



UNIVERSITY
OF
JOHANNESBURG

FACULTY OF ART, DESIGN AND ARCHITECTURE
DEPARTMENT OF INDUSTRIAL DESIGN

INDUSTRIAL DESIGN DRAWING 1 BADD2Y1

Lecturer: Antonio Marin
01-10-2018

COMPOSITION



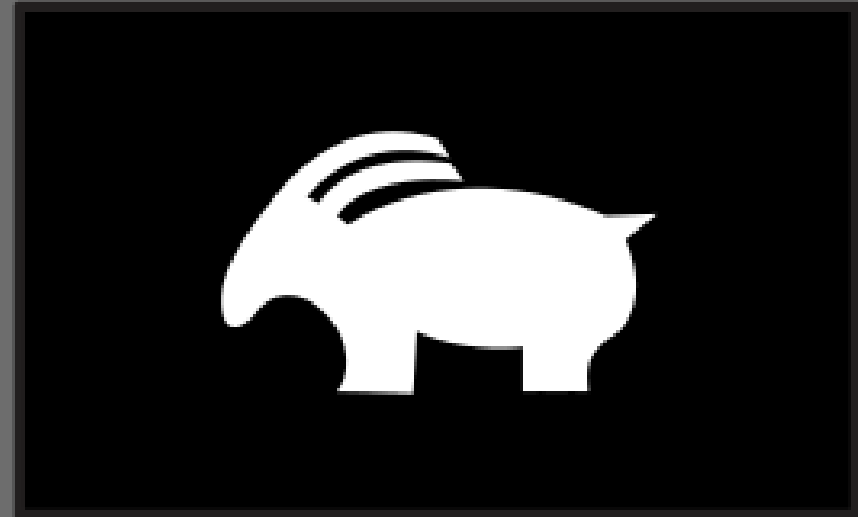
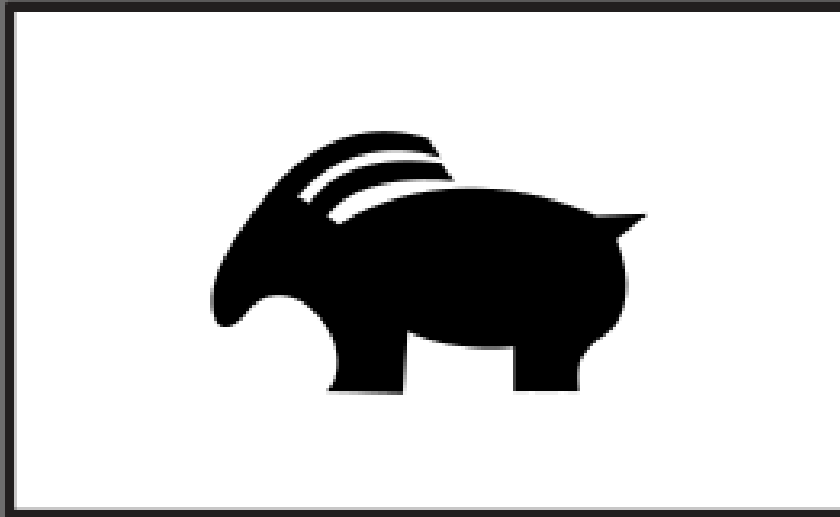
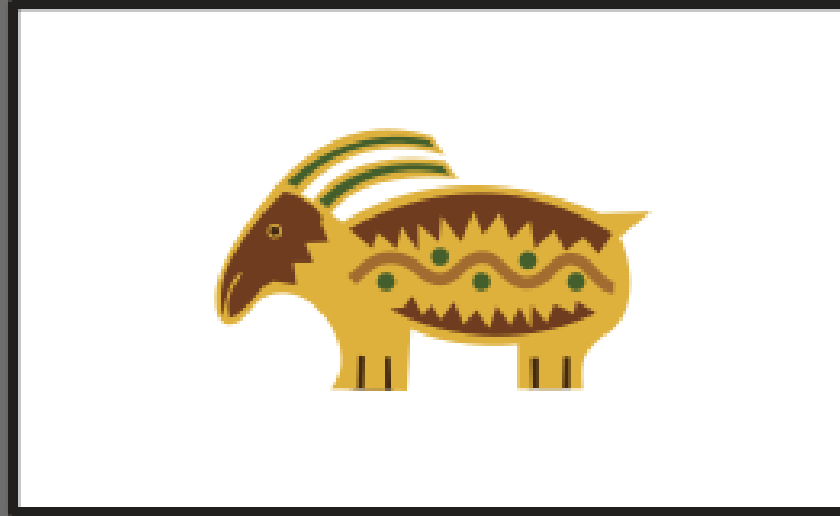
FRAME

2



1

NEGATIVE SPACE



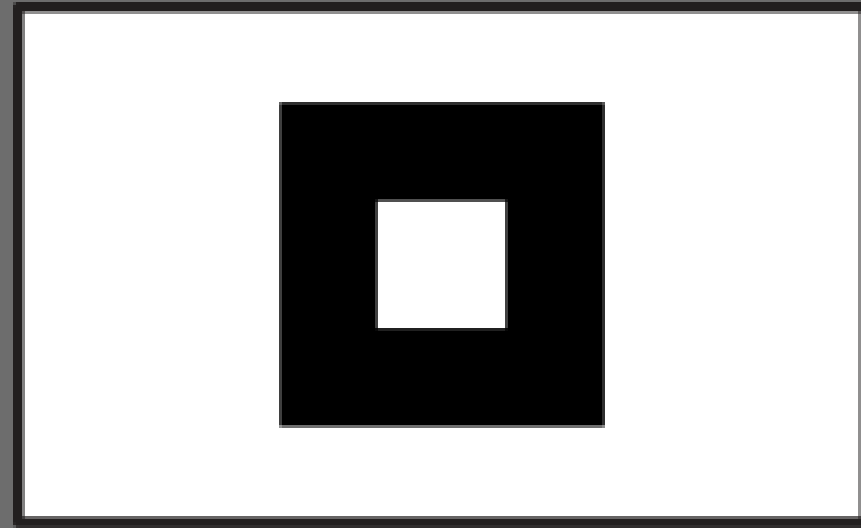
NEGATIVE SPACE



CONTRAST

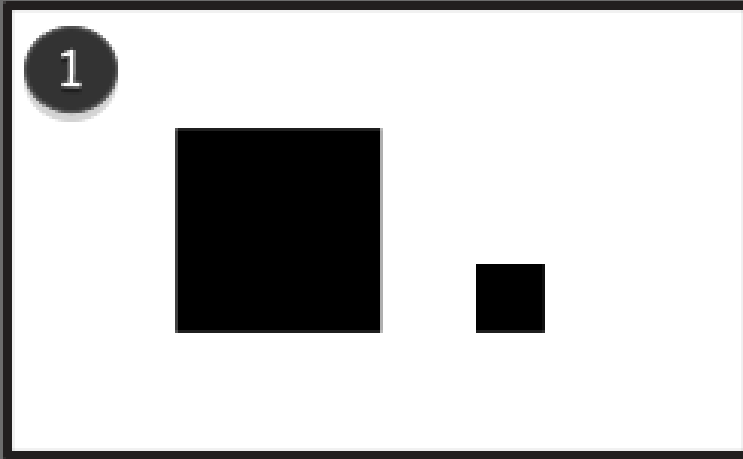


Low contrast shows you the same thing more slowly, with more effort, which results in an attenuated reaction.

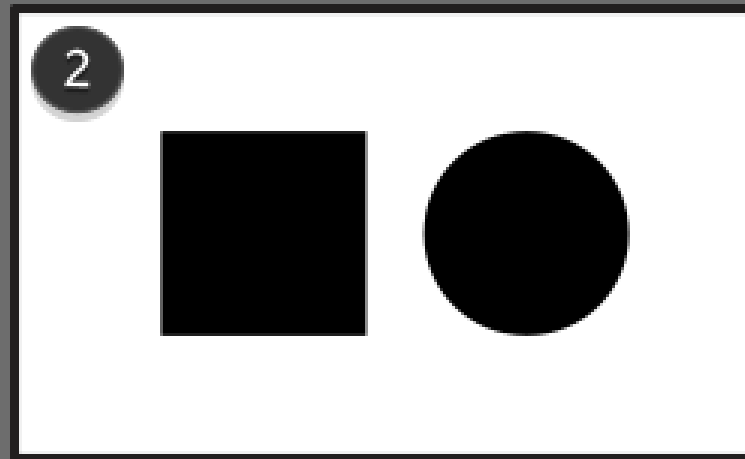


High contrast causes you to find an item quickly, which gives you a sudden point of interest.

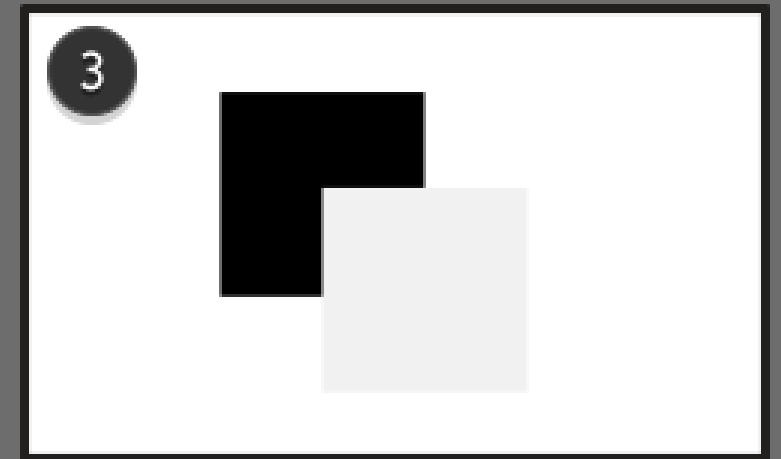
CONTRAST



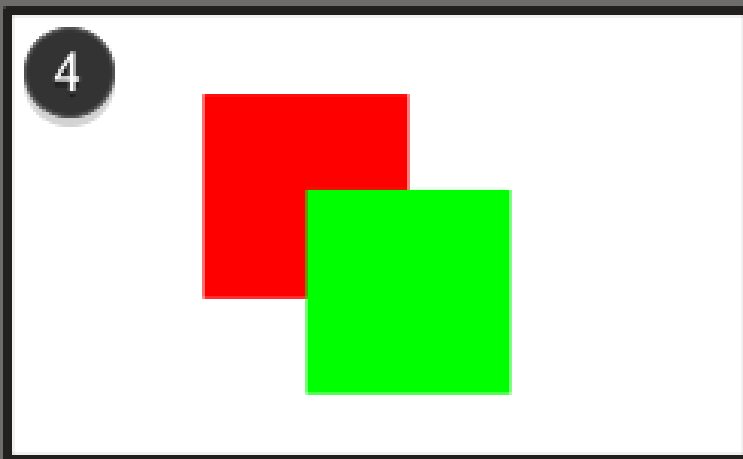
Size (Big vs. Small)



