



VISUAL ORDER.

content.

figure/ground

similarity

proximity

closure

continuation

translation

rotation

reflection

glide/reflection

dilation

structured space

symmetric balance

asymmetric balance

ambiguous balance

neutral balance



we tend to see figures with similar characteristics—eg: shape, color, texture, etc.
as belonging together _

figure/ground.



70 80

● // // // ● // // // //

PERATURE

we have the same qualities so we are automatically friends_

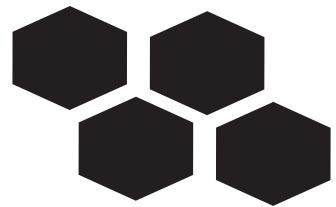
similarity.





come stand next to me and be in my gang.

proximity.



please fill in the blanks.

closure.

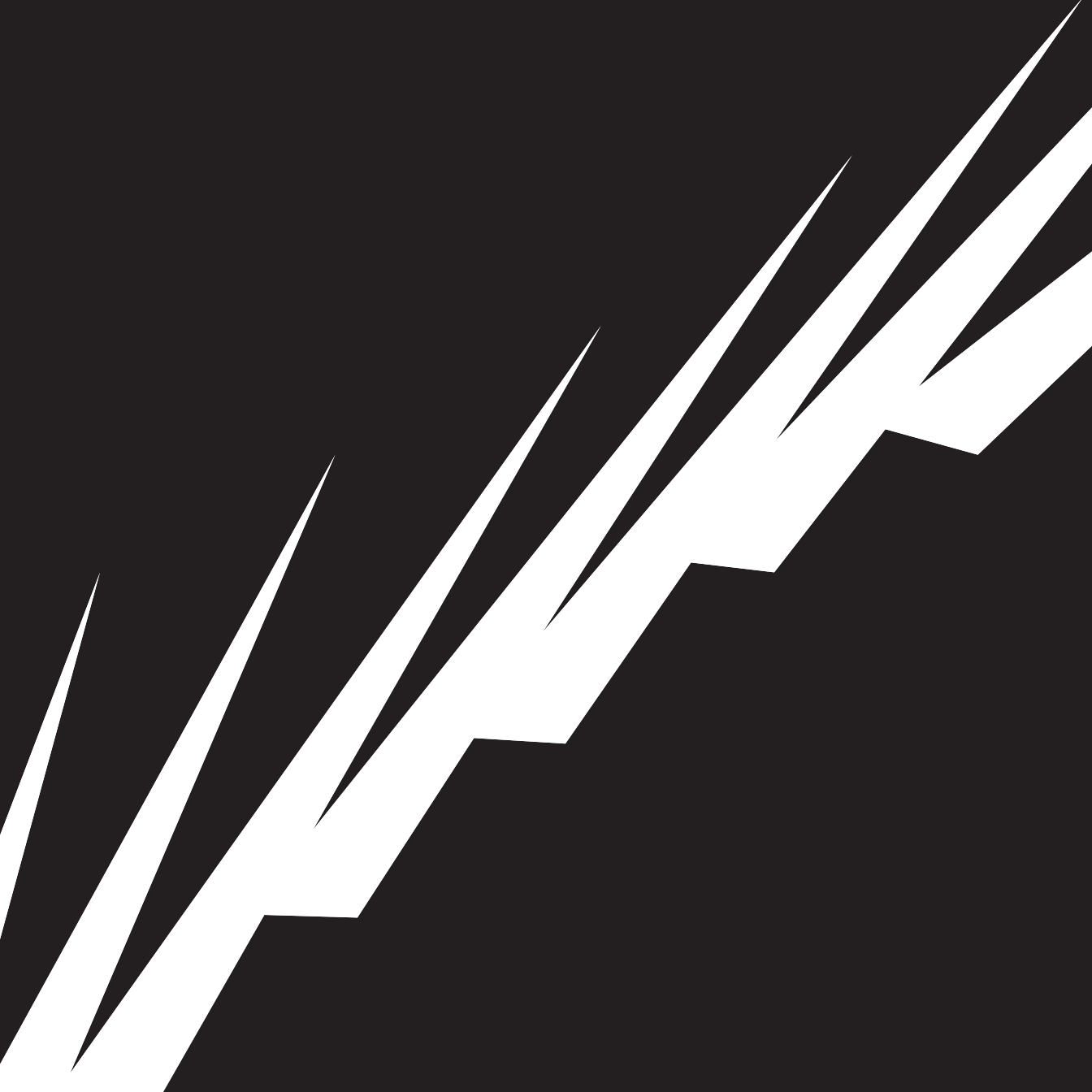






follow me I keep going and going and going and going...

continuance.

