



**Balance in Design**  
Symmetry & Asymmetry in Web Design

## + What is Balance?

- Balance is a very important design principle. It will help you create an aesthetically pleasing who and help you better control flow in your designs.
- Balance in design works the same way as a lever or see saw. Your design will have a vertical (or horizontal) axis and the weight of the various elements on either side of the axis and their distance from the axis will determine if your design is balance

## + What is Balance?

- Think of physical balance:



- The two elements on each end are balanced.

## + What is Balance?

- Think of physical balance:



- Unbalanced – more elements on left then right. Appears to “look heavy” on the left.

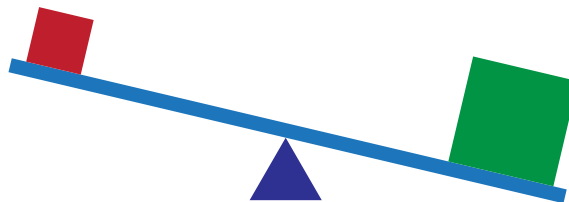
## + What is Balance?



- In that case the force of one of the objects needs to be increased in order to achieve balance. An adult on a see saw must move toward the center if there's a child on the other side.

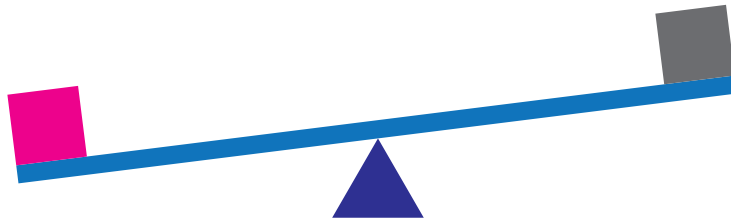
## + What is Visual Weight?

- The major difference in design balance and physical balance is that your visual elements don't have a physical weight. They do however, have visual weight. Some things that affect Visual weight:
  - **Size** – Larger elements carry more weight



## + What is Visual Weight?

- **Color** – Brighter elements carry more weight than duller or lighter colors.



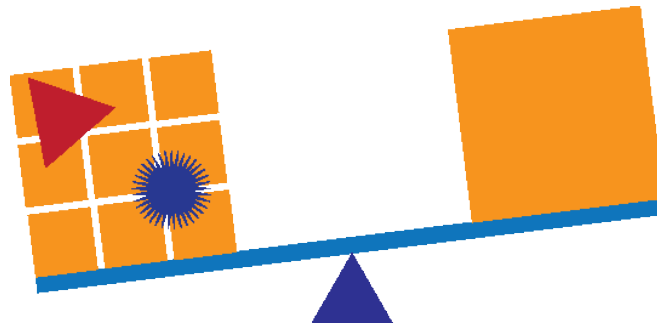
## + What is Visual Weight?

- **Value**– Darker colors carry more weight than lighter colors.



## + What is Visual Weight?

- **Density**– Packing more elements into a given space, gives more weight to that space



## + What is Symmetrical Balance?

- Symmetrical balance is achieved when we have elements of equal weight on both sides of a central axis.



- As humans we are drawn to symmetry and enjoy symmetry in nature....



+

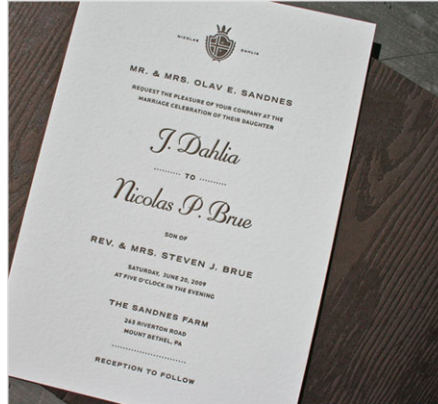
## What is Symmetrical Balance?

- Leonardo's Last Supper is a great example of symmetrical balance in art. For everything on the left side of the painting there's something of equal weight on the right. The entire painting is balanced around the central figure of Jesus Christ, which makes perfect sense given what the painting is about.



