

Balance

A sense of balance is innate, as children we develop a sense of balance in our bodies and observe balance in the world around us. Lack of balance or imbalance disturbs us. Balance is an equal distribution of visual weight and is a universal aim of a composition.

Symmetrical Balance

This is the simplest type of balance and the simplest to create and the simplest to recognize. The shapes are repeated in the same position on either side of a central axis. One side becomes the mirror of the other.

A Symmetrical Balance

Is achieved with dissimilar objects that have equal visual weight or equal eye attraction.

Balance by Color

Studies have shown that the eye is attracted by color. A small area of bright color will also carry weight. So we also have to balance our pages with color.

Balance by Value

Equal eye attraction – dissimilar objects equaling interesting to the eye. For example black and white attract a lot of attention verses gray and white therefore a smaller amount of B/W are needed to visually balance a larger gray and white.

Balance by Shape

When you have an object that is the same color texture and size the only difference is shape. For example a shape with more curves attracts more attention verses a square or rectangle. So to equalize the attraction you have to decrease the size of the shape with more curves. That will help balance it.

Balance with Texture

Texture holds more visual interest than smooth. So when working with textures, try to make that a smaller element to help balance your composition.

Balance by position

If your objects (photos) are positioned all in one area you will have to balance it off with other objects (photos). Placing larger items closer to the center it can be balanced with smaller items placed out toward the edge.

Radiate Balance

This is where objects radiate from a central point. It is merely a refinement of one or the others, depending on whether the focus occurs in the middle or off-center. The advantage to radial balance is an automatic focal point is formed.

Please feel free to share this tip with your family and friends.

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