

guided-study critique workshop

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scrapped!



Design Topics 1 Week 3: Visual Balance

part 1: Read

- White Space, Chapter 5 - Mini Art School**
Balance - principle no 3 page 51
- Masterful Scrapbook Design - Design Play***
Balance, pages 35 to 39
[click here to download](#)
- Design Principles for the Scrapbook Page**
Lesson 6 Balance, starting on page 53
[click here to download](#)
- Balance in Graphic Design** - Jayce-O-Yesta
[read online here](#)
- 19 Factors that Affect Compositional Balance** - Vanseo Design
[read online here](#)
- Scrapbooking with symmetry | this formal composition yields pages with appeal** - Get It Scrapped
[read online here](#)

part 2: Look Around

- Find a poster or book cover you like and consider how visual balance is achieved on it.***

[click here for GIS Posters Board on Pinterest](#)

[click here for GIS Book Covers Board on Pinterest](#)

Elements take on weight in a variety of ways (see “19 Factors that Affect Compositional Balance” - Vanseo Design [read online here](#))

Select an element in the design and talk about its visual weight:

- How much weight does it have relative to the other elements?
- How does it get its weight?
- What is counterbalancing it?
- Can you point out the visual center or fulcrum of the piece?



part 3: Scrapbook

Make layouts! Be sure you've got two of them you want to share with us by next Wednesday morning.

As you make your page, be conscious of what kind of balance you're creating on the page and of the visual weight elements take on. Challenge yourself to balance a heavy item with something other than size. Use elements like shape, color, isolation, placement and interest.

By next Wednesday at noon ET be sure to:

- Upload 1 layout to the Week 3 Gallery Critique album.
- Upload 1 layout to the Week 3 Live Critique album.

NOTE: As with previous weeks, make pages that make you happy. The goal is to understand how others view it and what you can do to get them viewing it in a way that tells your story well.

