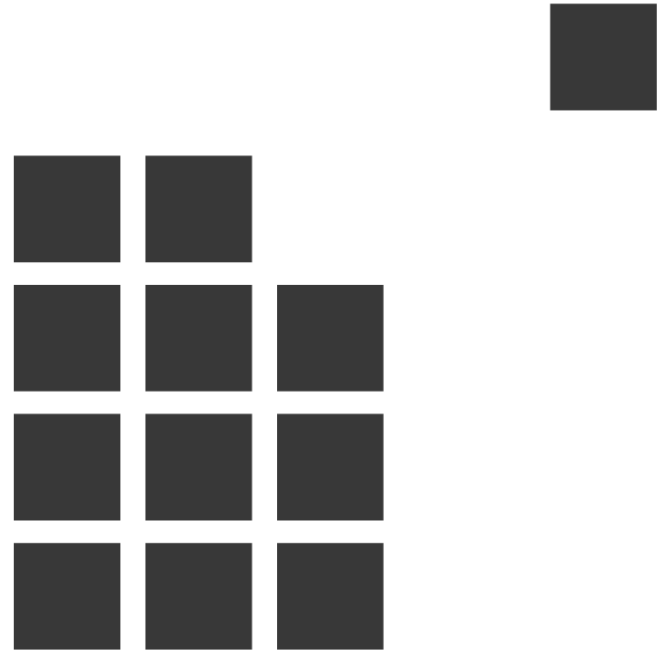
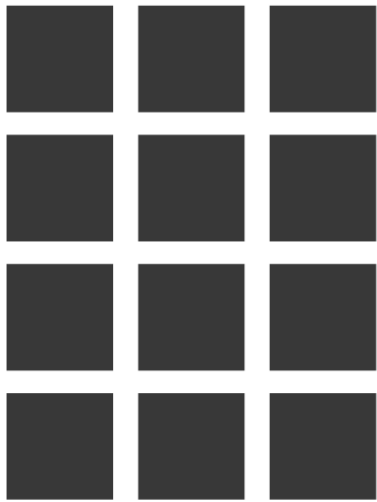
Balance by linear direction

Balance



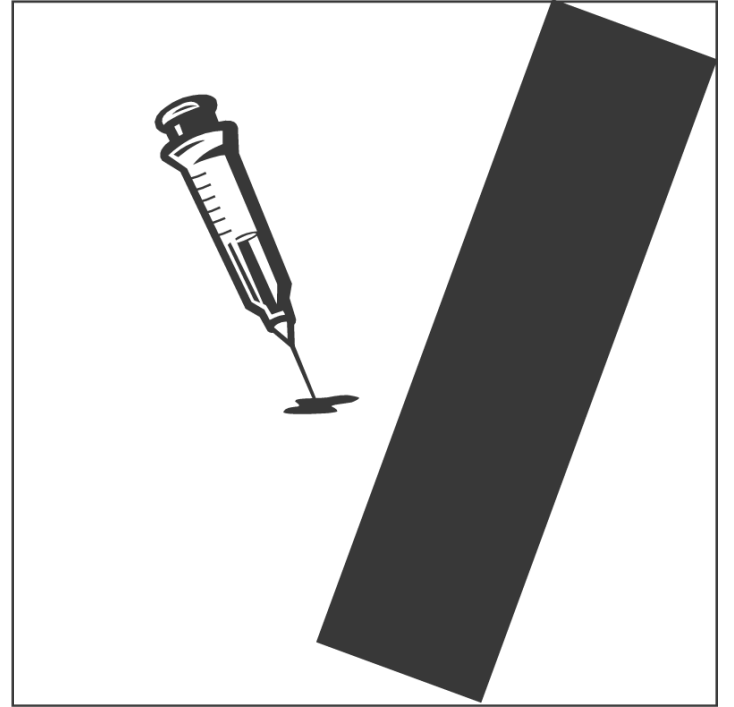
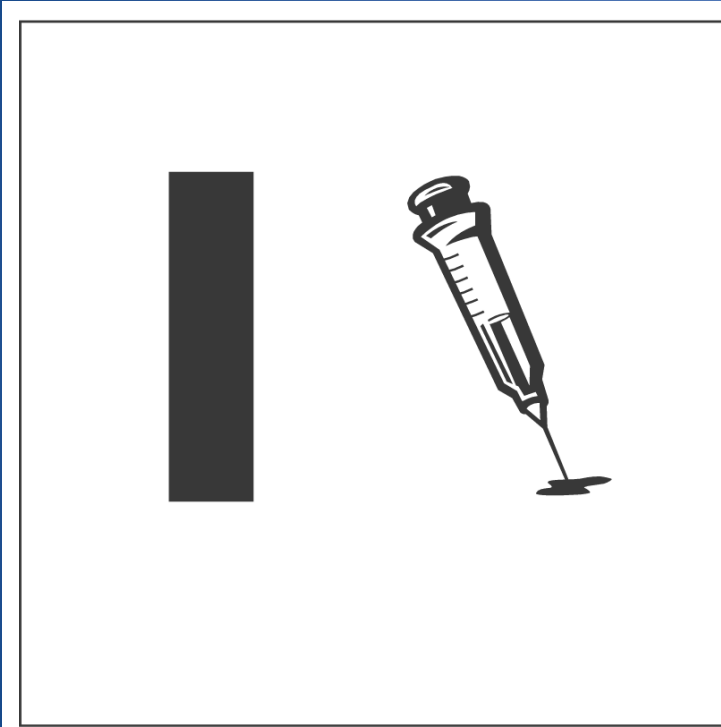
Balance by texture and position