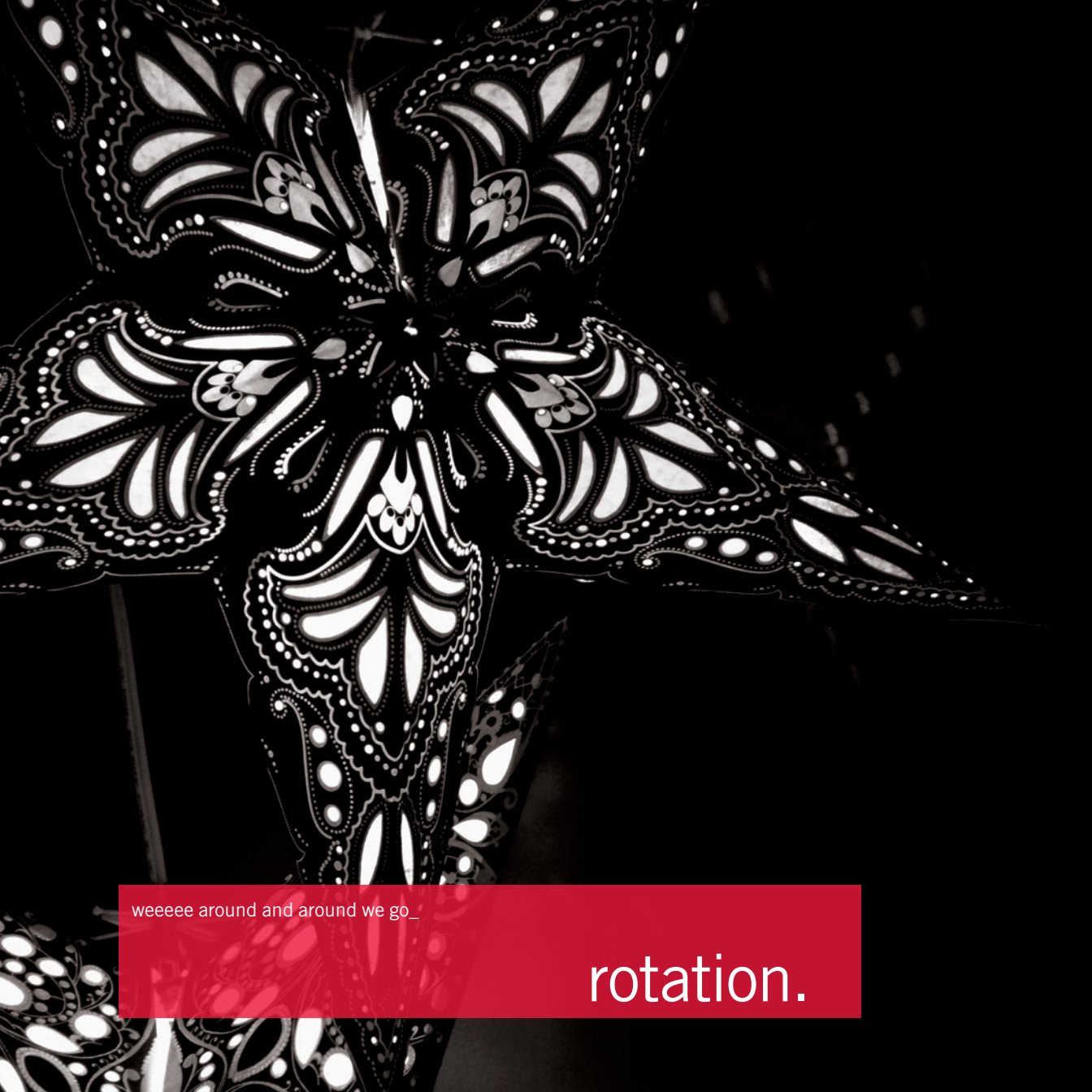




we're taking a field trip to over here_

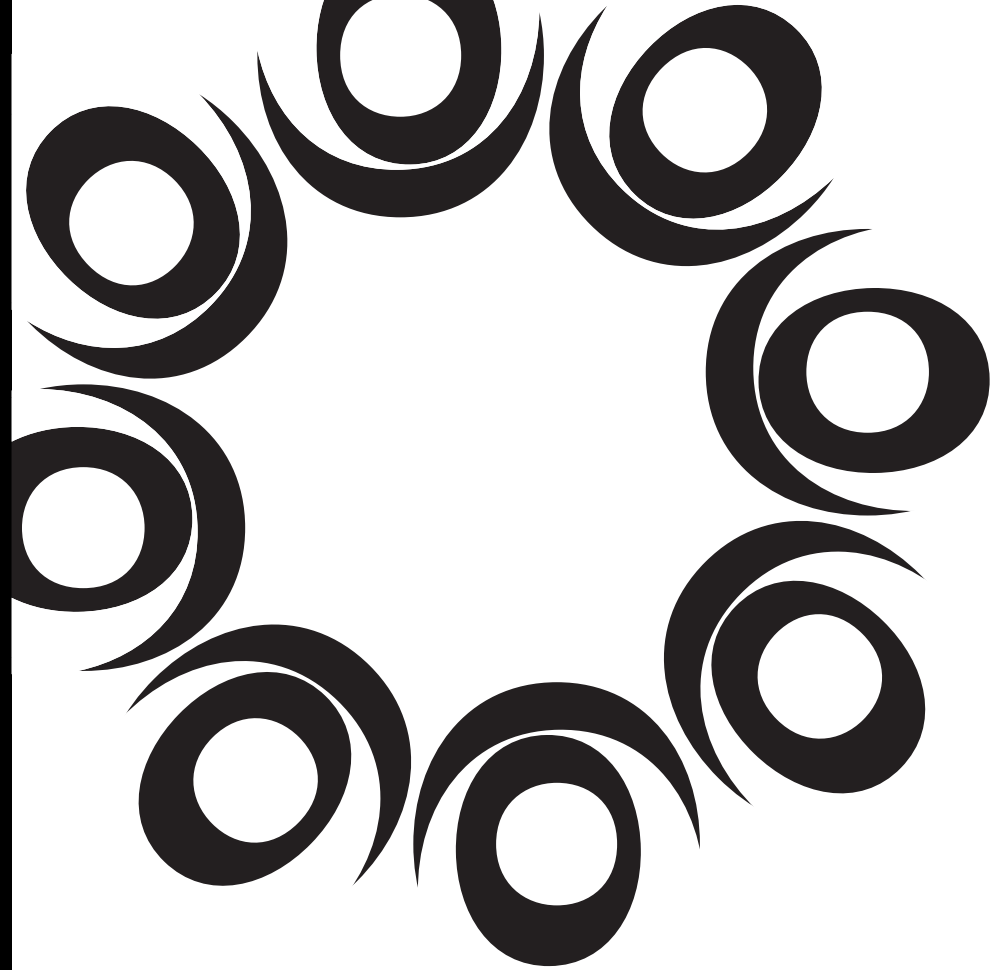
translation.





weeeeee around and around we go_

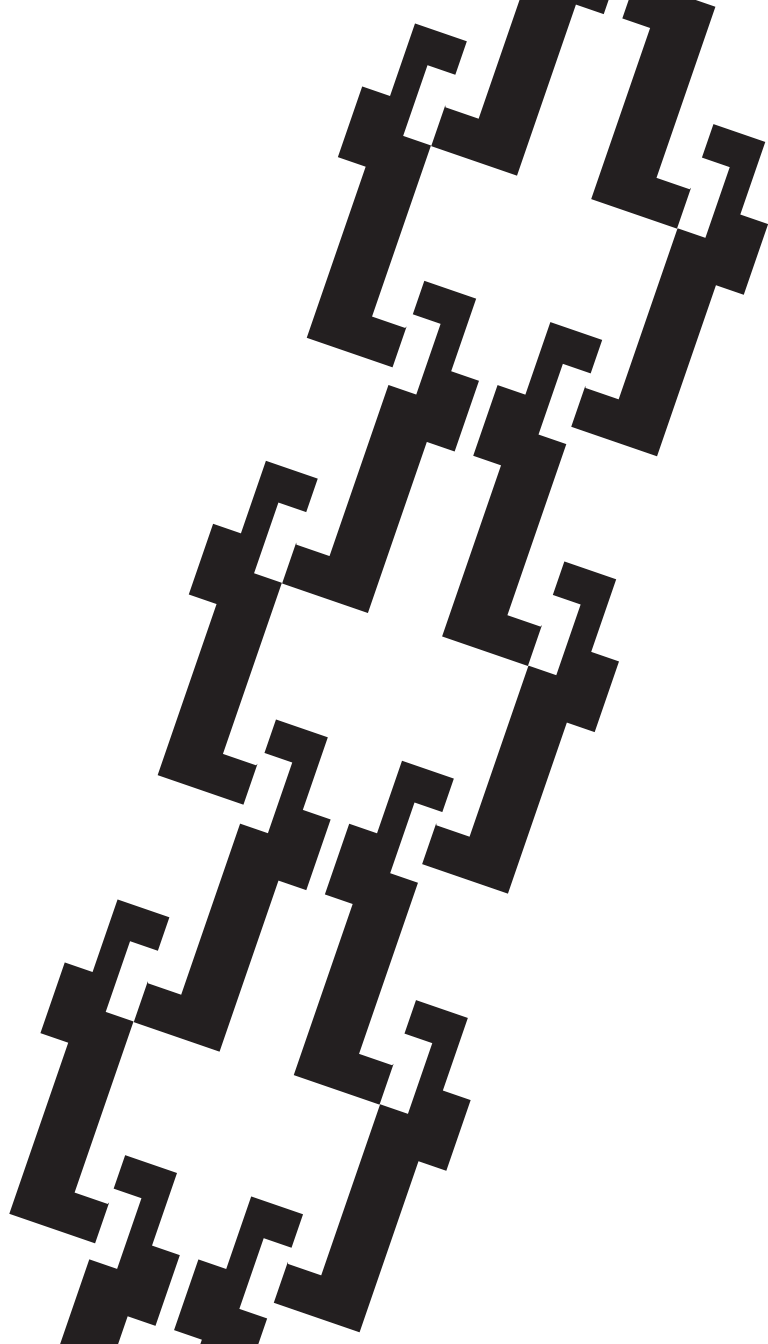
rotation.





hey, that's me in the mirror_

reflection.



my mirror image took a field trip_

glide/reflection.







honey, you enlarged the kids_

dilation.



structure 1.

