

**VISUAL CONCEPTS**  
**LECTURE 3, BALANCE**

<b>Balance:</b>	An arrangement of parts achieving a state of equilibrium between opposing forces or influences.
<b>Equilibrium:</b>	Equilibrium = visual balance and relates to our physical sense of balance. It is a reconciliation of opposing forces in a composition that results in visual stability.
<b>Pictorial Balance:</b>	Pictorial balance refers to the state of visual stability created in a work of art. It also assumes a vertical axis.
<b>Imbalance:</b>	When elements do not carry equal weight or eye attraction on either side of a vertical or horizontal axis. An artist may, because of a particular theme or topic, choose imbalance. In this instance imbalance can be a useful tool.
<b>Symmetrical Balance</b>	In symmetrical balance, like shapes are repeated in the same position on either side of a vertical axis. Also called bilateral symmetry.
<b>Bilateral Symmetry:</b>	One side, in effect, becomes the mirror image of the other side.
<b>Formal Balance:</b>	Conscious symmetrical repetition, while clearly creating perfect balance, can be undeniably static, so that term "formal balance" is used to describe the same idea.
<b>Asymmetrical Balance:</b>	Balance achieved with dissimilar objects that have equal visual weight or equal eye attraction.
<b>Informal Balance:</b>	Another term for asymmetrical balance because it can appear more casual than a formal symmetrical portrait in feeling.
<b>Radial Balance:</b>	Balance can be achieved when elements radiate or circle out from a common central point.
<b>Crystallographic Balance:</b>	Also known as "allover pattern," crystallographic balance occurs when there is an equal emphasis over the whole format-the same weight or eye attraction literally everywhere.
<b>Texture:</b>	The surface quality of objects that appeals to the tactile sense.
<b>Value:</b>	Degree of light or dark in a color or an image.
<b>Tint:</b>	A hue or color mixed with white.
<b>Shade:</b>	A hue or color mixed with black.