



Rhythm & Balance



the elements of design

“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

- Paula Scher

The bottom of the slide features several thin, black, wavy lines that create a decorative, flowing pattern across the width of the page.

Balance



- Fundamental human condition
 - walking
 - riding a bike
- We seek balance in all things

Balance

- Visual balance occurs when the weight of one or more things is distributed evenly or proportionately in space.

Balance

- Catalyst for form
 - anchors
 - activates elements
- It is the distribution of visual weight in a work of art
- How does it do this?

Balance



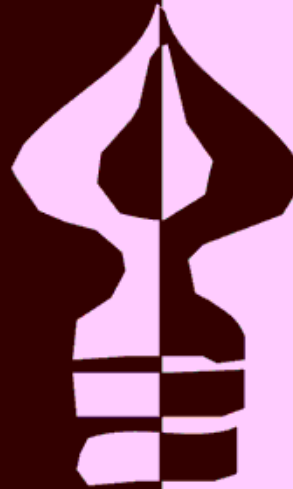
- Proportion
- Placement
- Contrast
- Positive/Negative
- Weight
- Size/scale
- Color
- Shape

Types of Balance


- **Symmetrical Balance** is an even placement of visual weight in the design.




WORDSPLAY



JARRELL JUNIOR JOURNALISTS
18TH ANNUAL
EDITORIAL WRITING COMPETITION



FEBRUARY 24, 2002



Types of Balance

- **Asymmetrical Balance** creates uneven spaces, a sense of imbalance making tension and a dynamic suggestion of visual movement. Asymmetrical balance refers to a psychological or "felt" balance. Space and shape don't need to be evenly dispersed on the page



He had a scheme.
She had a motive.