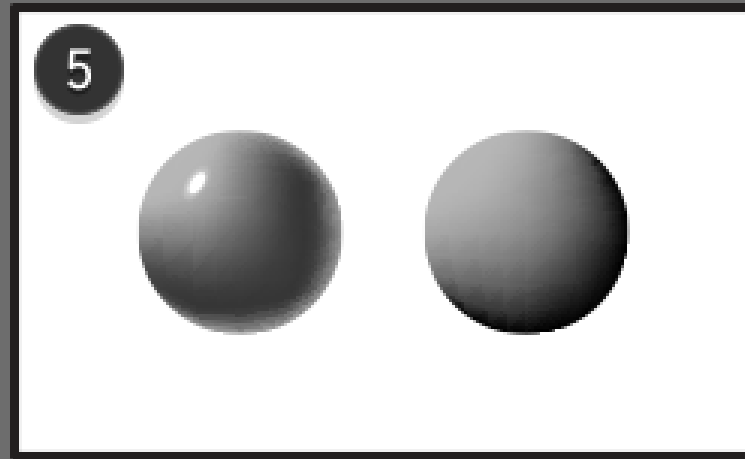
Form (Square vs. Circle)



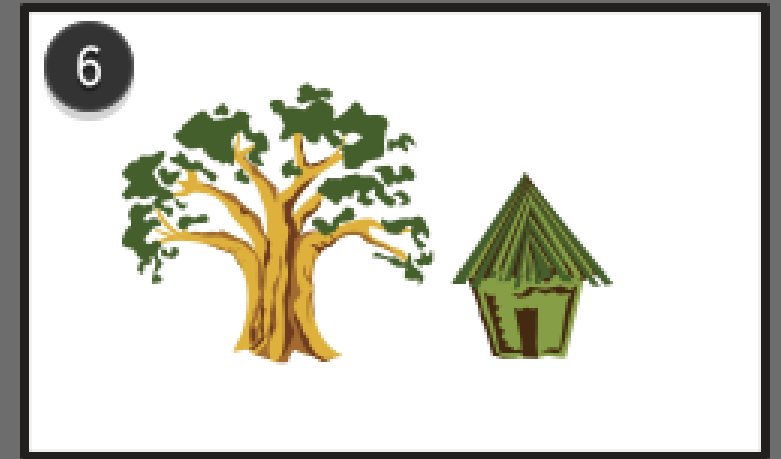
Shade (Dark vs. Bright)



Tone (Red vs. Green)

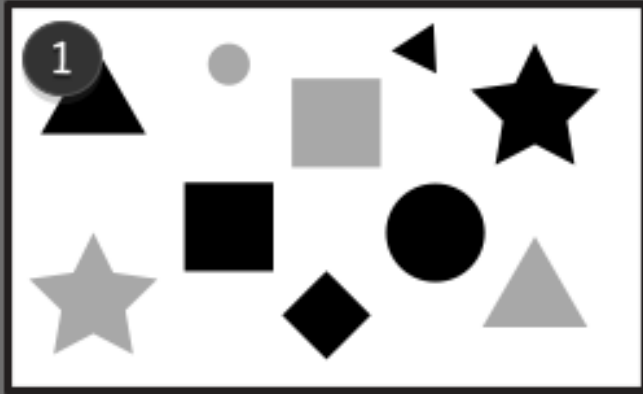


Materials (Bright vs. Matte)

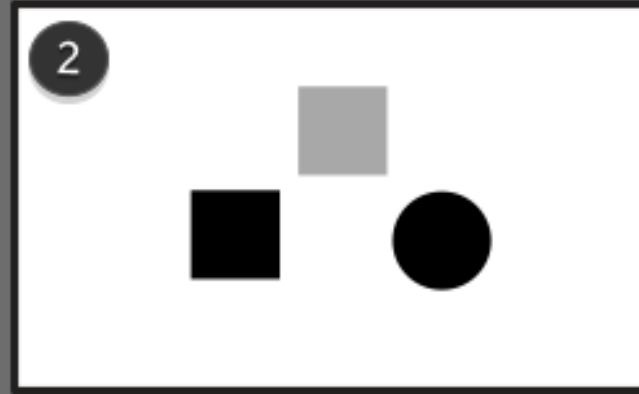


Theme (Tree vs. Hut)

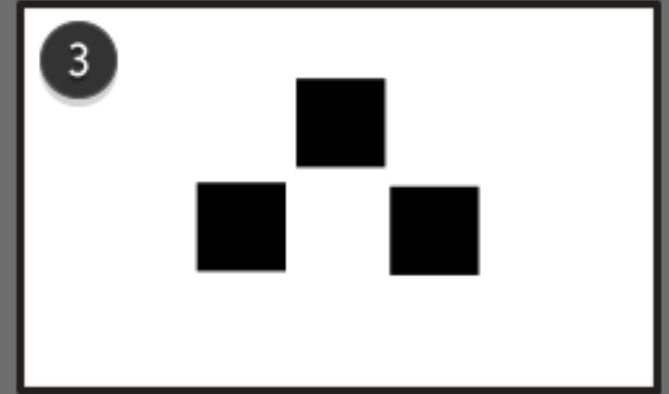
CONTRAST



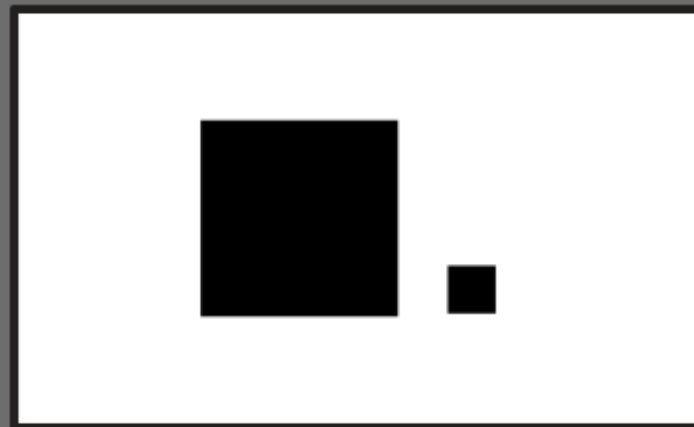
1 - chaos



2-balance

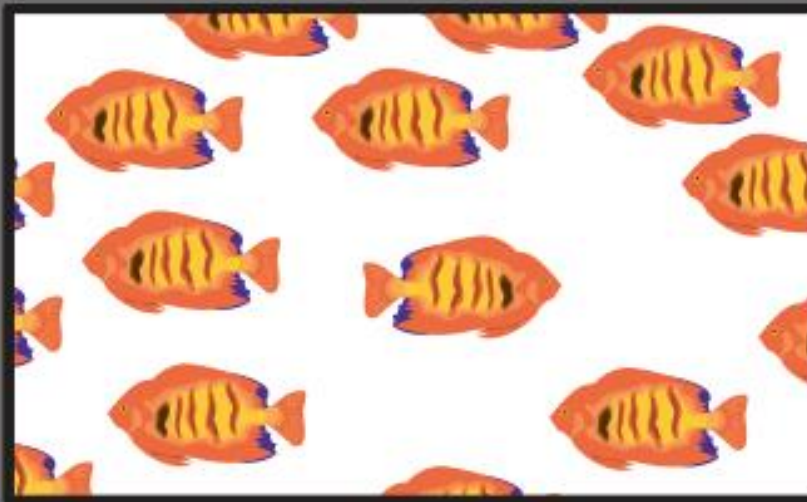
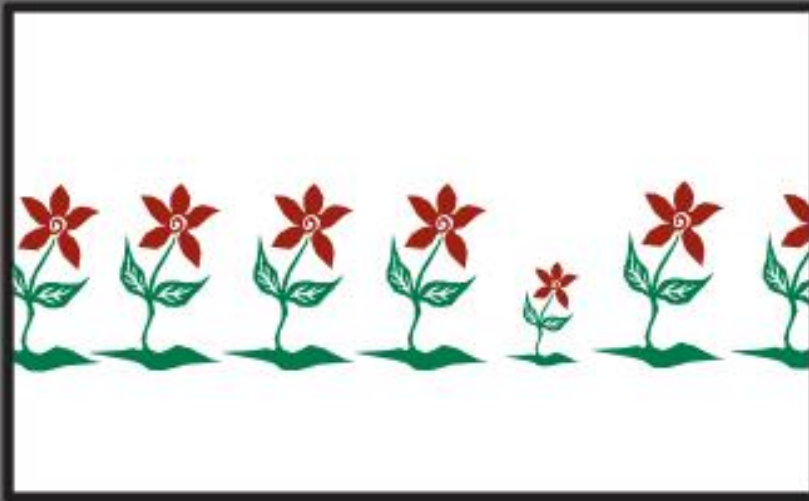


3 - order

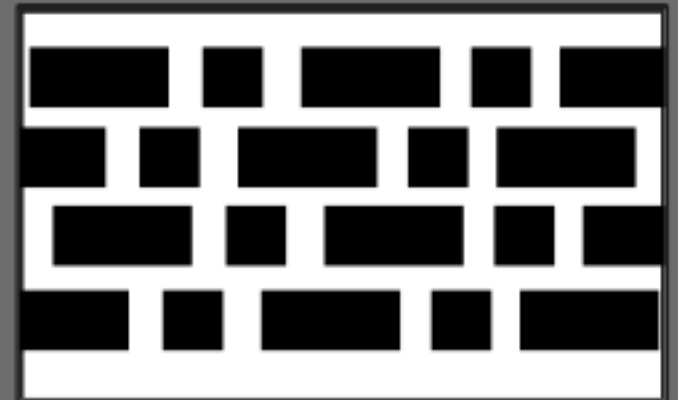
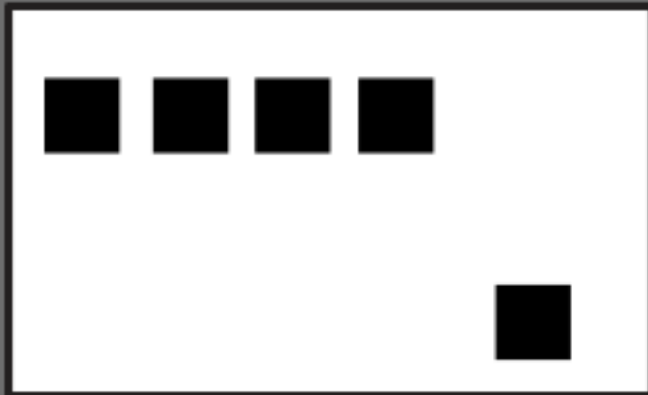