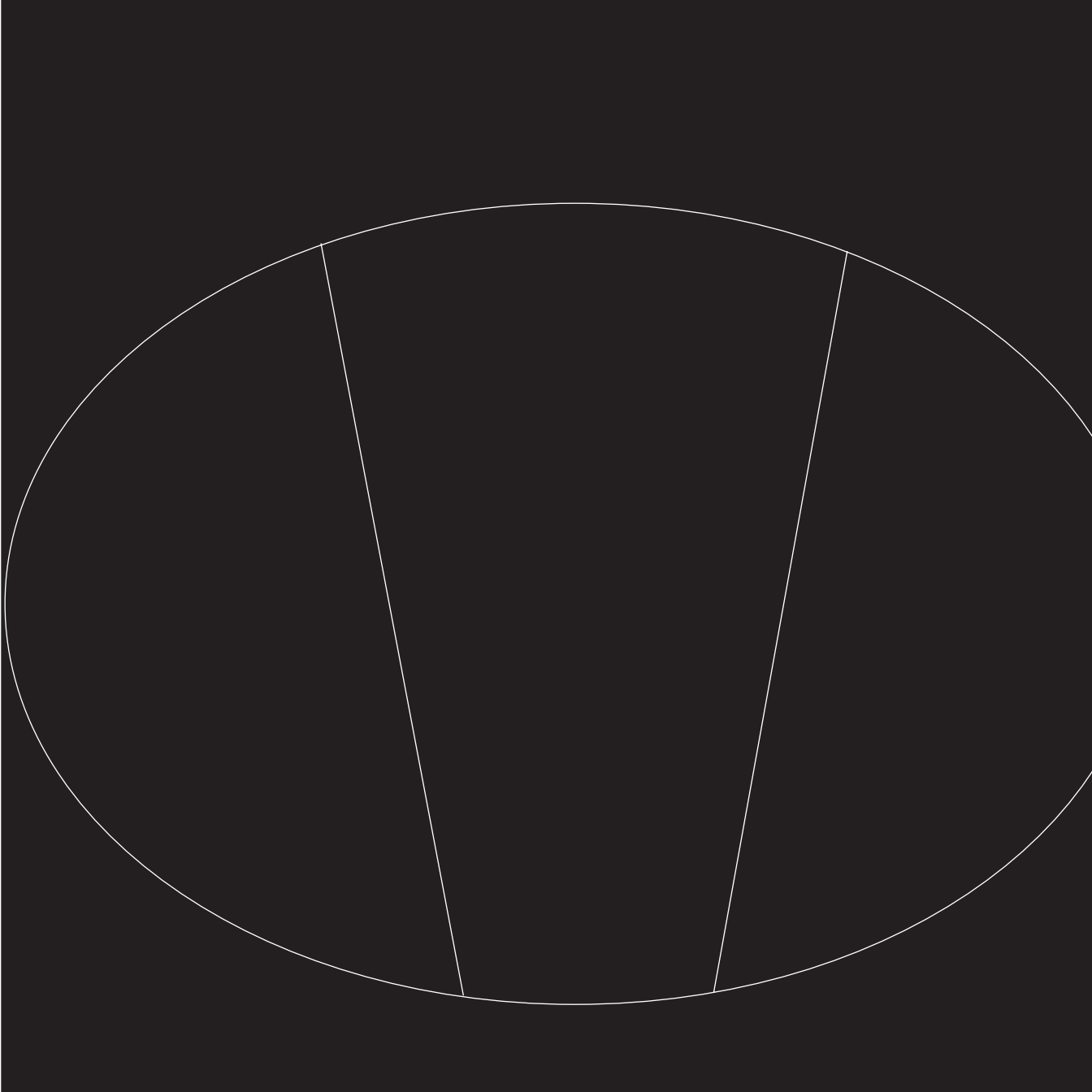


structure 2.

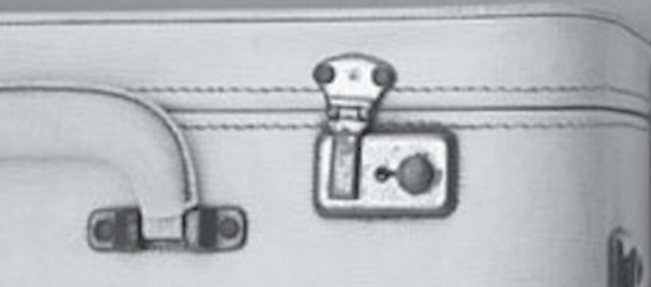


structure 3.