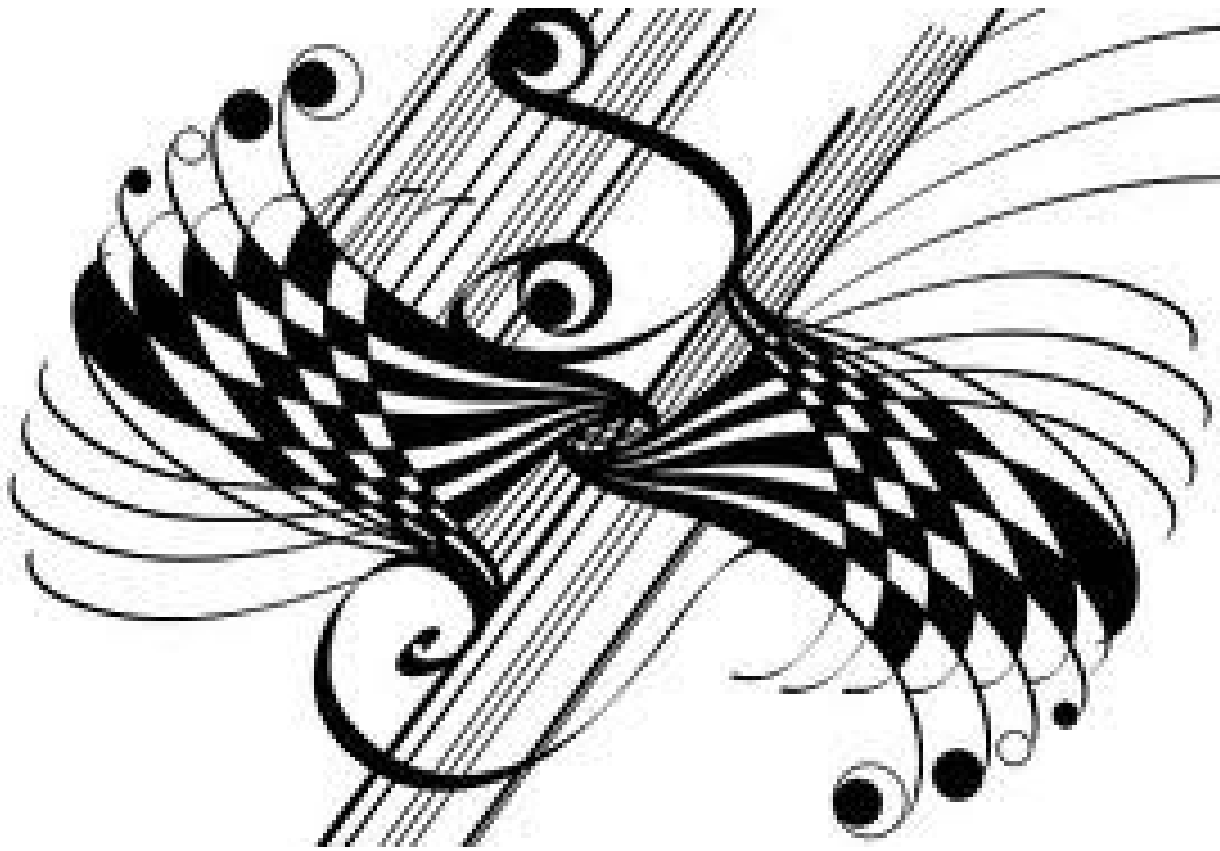
DEMI
MOORE MICHAEL
CAINE

BY MICHAEL BAY
Flawless

THE FLAWLESS STORY... A FILM BY MICHAEL BAY... CASTING BY JEFF KATZ... COSTUME DESIGNER... MUSIC BY... EDITOR... PRODUCTION DESIGNER... EXECUTIVE PRODUCERS... PRODUCED BY... WRITTEN BY... DIRECTED BY MICHAEL BAY... STARRING DEMI MOORE AND MICHAEL CAINE... A FILM BY MICHAEL BAY... © 2008 MCA HOME ENTERTAINMENT... ALL RIGHTS RESERVED.

Types of Balance

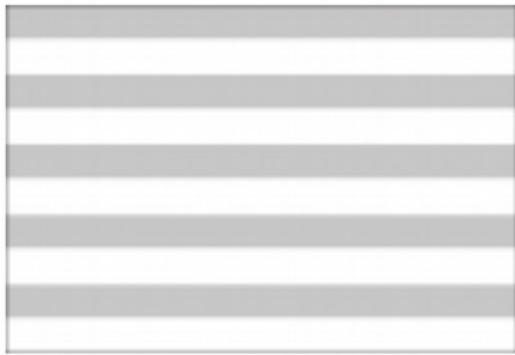
- **Radial Symmetry** relates to images emitting from a point like spokes on a wheel or ripples from a pebble tossed into a pond.



Rhythm

- Rhythm is the repetition or alternation of elements, often with defined intervals between them.
- Rhythm can create a sense of movement, and can establish pattern and texture.
- There are many different kinds of rhythm, often defined by the feeling something evokes when viewed.

Types of Rhythm



Regular Rhythm



Flowing Rhythm

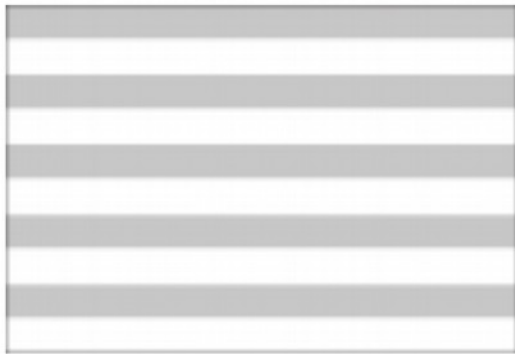


Progressive Rhythm

Types of Rhythm

- **Regular:** A regular rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length
- **Flowing:** A flowing rhythm gives a sense of movement, and is often more organic in nature
- **Progressive:** A progressive rhythm shows a sequence of forms through a progression of steps