4 - scale

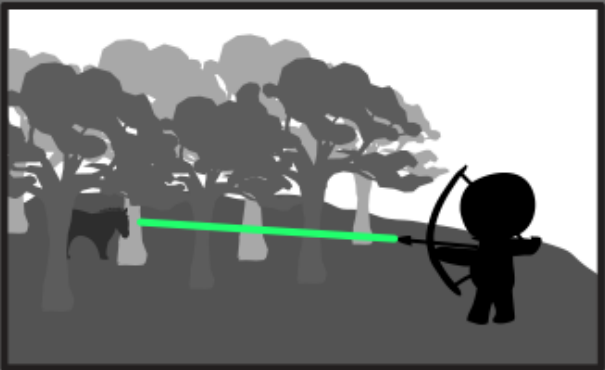
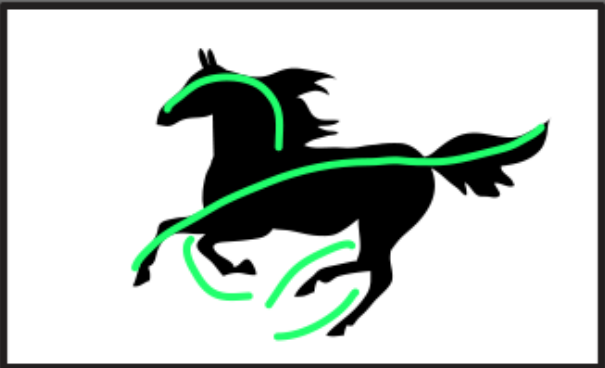
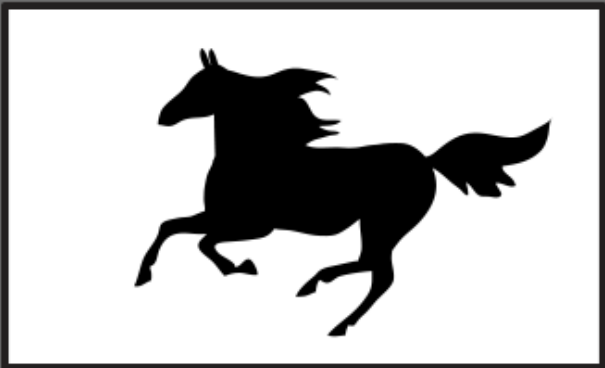
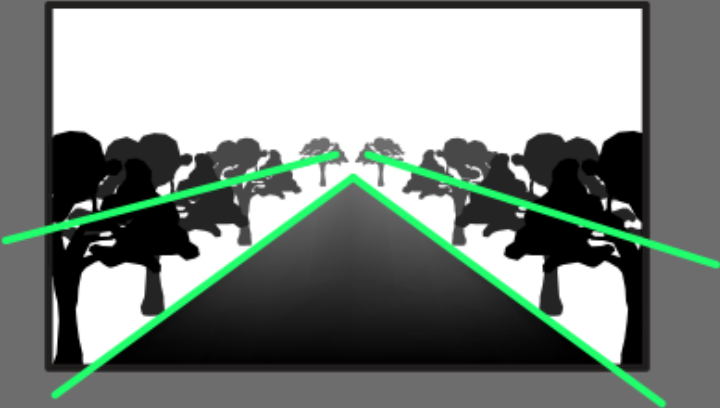
RITHM



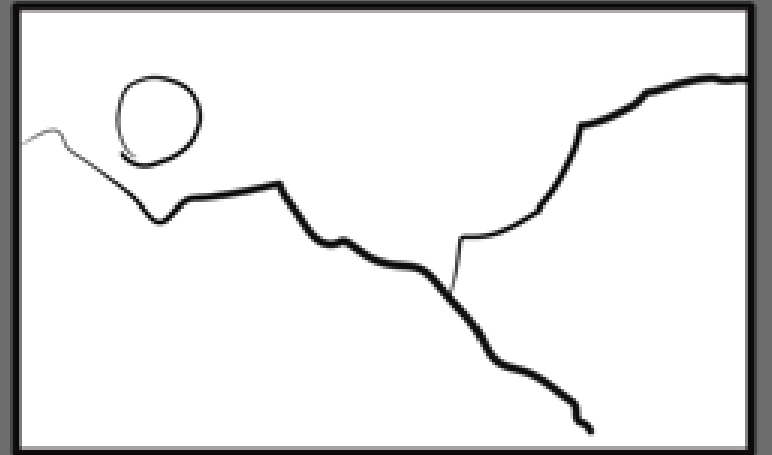
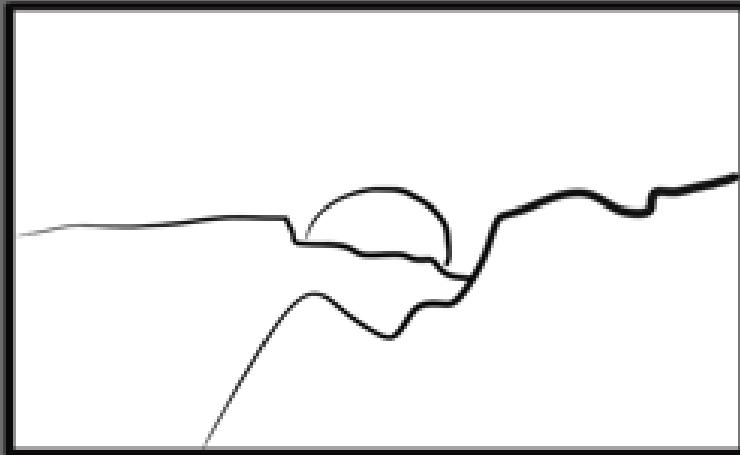
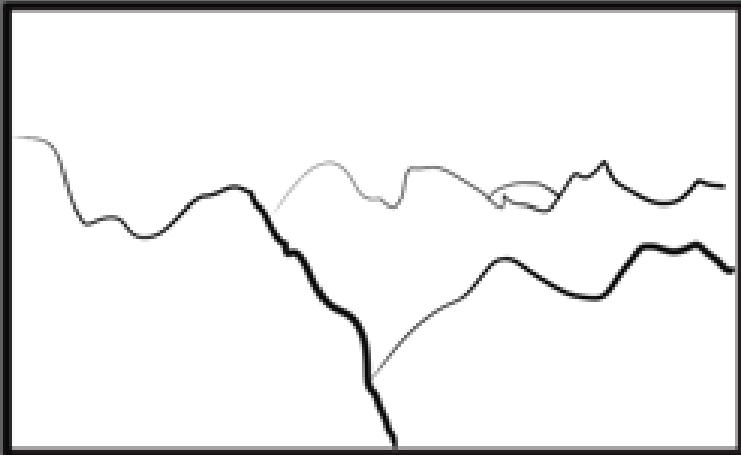
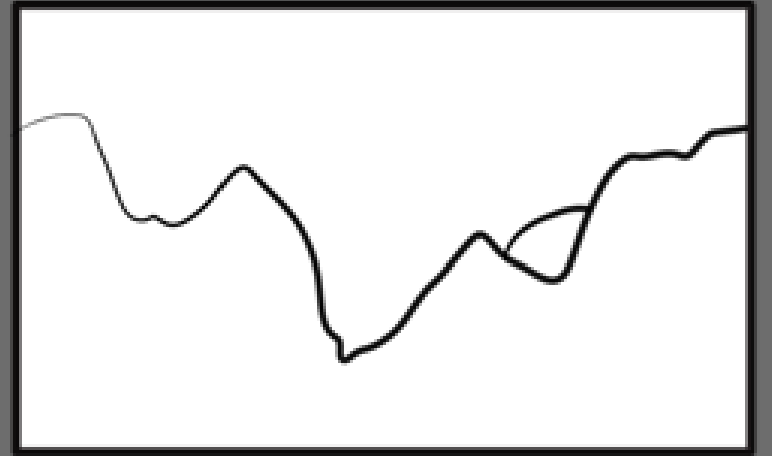
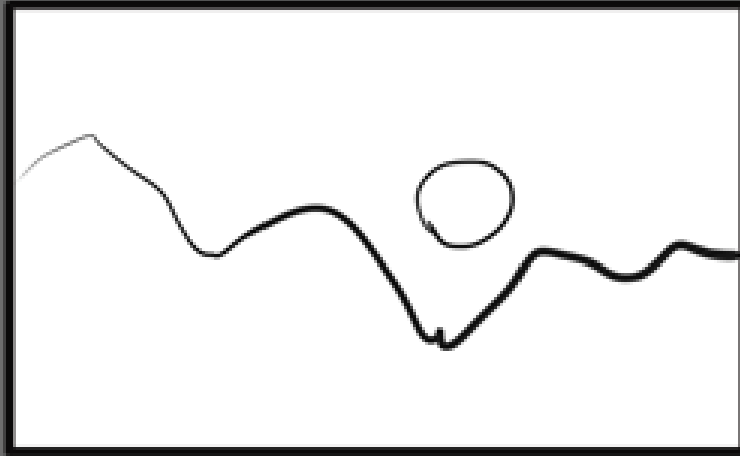
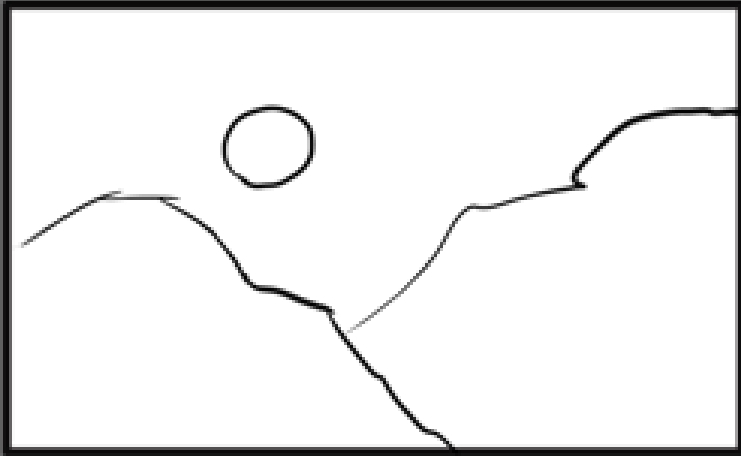
RITHM