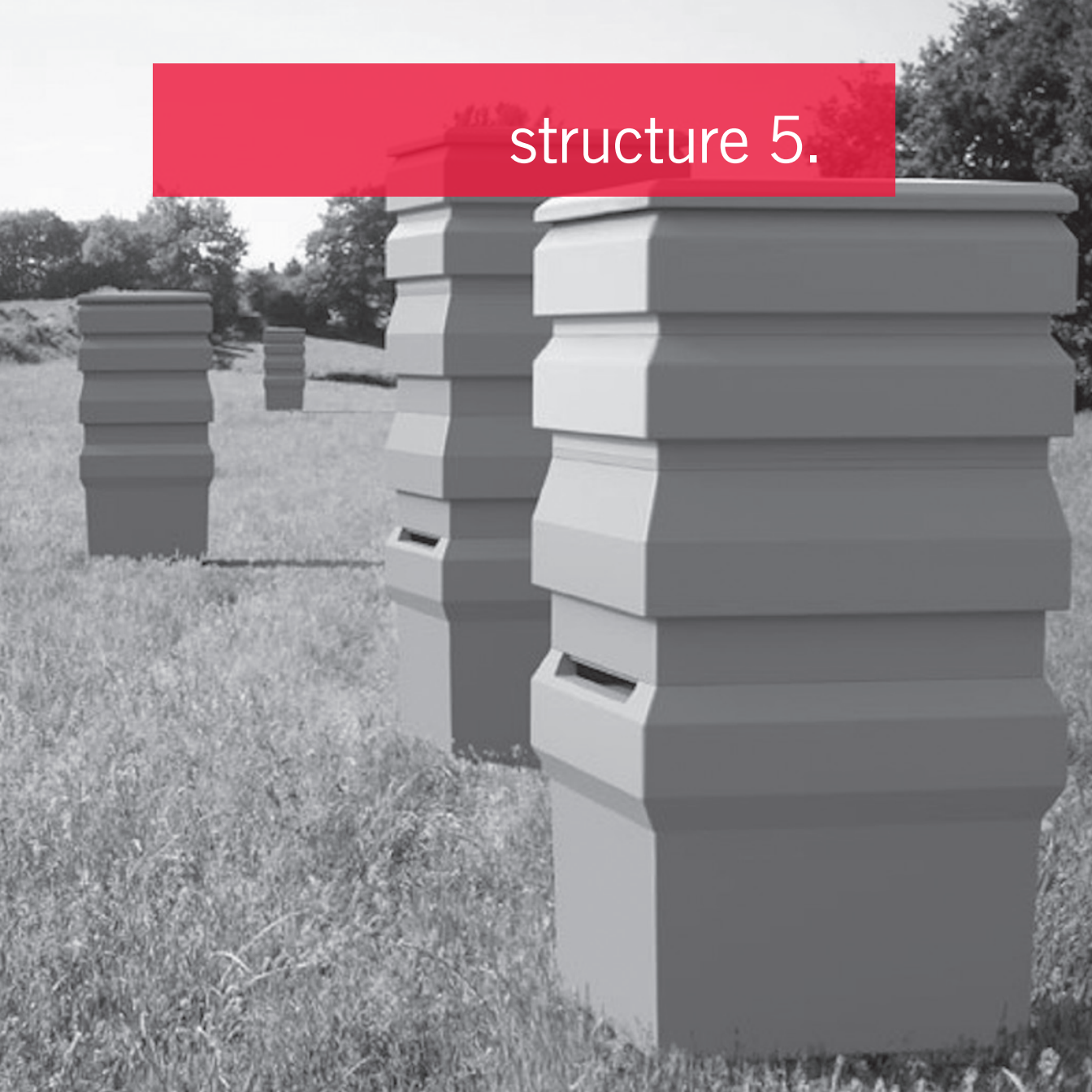




structure 4.