Types of Rhythm



Regular Rhythm



Flowing Rhythm



Progressive Rhythm

Achieving Rhythm

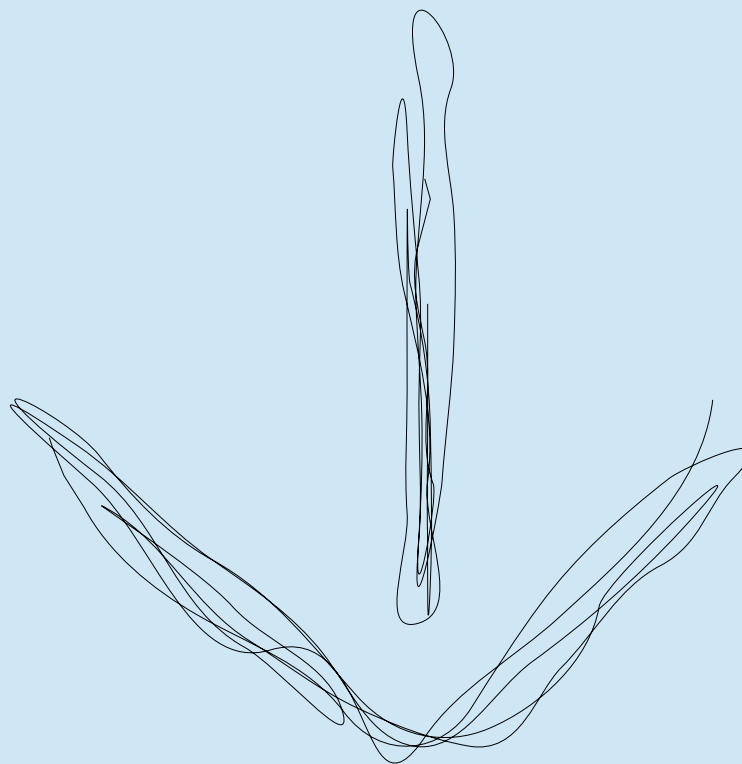
- Repeating a series of elements that progressively increase or decrease in size and spacing
- Alternating dark and heavy with light and thin elements
- Repeating similar shapes or elements throughout the layout
- Presenting consistent elements in the same position of every page throughout

Balance and Rhythm



- Work together to give pleasing visual with hints of amazement

Real World Samples.





"STAY HUNGRY, STAY FOOLISH."

-STEVE JOBS (1955-2011)-

CREATIVE SERVICES

FOR THE DESIGN-CHALLENGED DEVELOPER

As a developer, you're an extremely creative individual. Getting your website or website to succeed (beyond is proof enough... you are creative. But so, you may not have the time or know-how needed to get the design of what you're looking as close to your goals. That's OK. I take design as seriously as you take your markup. Here's a look around, and get in touch if you think we'd work well together.



CAMPAIGN MONITOR

September 2014

John is an incredible talented designer. He has a knack for understanding how the most modern requirements can something beautiful.

Steve Collier
Campaign Monitor



MOBILE WEB DESIGN

November 2014

John is one of the most gifted and thoughtful web designers I have ever worked with. I have no reservation recommending him with my property.