## + What is Symmetrical Balance?

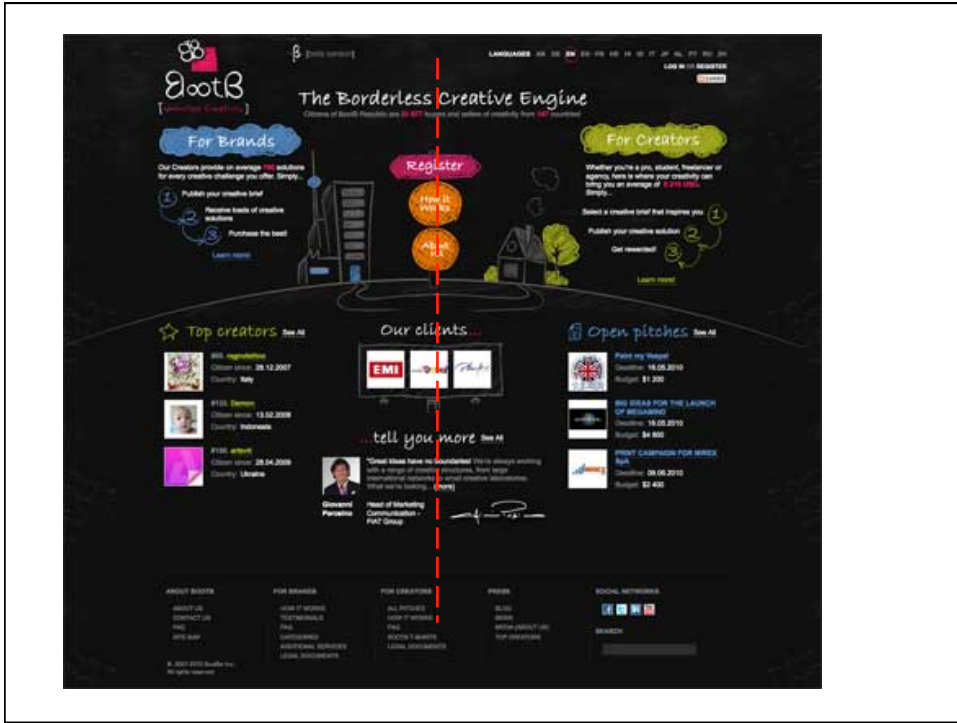
- Symmetrical balance tends to be more formal and more static. It evokes feelings of consistency, elegance and classicism.