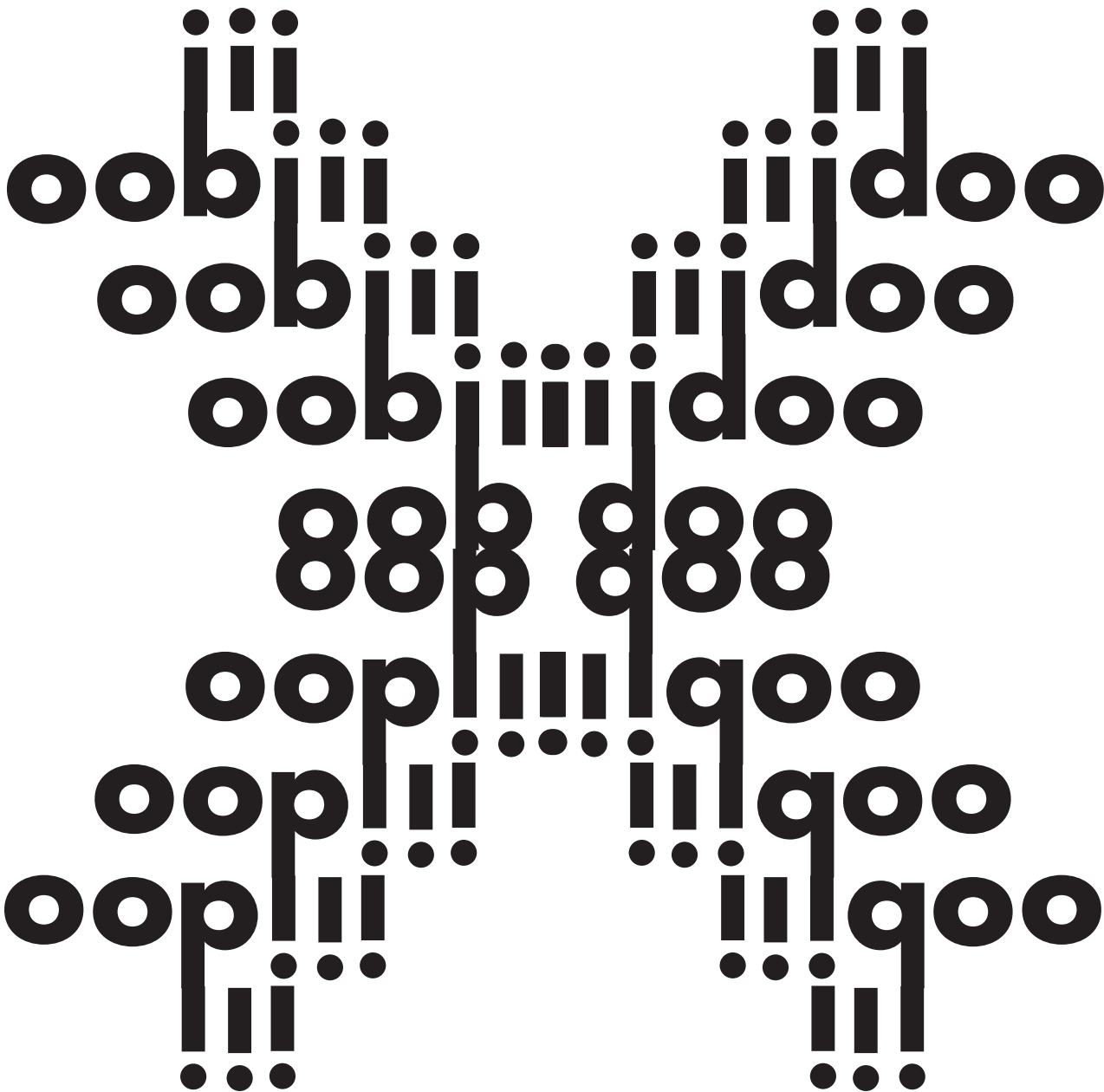


structure 5.



An aerial, black and white photograph of a busy floating market. Several long, narrow wooden boats are packed closely together on a body of water. The boats are filled with various types of produce, including large bunches of bananas, baskets of round fruits like oranges or apples, and large, round, woven baskets. People are visible in the boats, some wearing head coverings. The water reflects the boats and the produce. A prominent red horizontal bar is overlaid across the top portion of the image, containing the text 'structure 6.' in white.

