

Balance :- placement of objects so that it creates visual equilibrium.

i) Symmetrical/Formal Balance :- mirror image of parts on each side of a center point

ii) Asymmetrical/Informal Balance :- different objects on either side of a central point.

iii) Radial Balance :- balance ~~at~~ created from a central point, radiating outward.

Rhythm :- continuous movement, the path the eye follows.

i) by Repetition :- shapes, forms, lines or colours that are repeated in a design

ii) by Gradation :- sizes of shapes go from large to small or colour values go from light to dark.

iii) by Radiation :- objects radiate out in nearly every direction from a central point

iv) by opposition :- abrupt change in any of the elements.

v) by Transition :- a subtle, visual flow eg- spiral staircase often indicated by a curved line that leads the eye from one point or area to another.