Balance



Balance through isolation

Balance



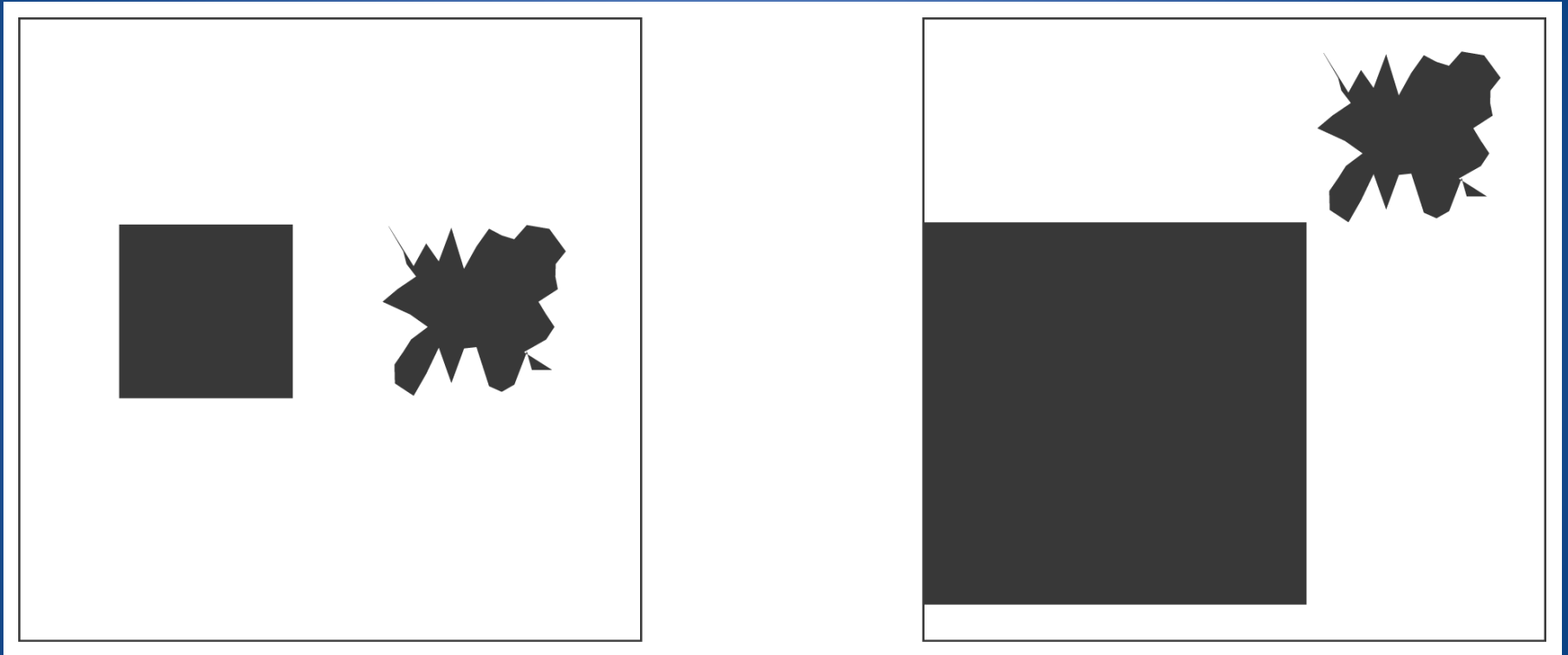
Balance by subject matter

Balance



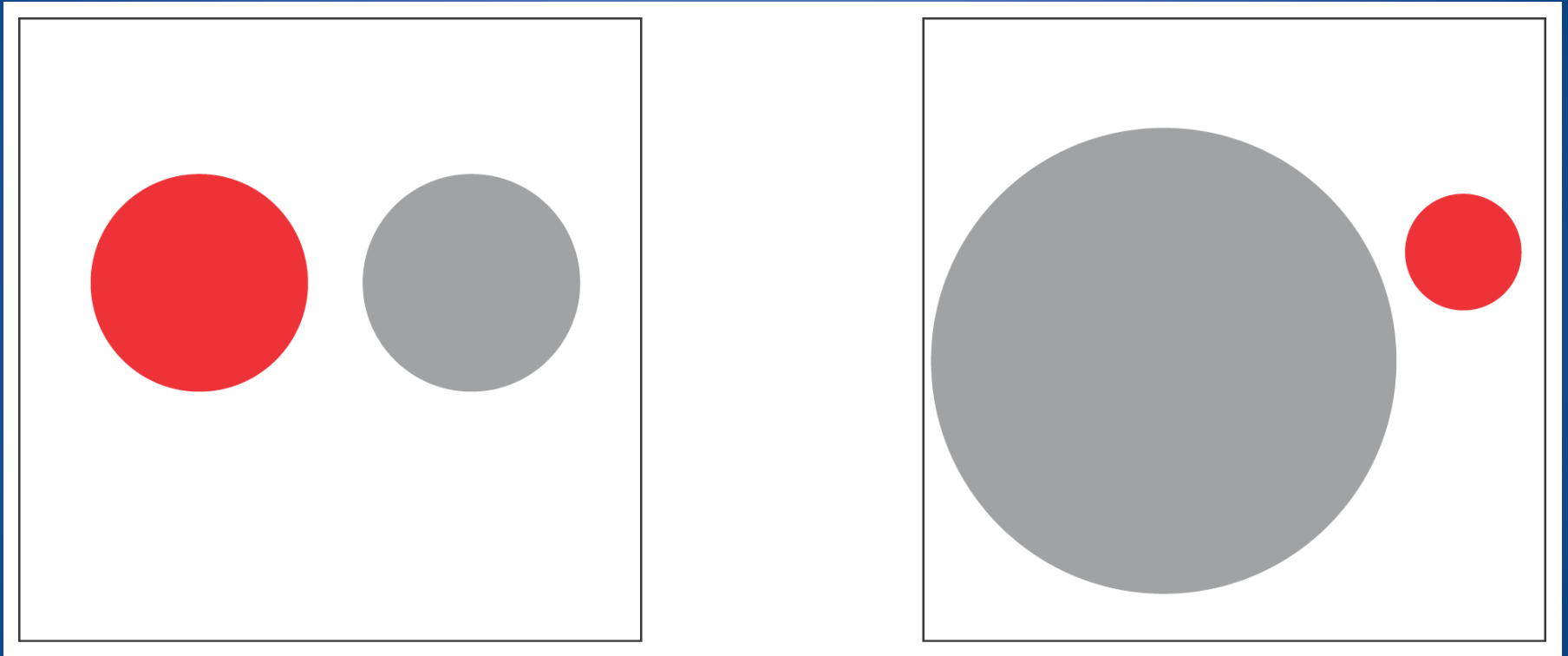
Balance by Value and scale