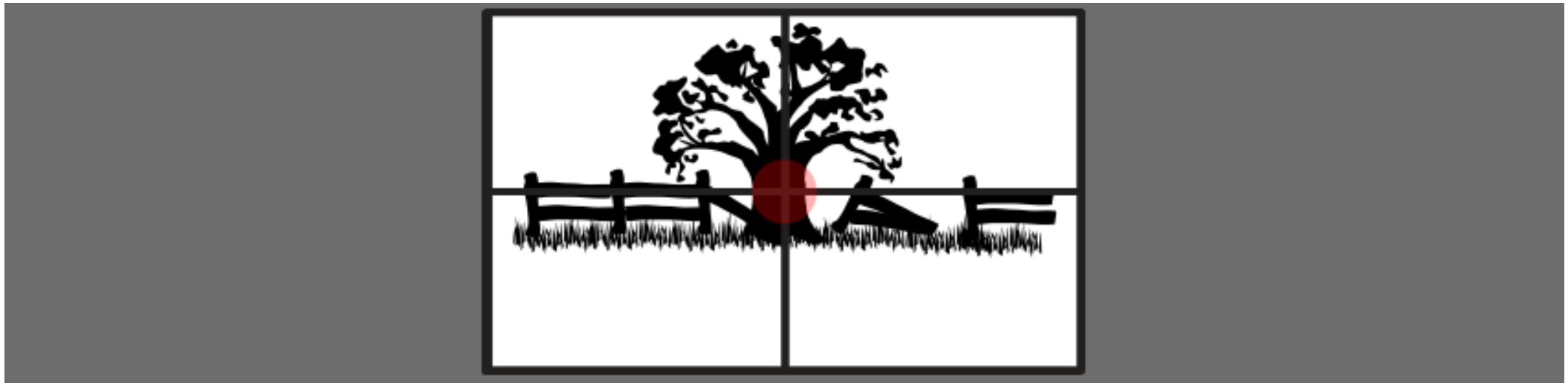
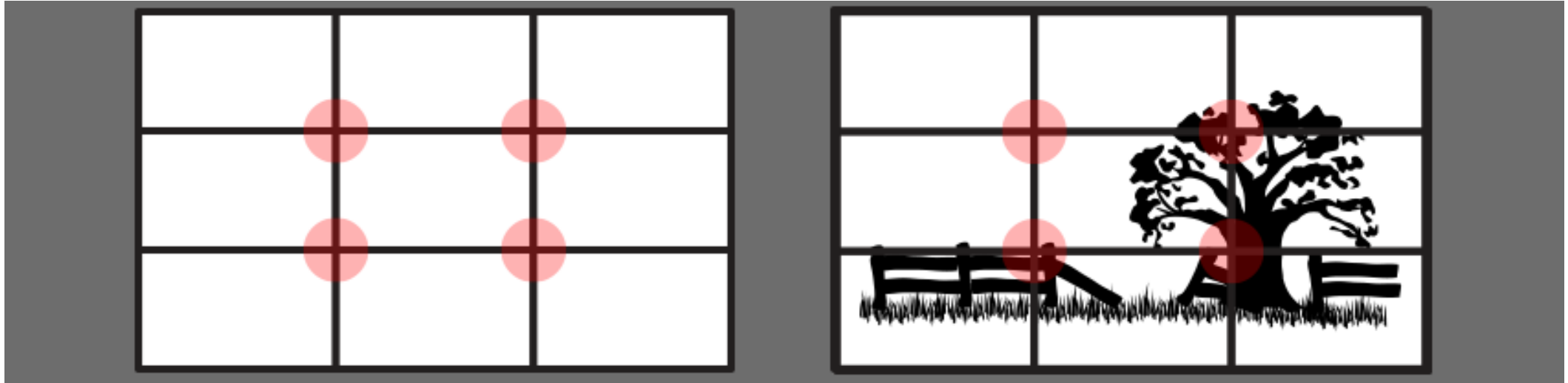
FOCAL POINTS



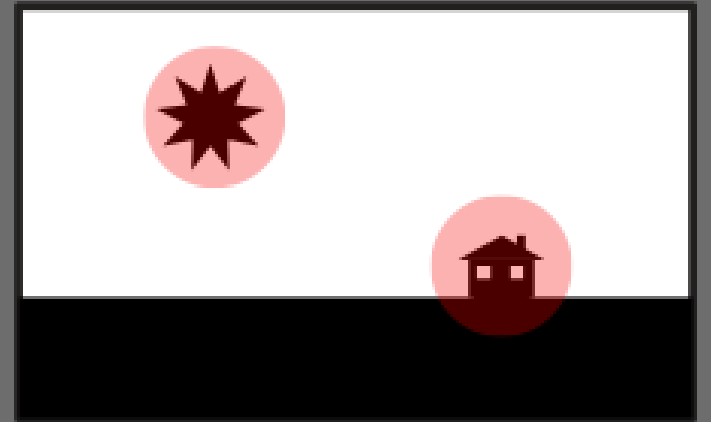
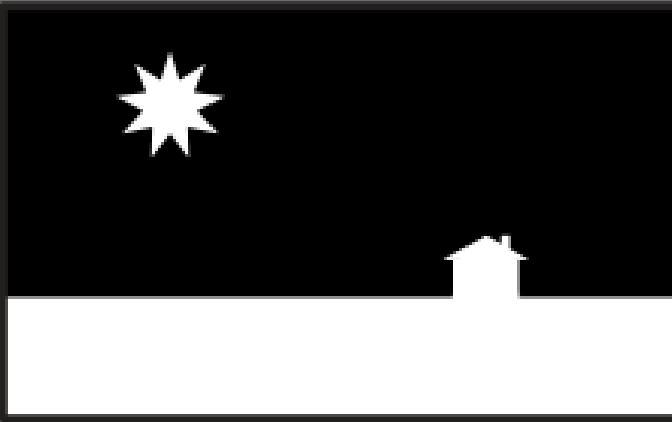
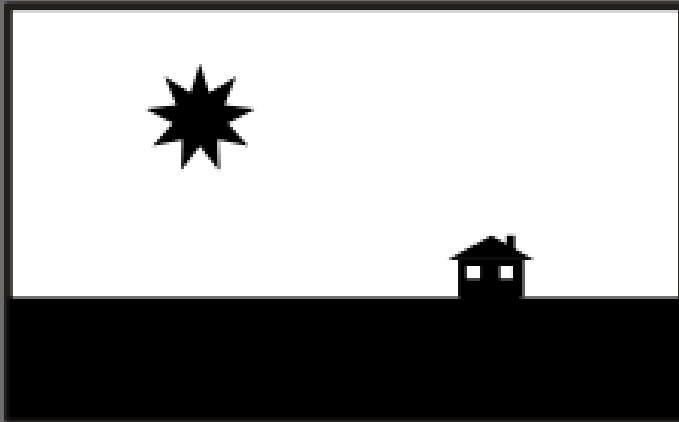
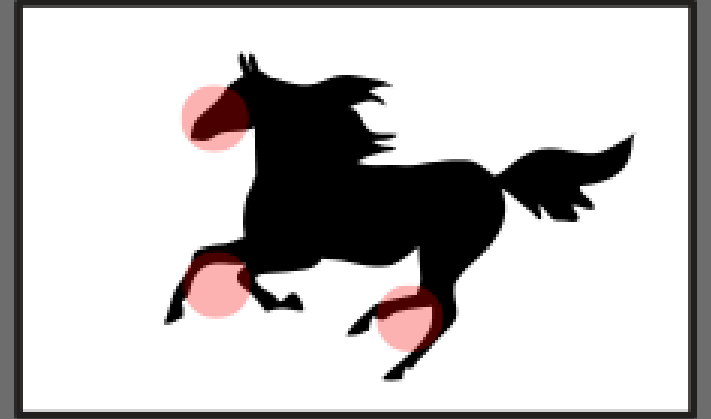
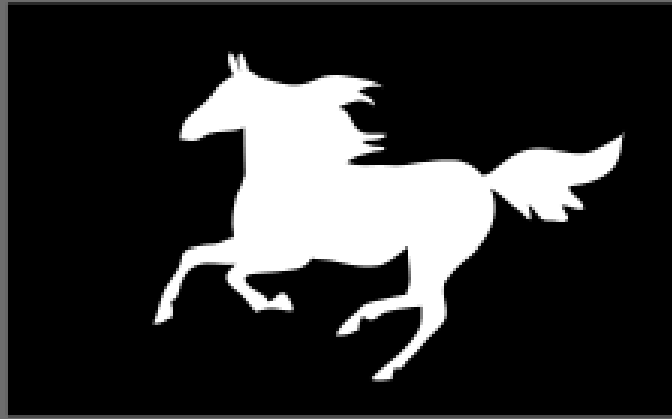
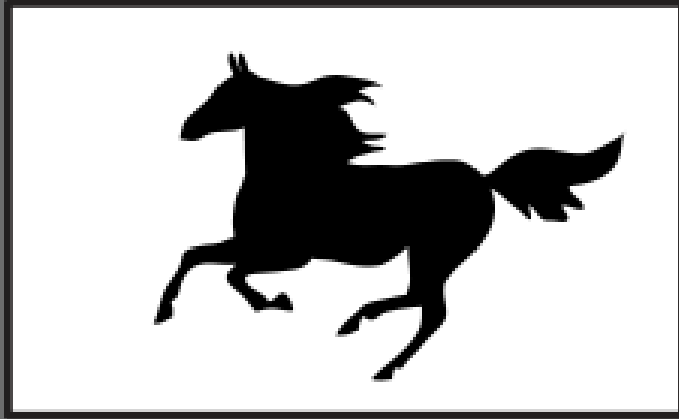
COMPOSITION