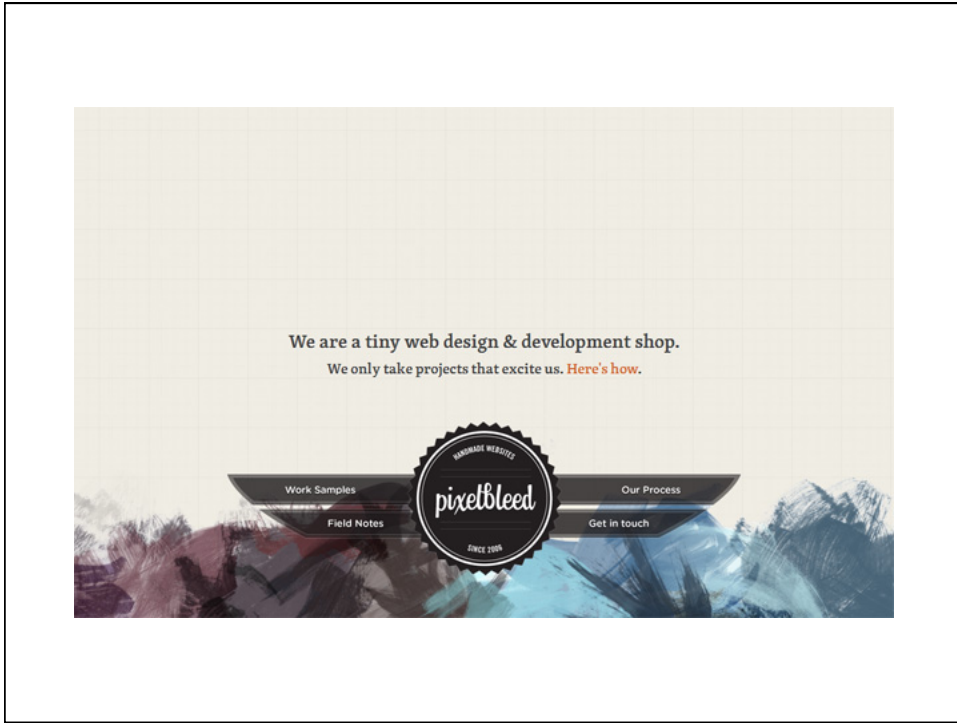


## + What is Symmetrical Balance?

- You can identify a symmetrical design by visualizing an axis down the middle of a design. Are elements, for the most part, the same on each side? When designs are symmetrical, they automatically balance.







## + Symmetry

- The downside to symmetry is that it can be static and formal and often uninteresting. Symmetry creates passive space and can be too stable, too balanced, too harmonious, and too unified.

■ So.....

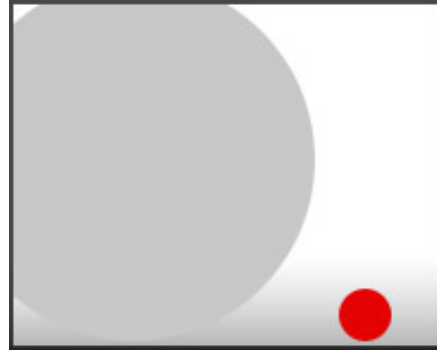
## + What is Asymmetry

- Another, though more complex, method of achieving balance is through asymmetry.
- Asymmetry evokes modernism, forcefulness, and feelings of vitality and movement.



## + What is Asymmetry

- Asymmetry is naturally the absence of symmetry. In a single form asymmetry also implies a lack of balance, however, we can use what we know about Visual Weight to achieve balance in an asymmetrical design.



Small bright objects can balance with large dull object.

## + What is Asymmetry

Small bright objects can balance with large dull objects.



Small dark objects can balance with large light objects.



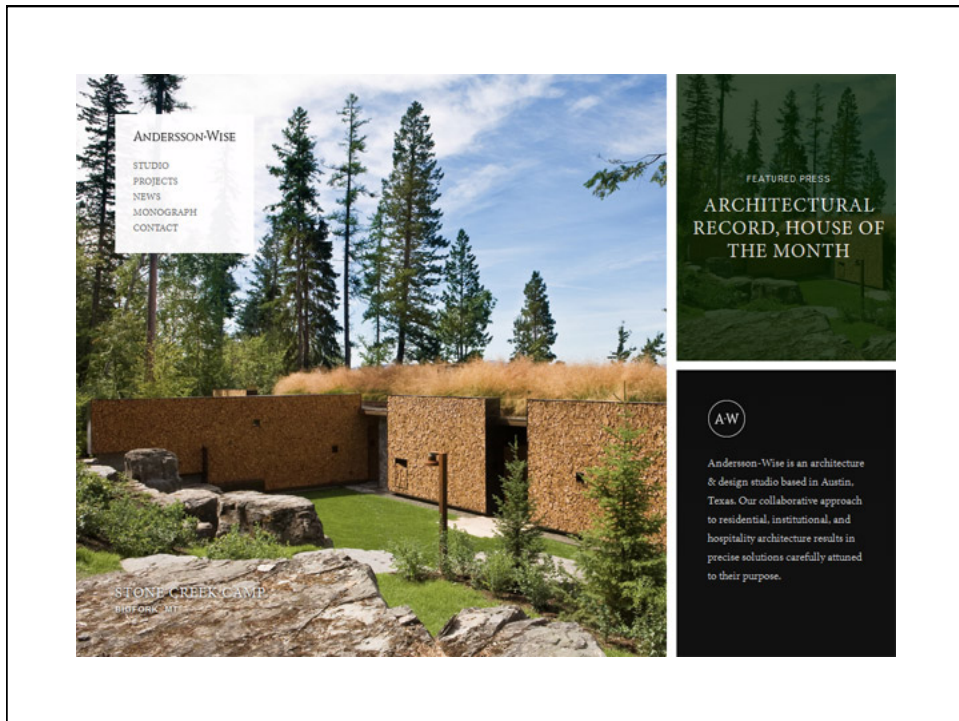
## + Asymmetrical Balance?