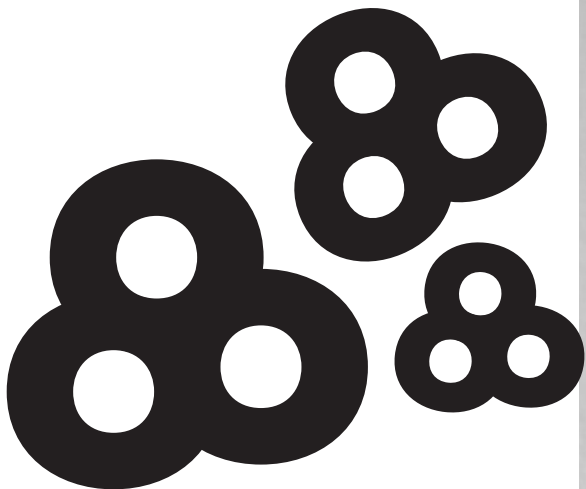
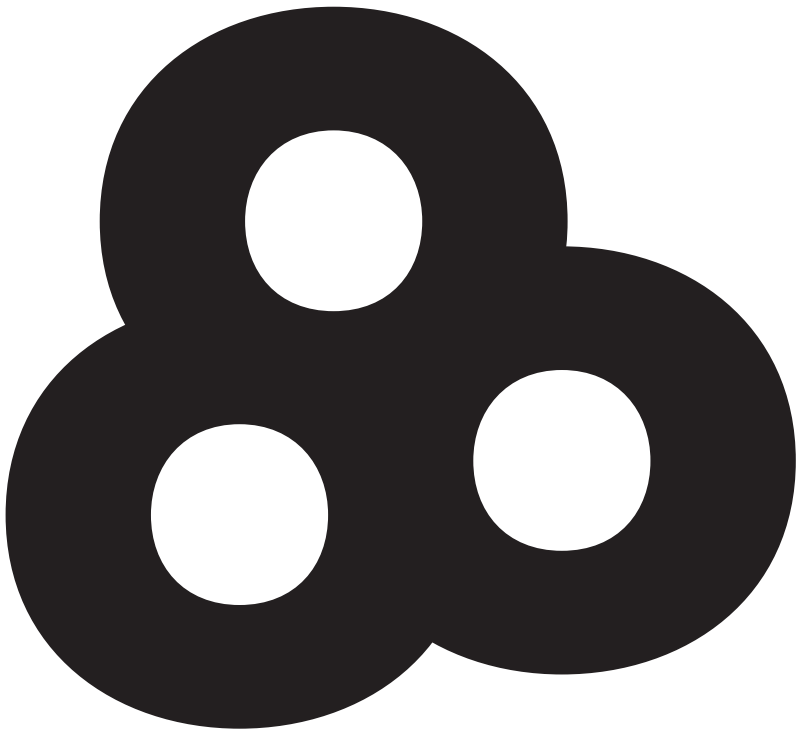
structure 6.



flip me over and I shall look the same_

symmetric balance.







ehhh, somethings not the same here...

asymmetric balance.

ditto

ditto

ditto

ditto

dittooo

ditto

ditto



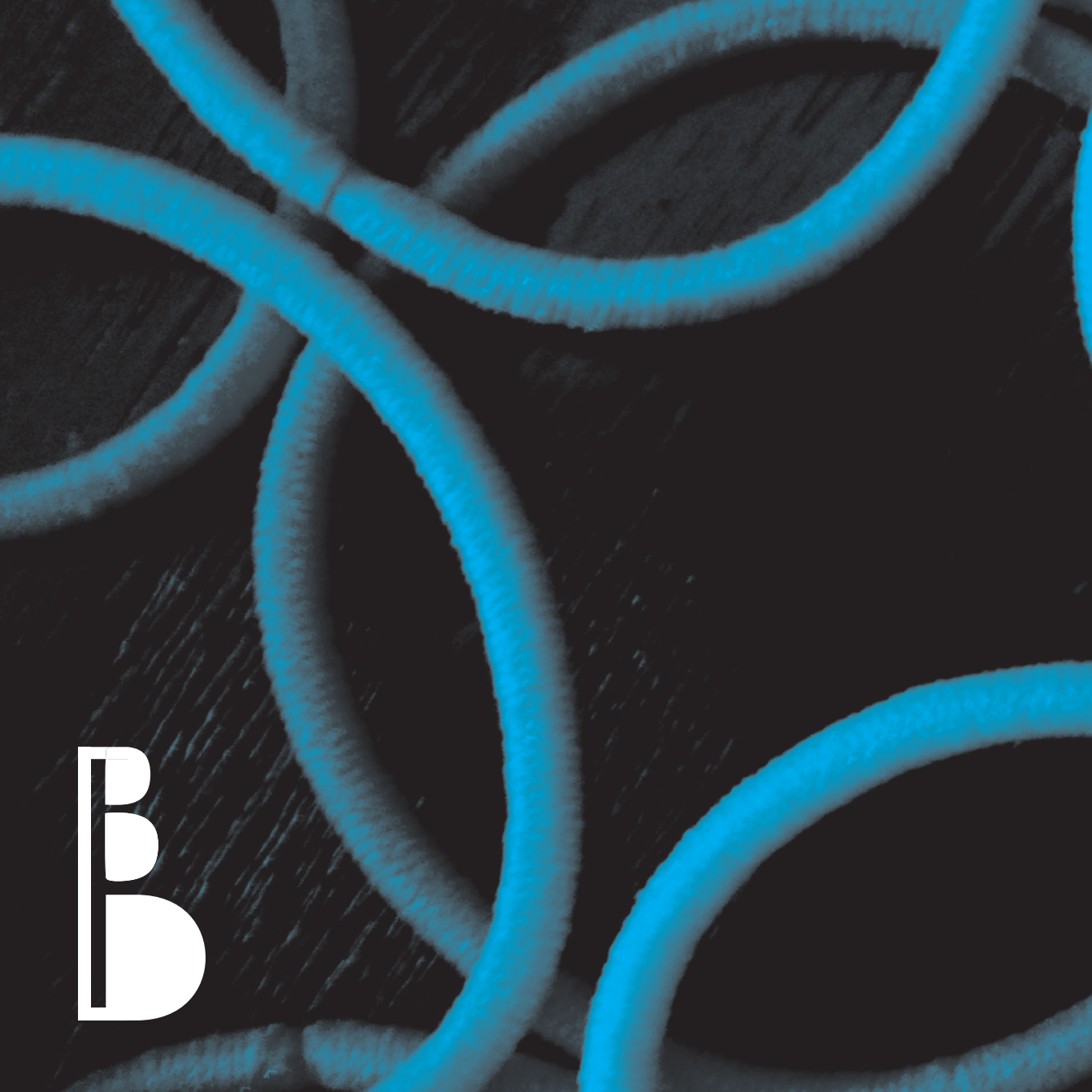
Where did that come from? It serves no purpose there.