RULE OF THIRDS

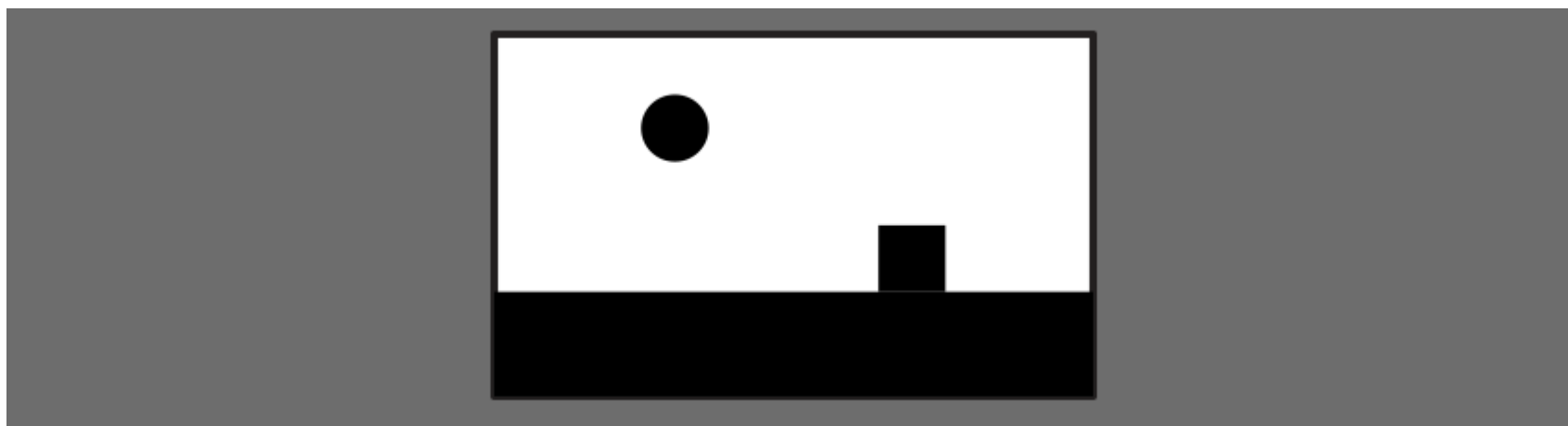
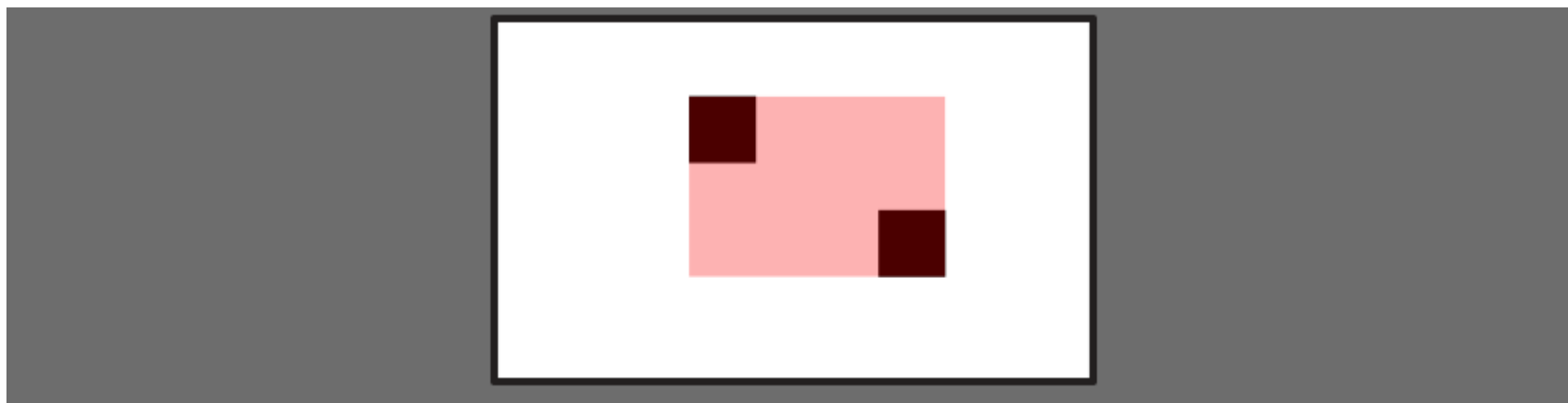
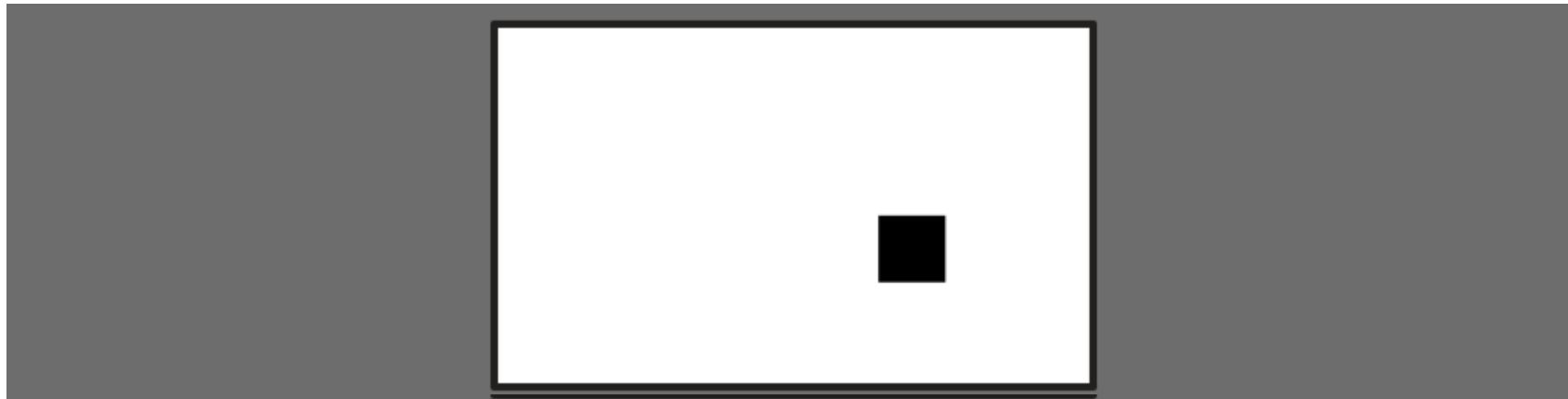


ASSIGNING WEIGHTS TO THE ELEMENTS OF THE IMAGE

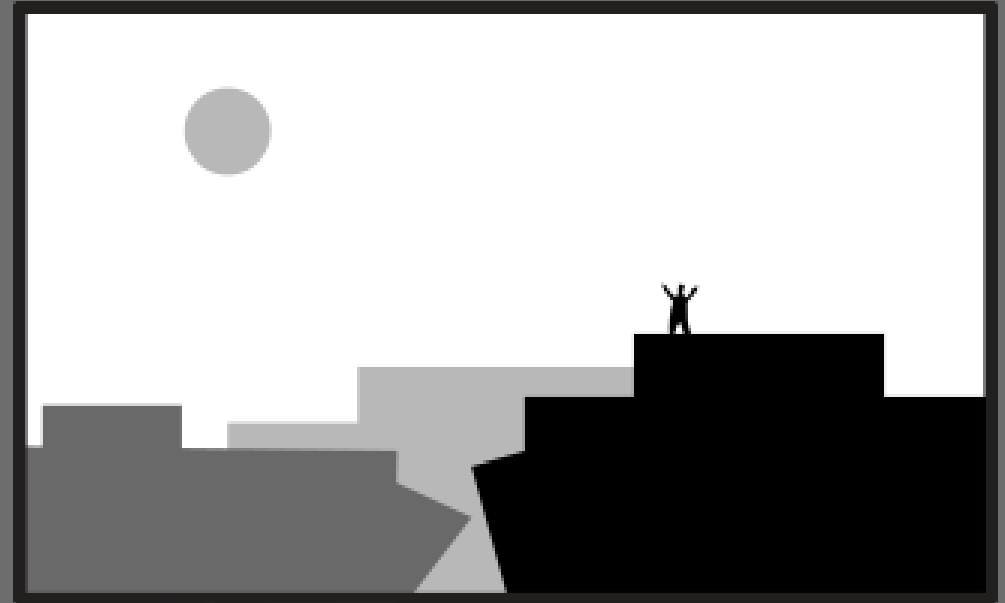
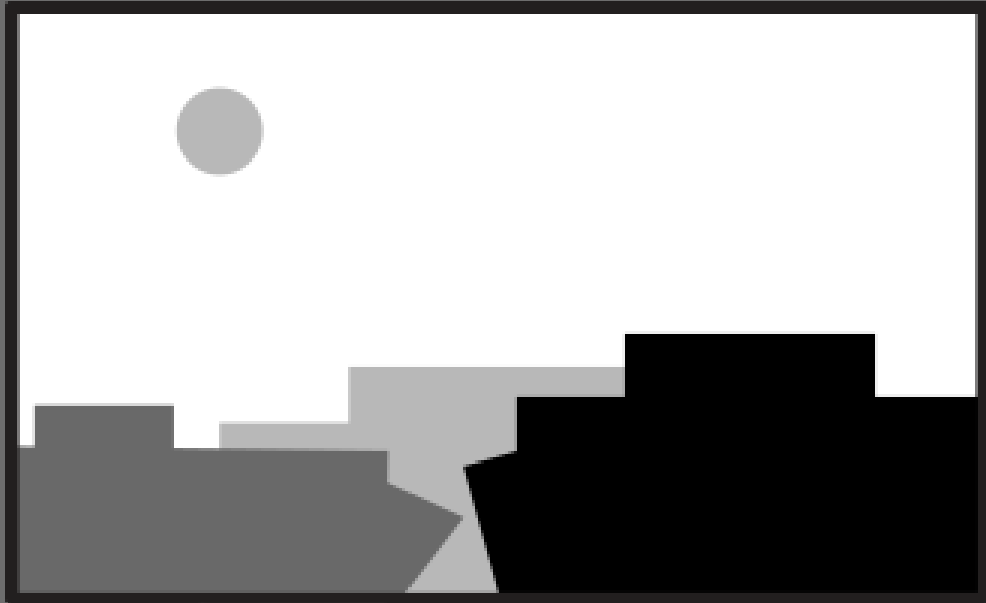