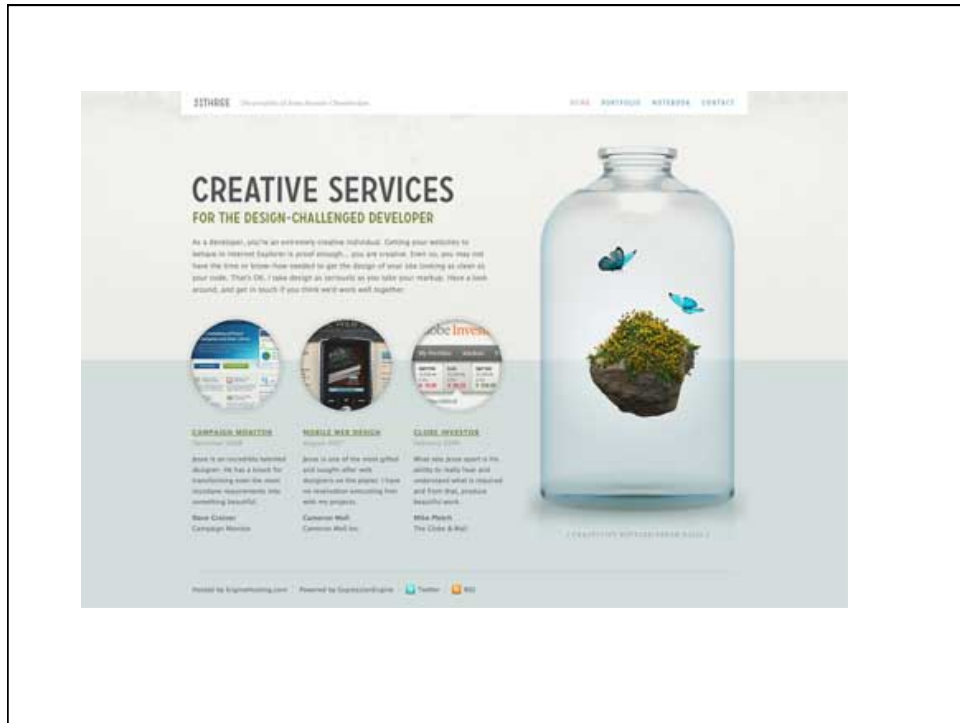
- Asymmetry can be much more visually exciting! Let's take a look!

## + Asymmetrical Balance?

- Kandinsky's *Composition 8* is a great example of asymmetrical balance. If you look you'll notice most of the individual elements are symmetrical forms. By varying, size, shape, density, and color Kandinsky creates an interesting balance.







**HOLA!**  
MI NOMBRE ES JORGE RIGABERT  
Y SOY DISEÑADOR WEB Y GRÁFICO

*Aporto mi granito de arena en el diseño de interfaces,  
la experiencia de usuario y en la creación y optimización  
de ecommerces o websites entre otras cosas.*

Puedes **ver mis trabajos** para que sepas mejor de lo que hablo  
o quizás prefieras **conocerme** un poco mejor.

Si quieres **ponerte en contacto** conmigo, te responderé encantado.

**HACIENDO QUE LAS COSAS SUCEDAN**

- exploración**  
Observar, estudiar, detectar las necesidades reales, hablar y empezar a planificar. Sólo estamos haciendo del principio de la aventura.
- diseño**  
Con los datos recogidos y las ideas claras, toca prototipar, darle forma y sentido a todo, para terminar volándolo en un bonito y eficaz envoltorio.
- desarrollo**  
Los colores son bonitos, pero tienen que funcionar y además a la perfección. En navegadores modernos o viejos, respira, funcionará.
- ¿brindamos?**  
Finalmente un último vistazo para comprobar que todo funciona como debe. La criatura ha nacido sana, el champagne lo pongo yo.