Camaron Hall
Camaron Hall Inc



CLIENT PROJECT

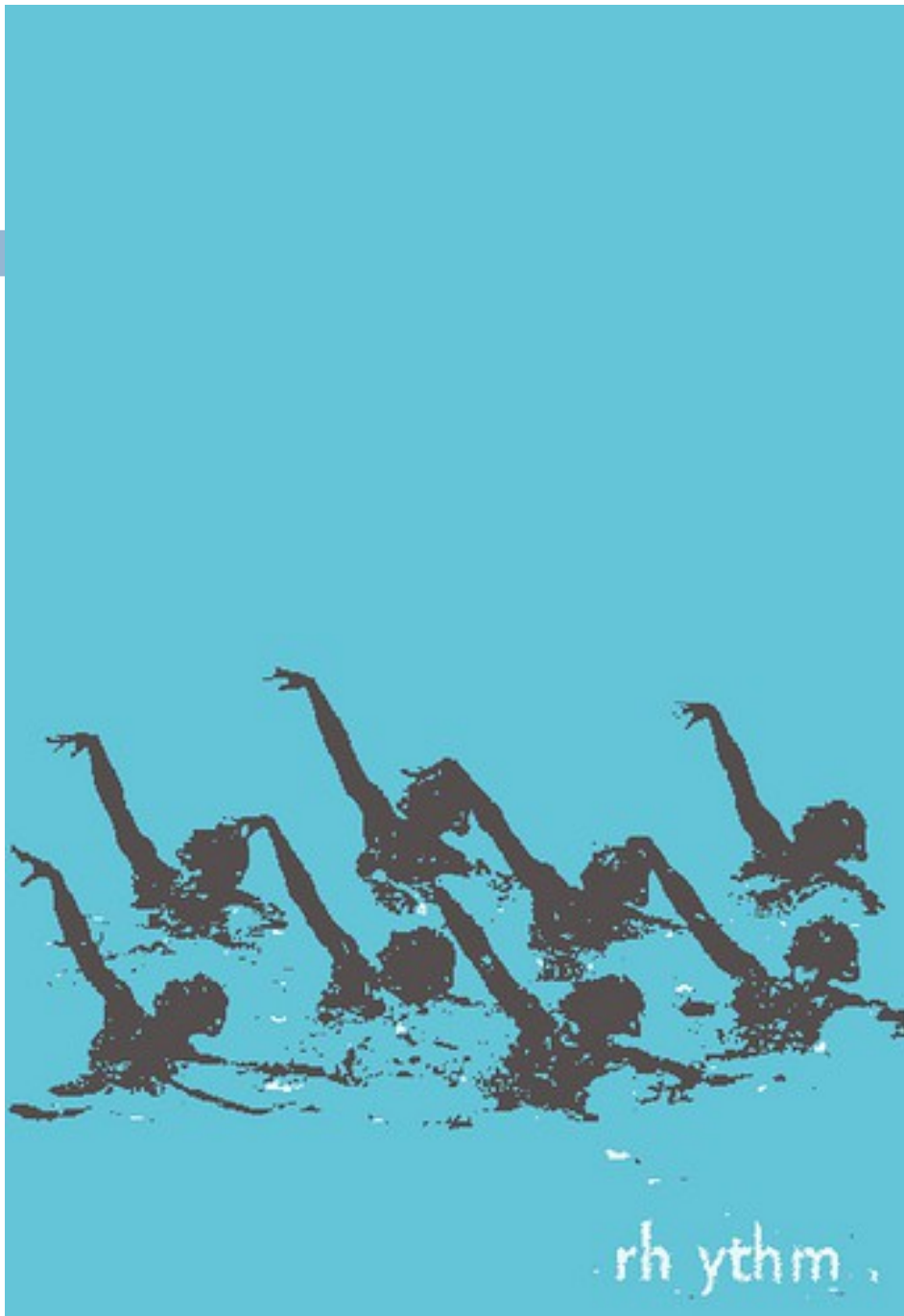
September 2014

When you have spent so much time on a web site and understand what is required and then that, produce beautiful work.

Mike Pickett
The Globe & Mail



CREATIVE SERVICES





6. ANGOULESME (W)



jodie foster / anthony Hopkins / scott glenn

the silence of the lambs

from the terrifying best seller

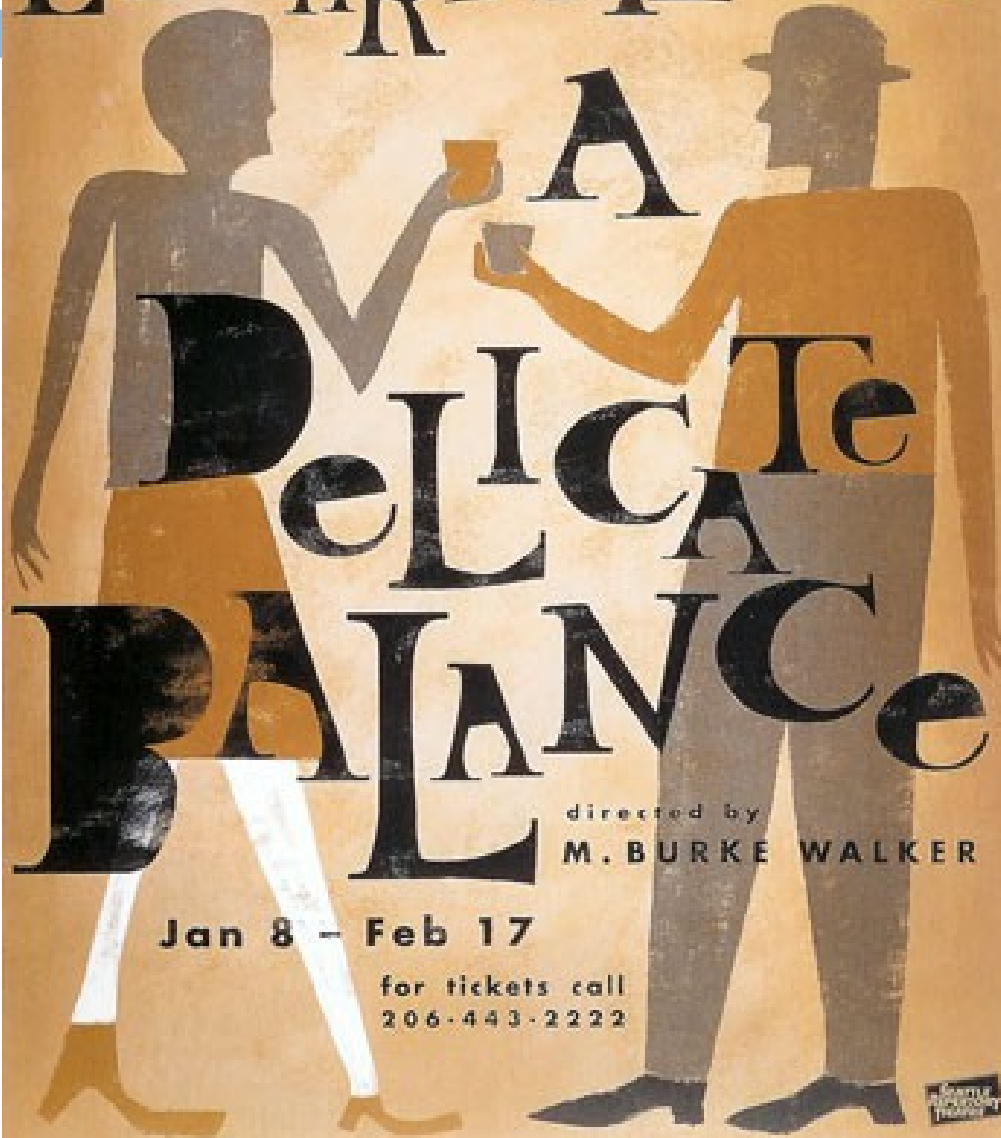
A Warner Bros. Pictures Production. Produced by Jonathan Demme. Screenplay by Thomas Harris. Directed by Jonathan Demme. www.silenceofthelambs.com