Balance



Balance by shape, scale and position

Balance



Balance by color, size and position

Balance

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Flourish Web Design recently created a fresh new Web design layout for the Idaho Business Coalition for Education Excellence (IBCEE).
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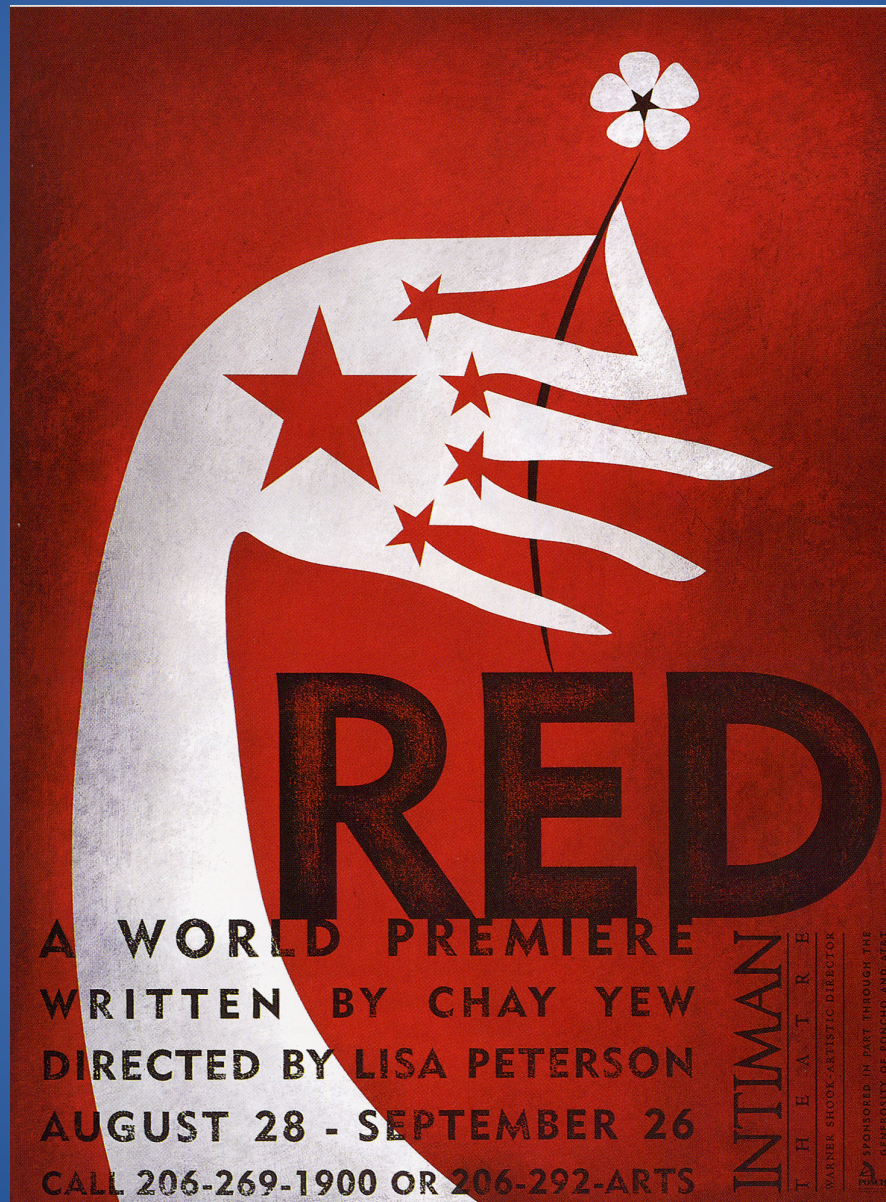
Symmetrical Balance

