

## Design Principles Exercise 1c

# Visual Balance/Flow

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Instructions: Using only black, white and gray geometric shapes (rectangles, ovals, triangles, etc.), create abstract graphic compositions that best express the meaning of each of the following captions.

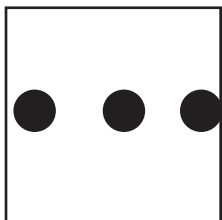
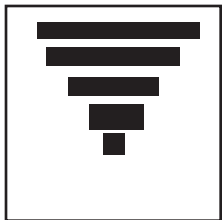
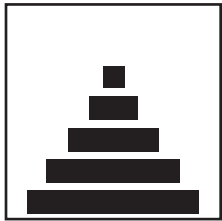
Try to show only one type of balance in each design. Utilize what you have learned about unity and emphasis. Use symmetry, asymmetry, randomness to vary your solutions. See how far

you can take each composition without destroying balance.

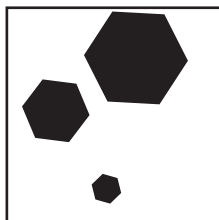
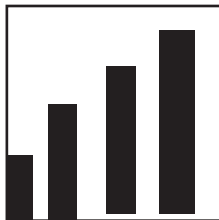
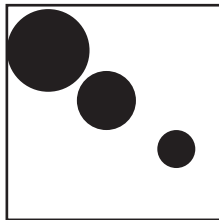
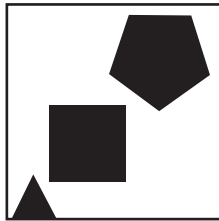
The first sketch has been done for you. Make three more sketches for each type of unity in the boxes on this page.

Study the negative space created "behind" the art as they are just as important as the "foreground" objects.

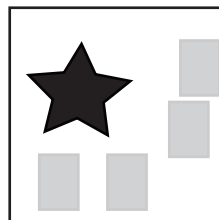
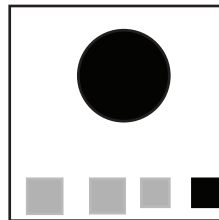
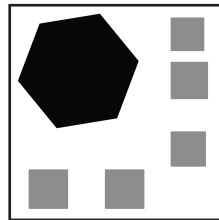
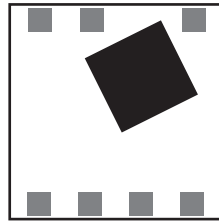
order



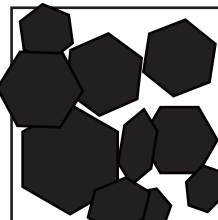
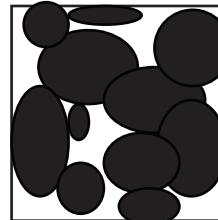
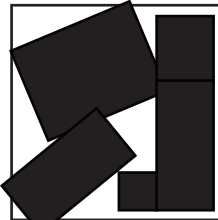
increase



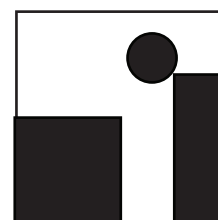
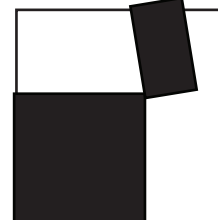
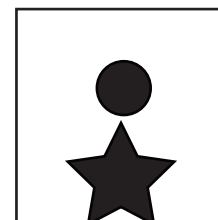
bold



congestion



tension



playfulness