ambiguous balance.

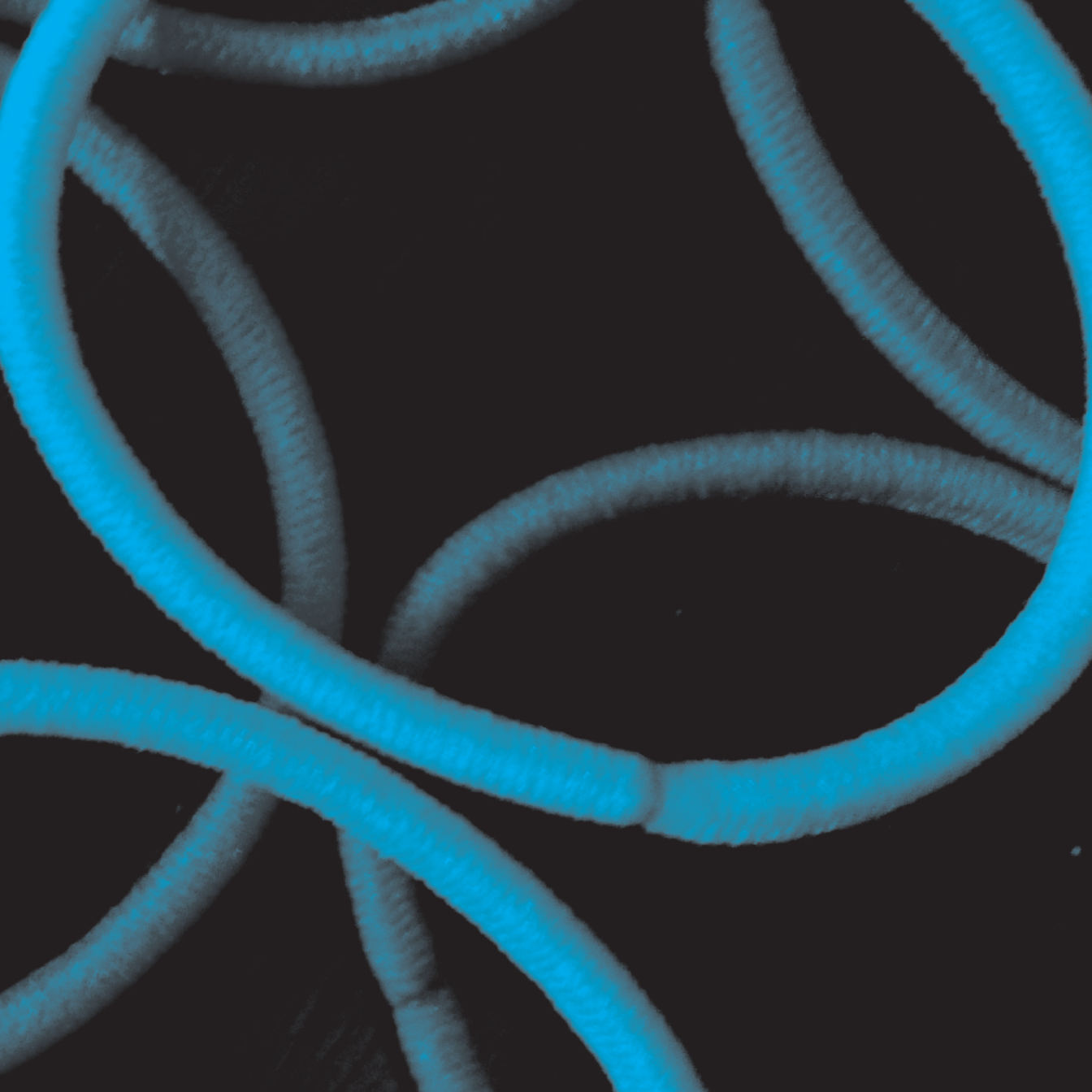


we all get along and provide an equal composition.

neutral balance.



B



© bri dallas, september 2012

completed as a requirement for *visual communication* in the
graphic design department at the kansas city art institute.

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