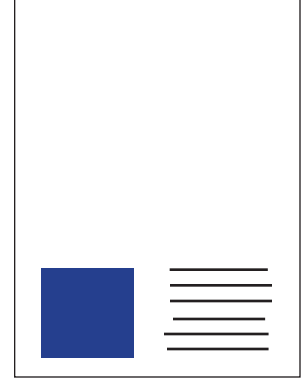
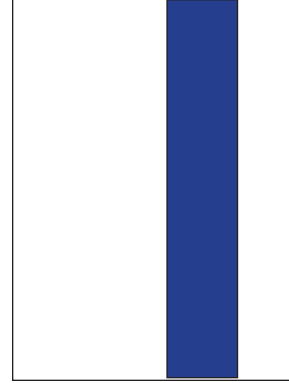
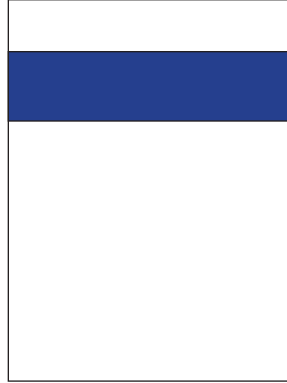
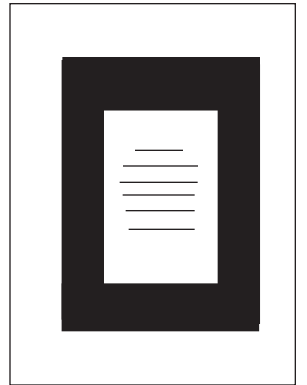
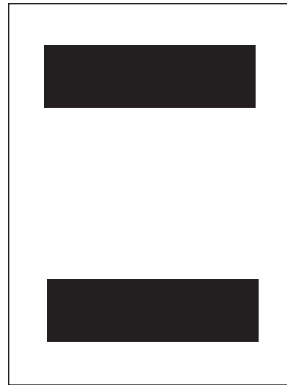


Composition: The arrangement of the different elements in a design is known as composition. A design may work well because the images and type complement each other in color, scale, texture and so on. Or they may contrast violently, creating an even more exciting impact. It is often good to follow your instincts.

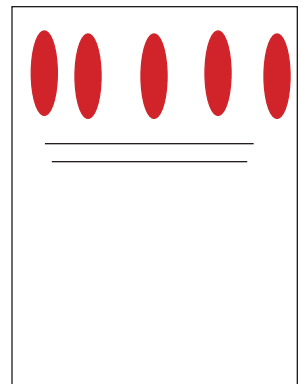
Thirds: Compositions appear balanced when the primary focus occupies a third of the design grid. The remaining two thirds assume a secondary role, attracting less attention.



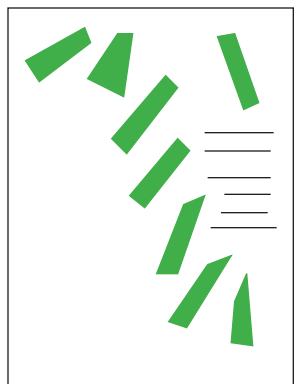
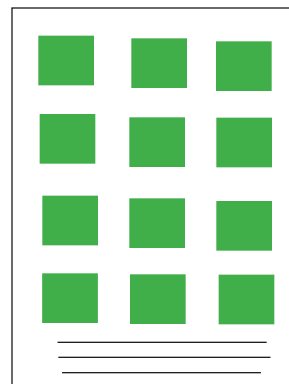
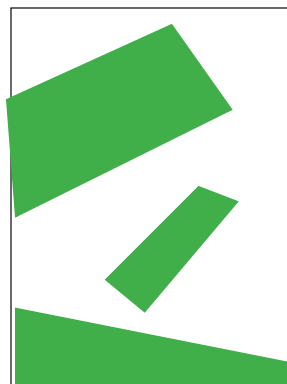
Symmetry: Shapes that mirror one another on the paper are symmetrical. Although symmetry is often a classic, pleasing effect, it does not always provoke the most liveliest response.



Space: It is often not what is put into a composition that is most important, but what is left out. Empty space around a stronger or busier element such as an image or text can draw attention to it.



Rhythm: The way in which elements are combined in a composition can give it a sense of movement or balance. Repetition of mark, pattern and color can work together in much the same way as the tempo in music. The rhythm can be regular or irregular, and this rhythm can be used to guide the eye.



In the 4 boxes below practice each of the four COMPOSITION techniques described above (DO NOT copy my examples). Hand draw them in the first set of boxes. In the second set recreate them on the computer using geometric shapes. Then find 2 examples of poster designs from the working world (one may be a movie poster the other may not) Use the two larger boxes below to trace the different elements of the poster. Place the movie posters into this page as a template layer. then trace them with shapes.