A balanced composition feels right. It feels stable and aesthetically pleasing

ASSIGNING
WEIGHTS TO
THE ELEMENTS
OF THE IMAGE

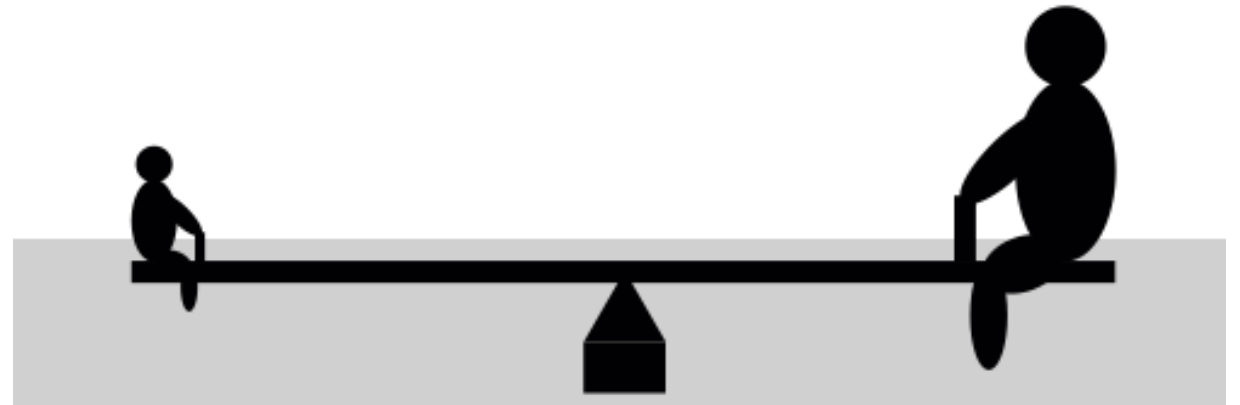
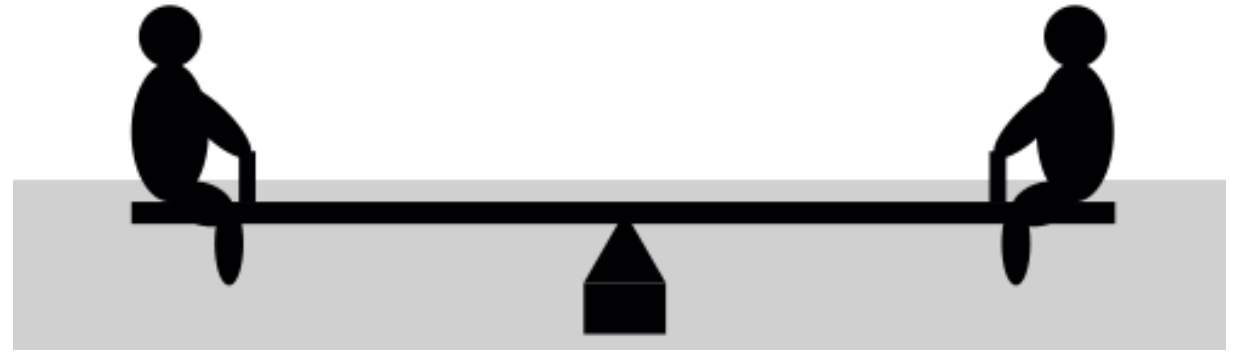


PERSPECTIVE - ESCAPE

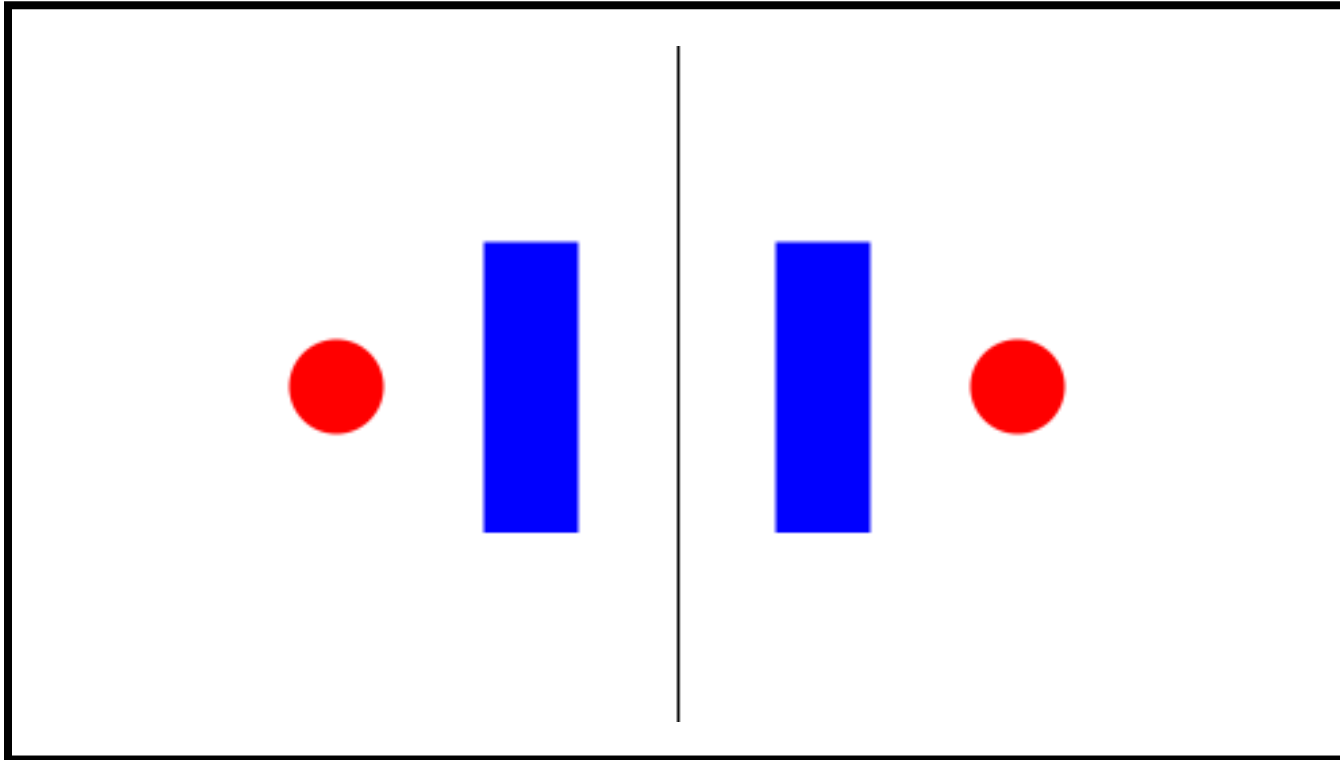


PHYSICAL AND VISUAL BALANCE

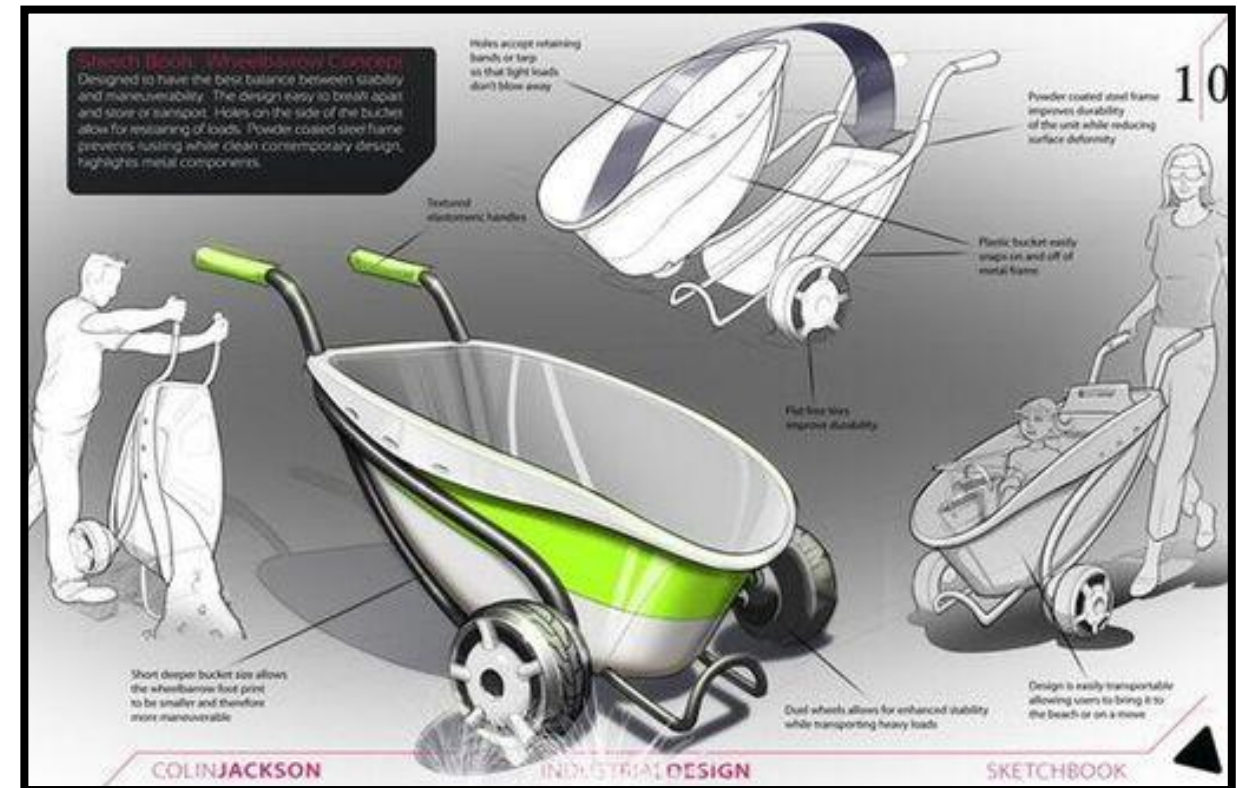
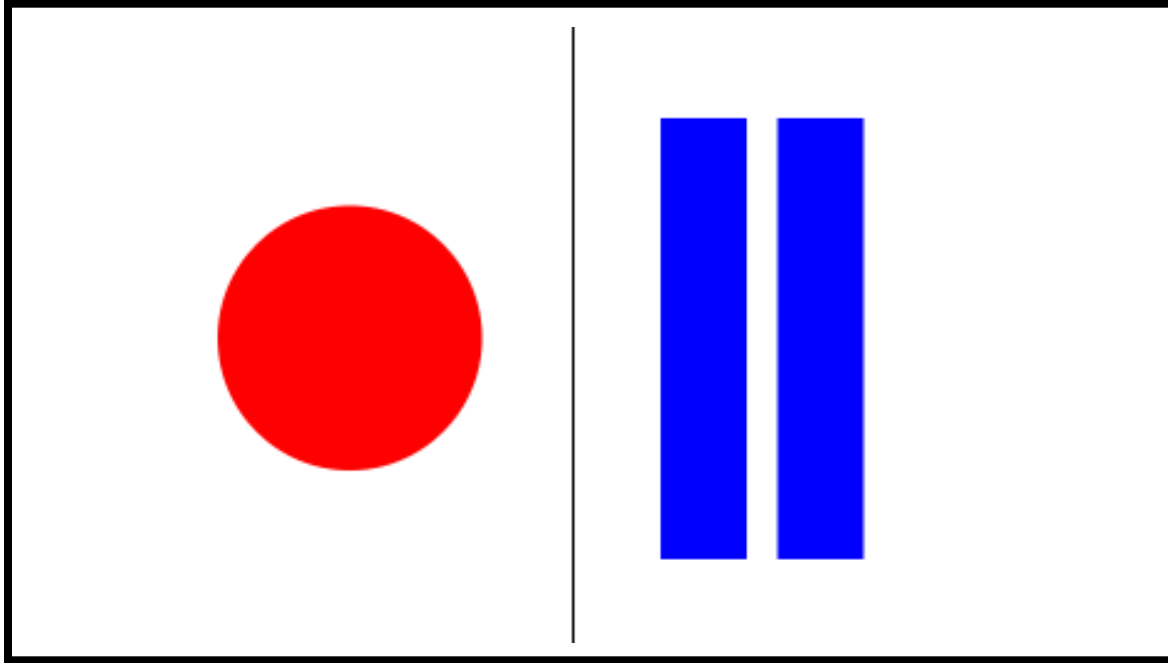
Balancing a composition involves **arranging both positive elements and negative space** in such a way that no one area of the design overpowers other areas.