Balance



Symmetrical Balance

Balance



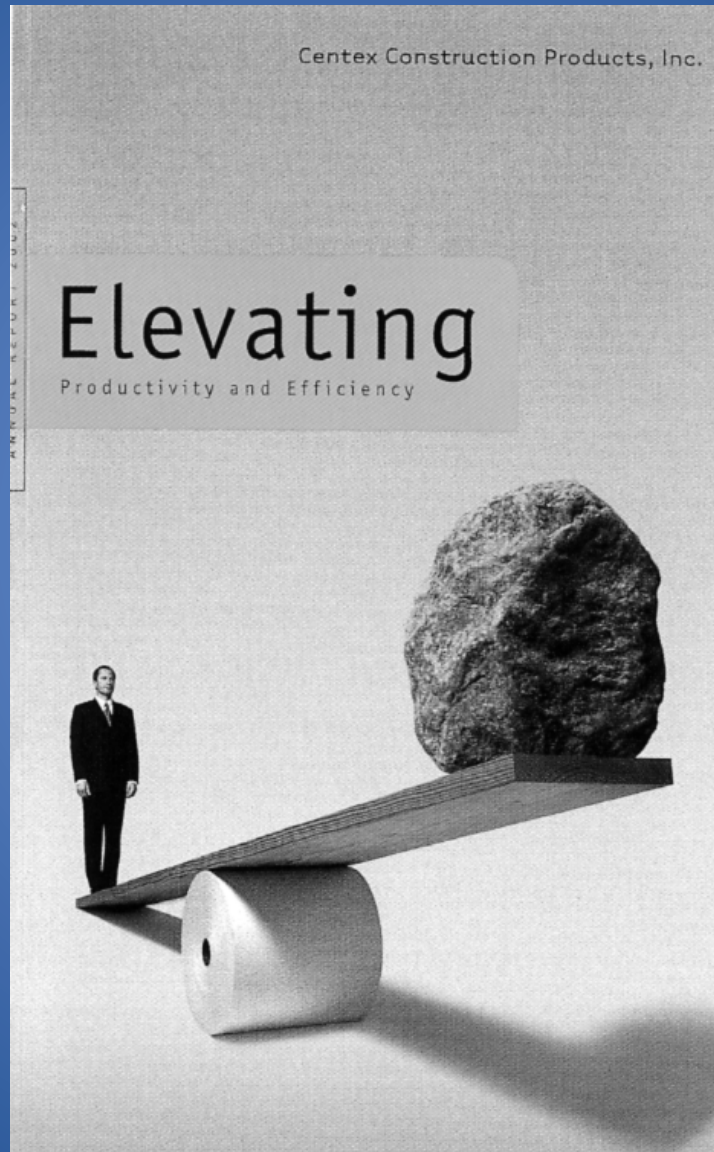
Asymmetrical balance

Balance



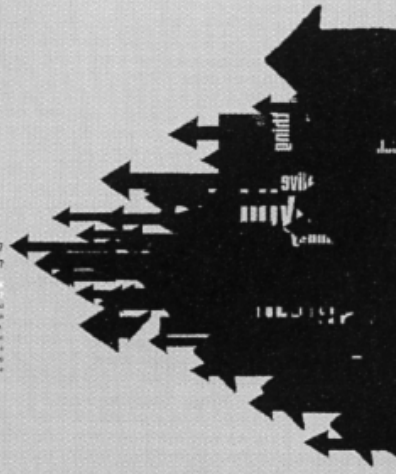
Asymmetrical balance

Balance



Asymmetrical Balance

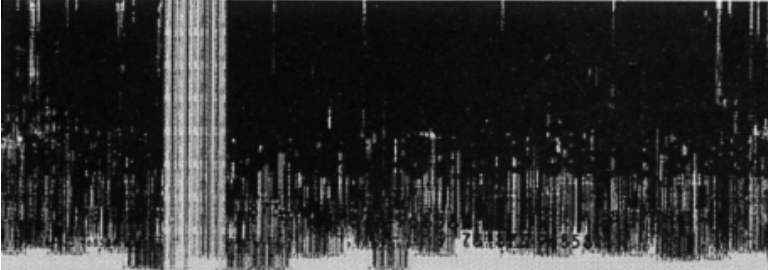
Asymmetrical Balance



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Balance



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