Balance, Emphasis, and Movement

Balance is the equal visual weight in artwork.
- Symmetric balance is when both sides of an image mirror each other
- Asymmetric balance is one side of a piece of work is different from the other side
- Radial symmetry is when the design radiates out from the center of the artwork.

Emphasis calls attention to a specific point in the artwork. The point of interest is usually in contrast to the surrounding space and is achieved by using several elements of design.

Movement is the path the viewer’s eye takes through the artwork, often to a focal area or point of interest. This can be accomplished by using lines, edges, shapes, and color.