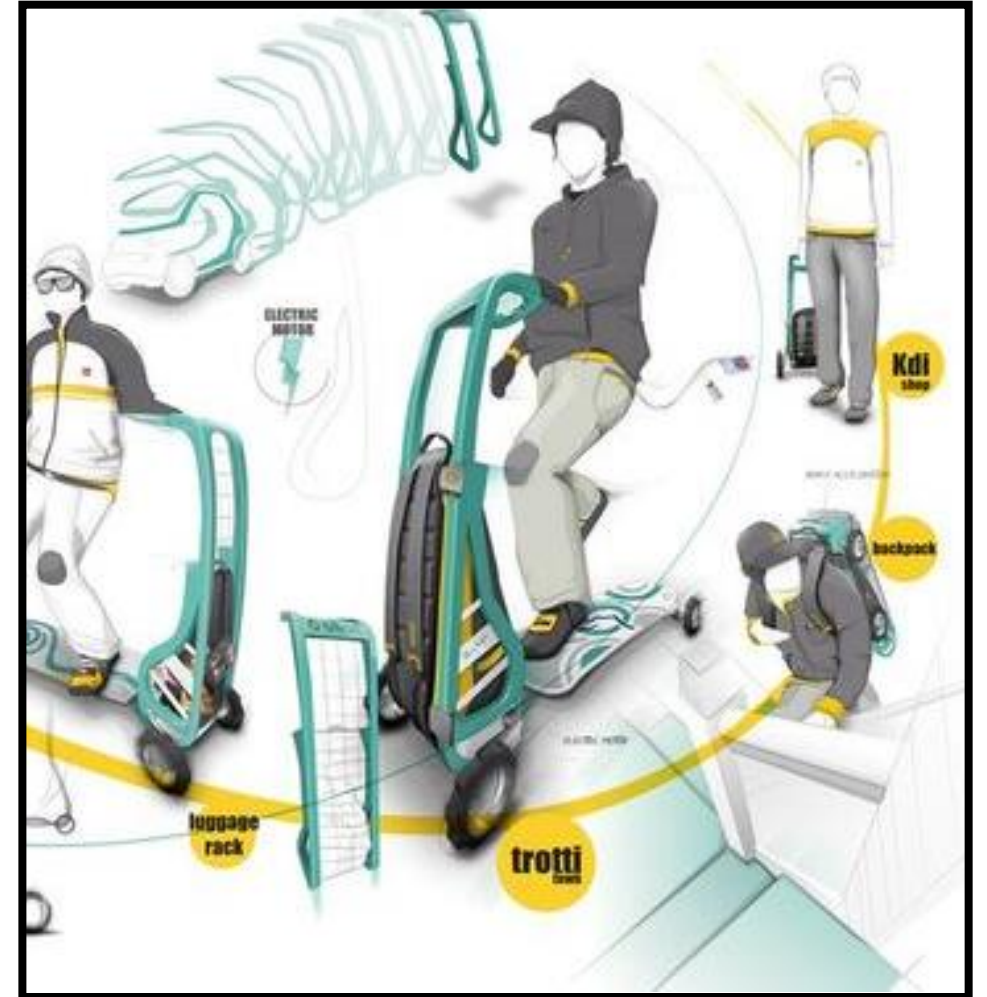
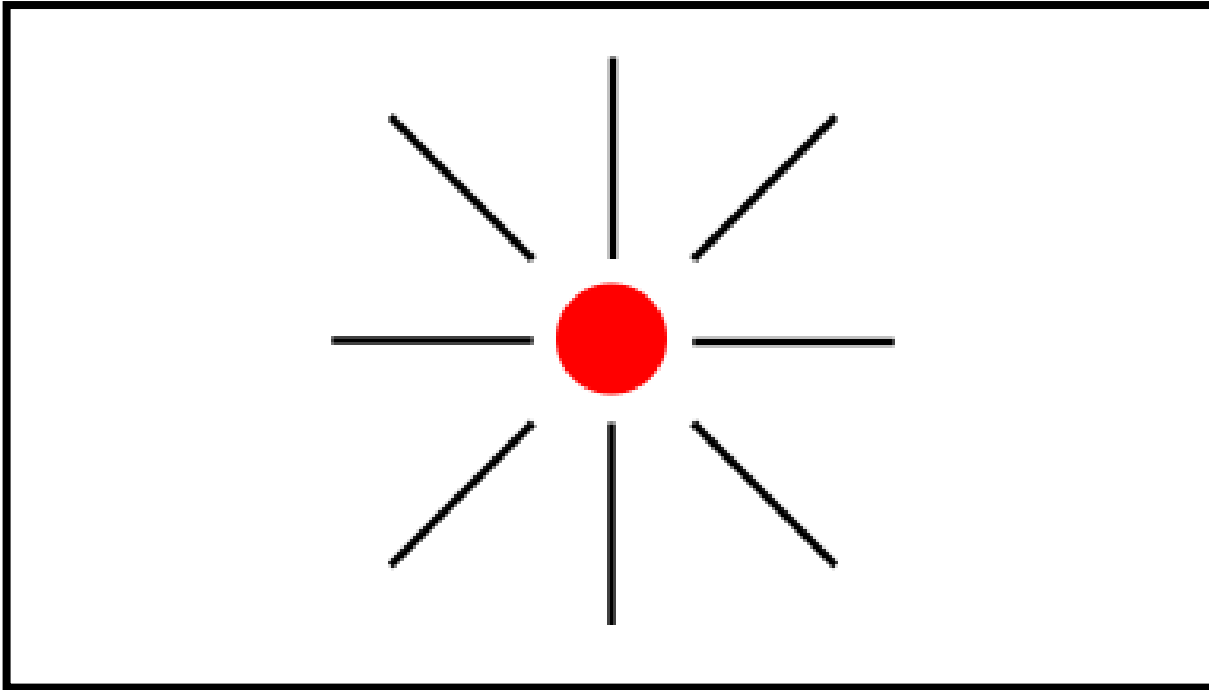
SYMMETRICAL BALANCE



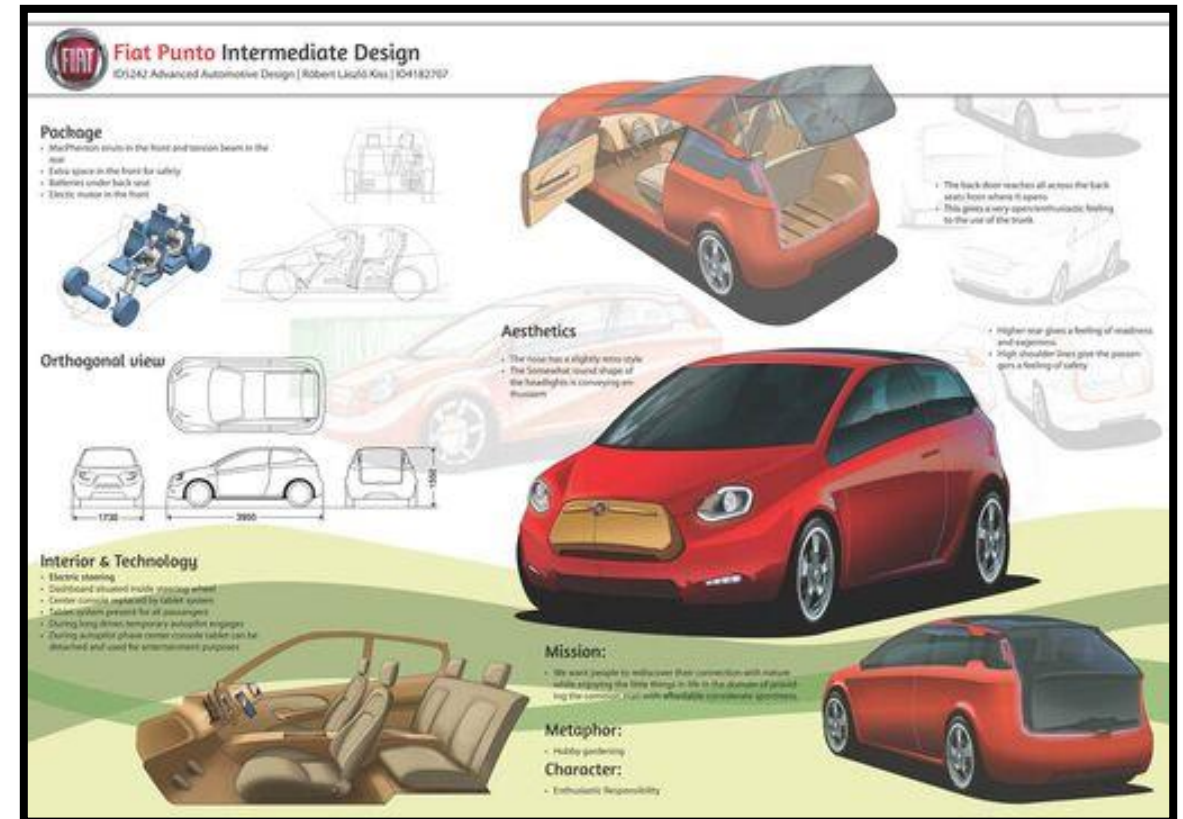
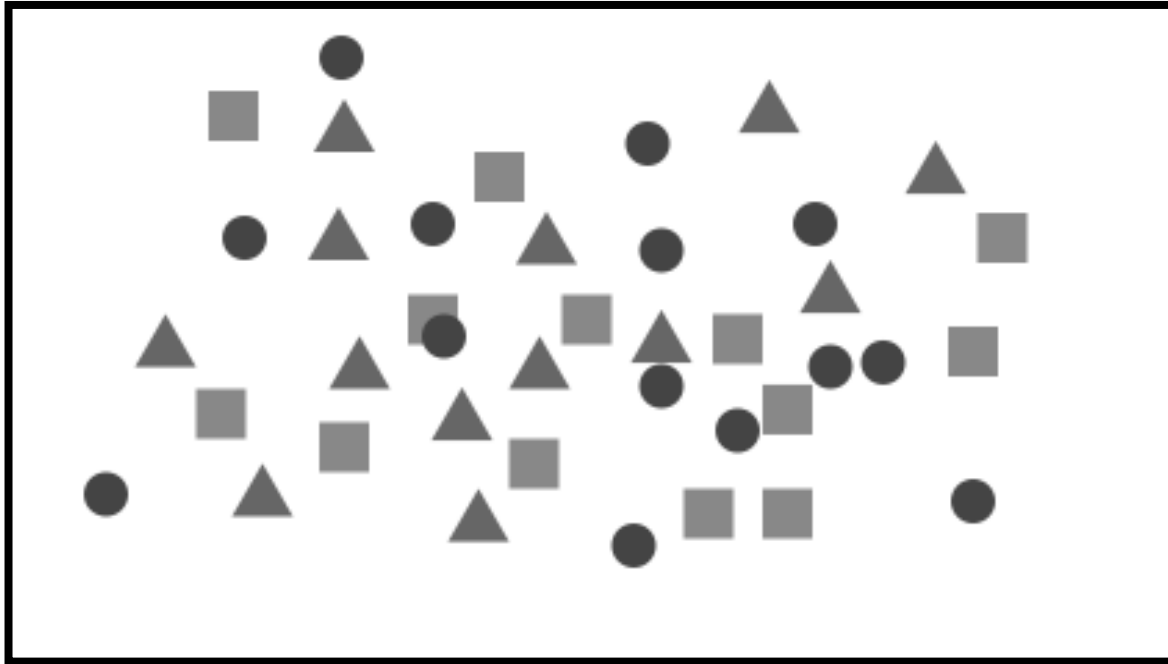
ASYMMETRICAL BALANCE