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iPhone™ Apps Prototyping

Mocking up an iPhone™ app or website is pain easy thanks to the interactive prototyping features of FlairBuilder, and

berniemac ashtonkutcher

Some in-laws
were made
to be broken.

guess who



guess who is a new comedy series from the creator of 'The Mindy Project' and 'The Mindy Project' featuring Bernie Mac and Ashton Kutcher. The series is set to premiere in spring 2008.

ΜΙΑ ΠΡΟΤΑΣΗ ΤΗΣ ΑΘΗΝΑΣ ΚΑΣΙΟΥ ΕΜΠΝΕΥΣΜΕΝΗ ΑΠΟ ΤΑ ΕΡΓΑ ΤΟΥ ΔΑΝΟΥ ΚΑΛΛΙΤΕΧΝΗ CARL KRULL

IN TWO MINDS

ΔΗΜΙΟΥΡΓΟΣ ΟΜΑΔΑ
 ΖΩΓΡΑΦΟΣ/ΑΝΙΜΑΤΟΡ: CARL KRULL
 ΙΔΕΑ/ΣΚΗΝΟΘΕΣΙΑ: ΑΘΗΝΑ ΚΑΣΙΟΥ
 ΟΠΤΙΚΑ ΕΦΕ: ΧΑΡΗΣ ΠΟΥΛΗΣ
 ΜΟΥΣΙΚΗ/ΜΟΥΣΙΚΗ ΕΠΙΜΕΛΙΑ: ΛΕΝΑ ΚΑΣΙΟΥ
 ΣΚΗΝΙΚΑ-ΚΟΣΤΟΥΜΙΑ: ΜΑΓΓΙΑ ΑΓΓΕΛΗ
 ΣΧΕΔΙΑΣΜΟΣ ΦΩΤΙΣΜΩΝ: ΓΙΩΡΓΟΣ ΛΑΖΟΓΛΟΥ

ΕΡΜΗΝΕΥΤΩΝ (Α-Ω)

ΜΑΡΙΟΣ ΚΩΝΣΤΑΝΤΙΝΟΥ

ΧΡΙΣΤΙΝΑ ΧΡΙΣΤΟΦΙΑ

ΔΗΜΗΤΡΗΣ ΚΩΝΣΤΑΝΤΙΝΙΔΗΣ

ΚΑΤΕΡΙΝΑ ΛΟΥΡΑ



