

1.2.6 Balance

Balance is a state of equalized tension. It's important for achieving gestalt. A [balanced design](#) is a more unified design.

Designer's use visual weight to control design balance. Through the use of things like size, color, space, and density your design elements can visually balance each other to create a pleasing whole.

There are 4 types of balance, 2 of which are more important.

- Symmetrical – formal or static balance
- Asymmetrical – dynamic balance
- Radial – elements radiating from a central point
- Mosaic – balanced chaos lacking hierarchy and focal point

Symmetrical and asymmetrical balance are the two more important types of balance, with asymmetrical balance being the more interesting of the two. Kandinsky's Composition #8 below is a good example of asymmetrical balance and dominance.



The dark circle in the upper right is the dominant element that pulls you into the piece. Notice how there is no equally dominant object on the right side to balance it, but rather a combination of elements is used to balance the painting.

In a balanced design the whole is more than the sum of its parts. When a design is unbalanced some of the parts become more visible which leads to competing messages instead of a single unified message.