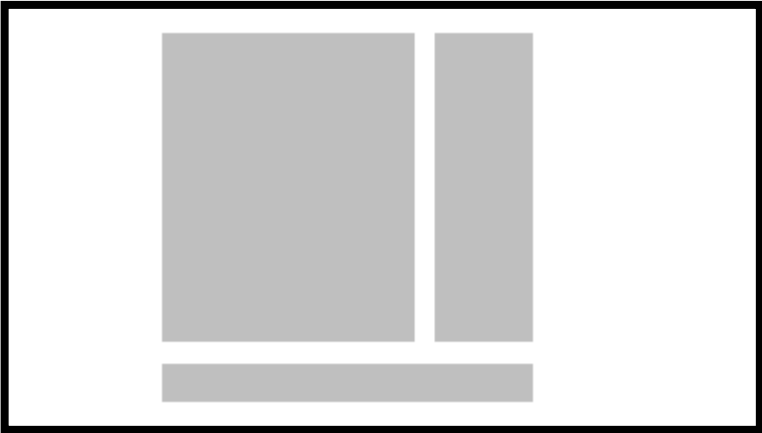
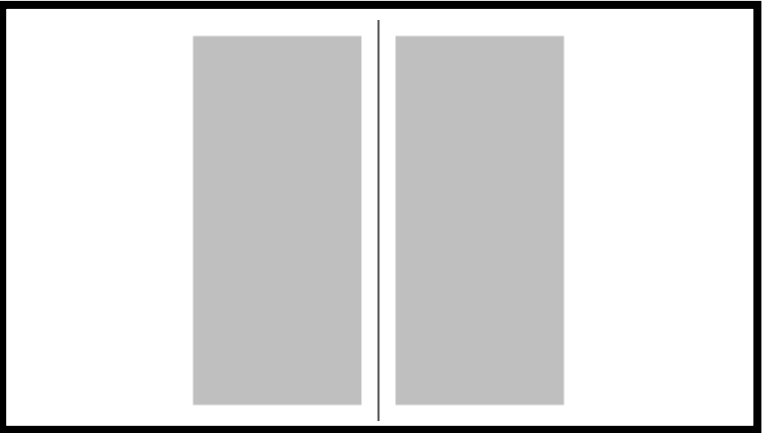
RADIAL BALANCE



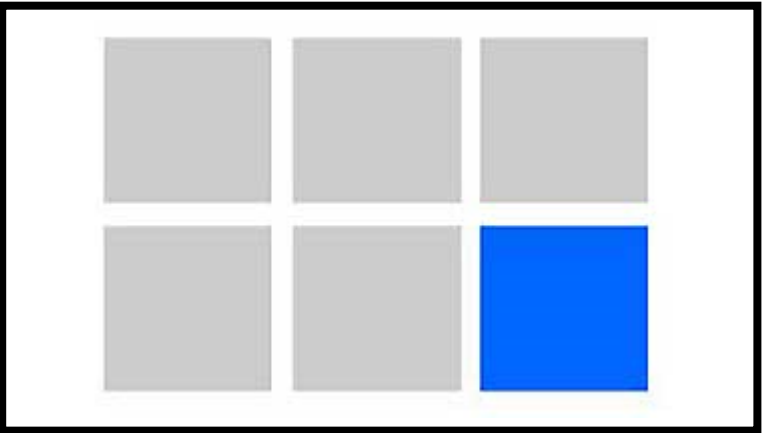
MOSAIC BALANCE



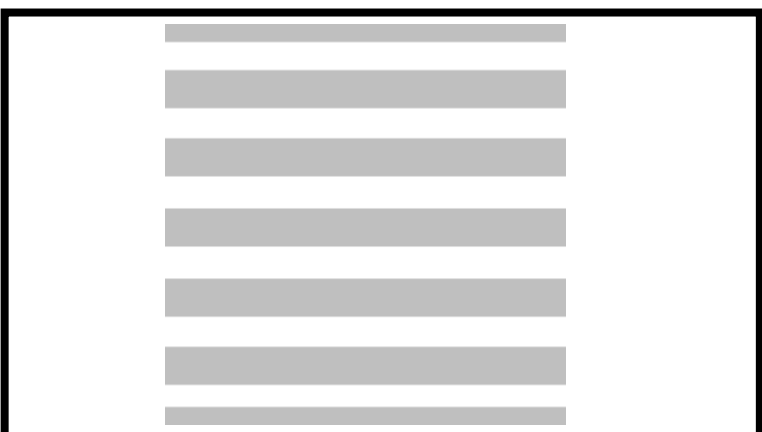
SYMMETRY /
ASYMMETRY



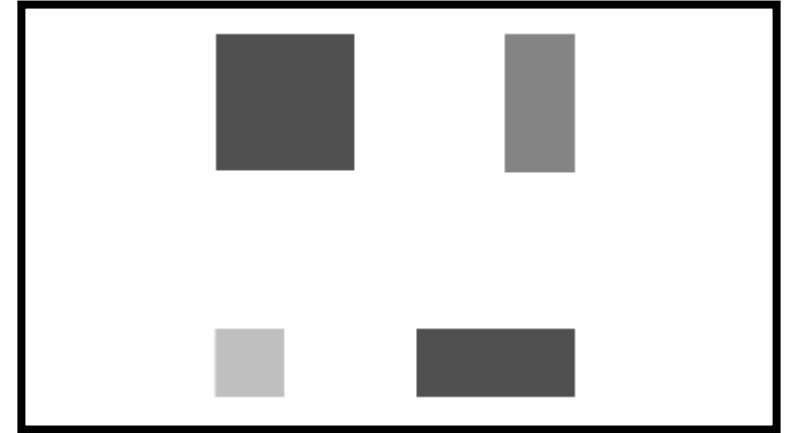
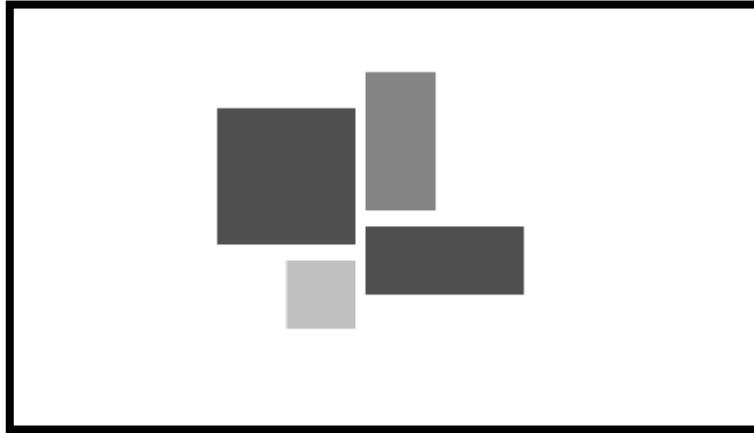
CONTRAST



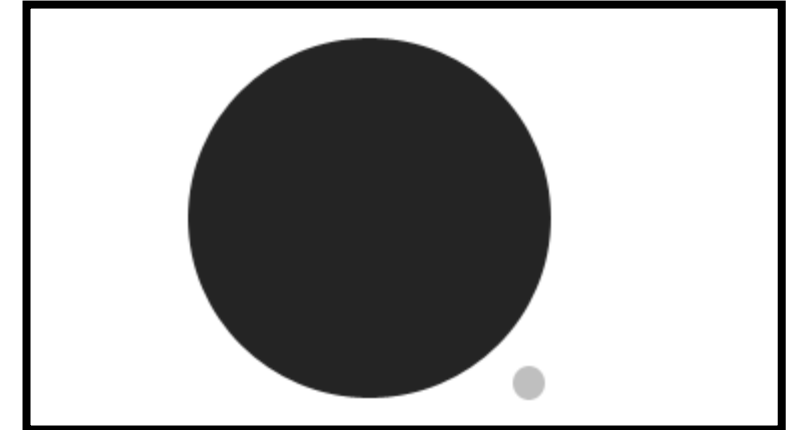
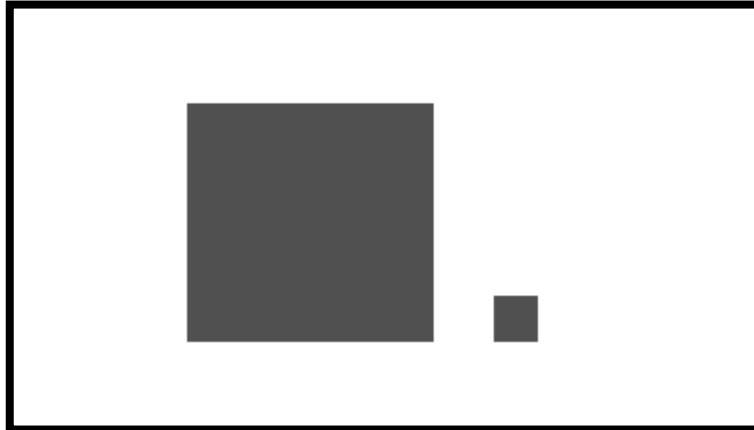
RYTHM



HARMONY /
DISHARMONY



PROPORTION



RESOURCES

<https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/>

<https://design.tutsplus.com/es/articles/how-to-create-interesting-composition-in-drawing--cms-27402>

https://www.onlinedesignteacher.com/2015/11/design-principles_69.html

https://www.siggraph.org/education/materials/HyperGraph/design/composition/balance_in_composition.htm

<https://lisacharlotterost.github.io/2014/06/18/Tension-and-Balance-in-Graphic-Design/>