

Composition

Module 2

Instructor: Davis Levine
EXSM 3922: Visual Design for UI
Fall 2022

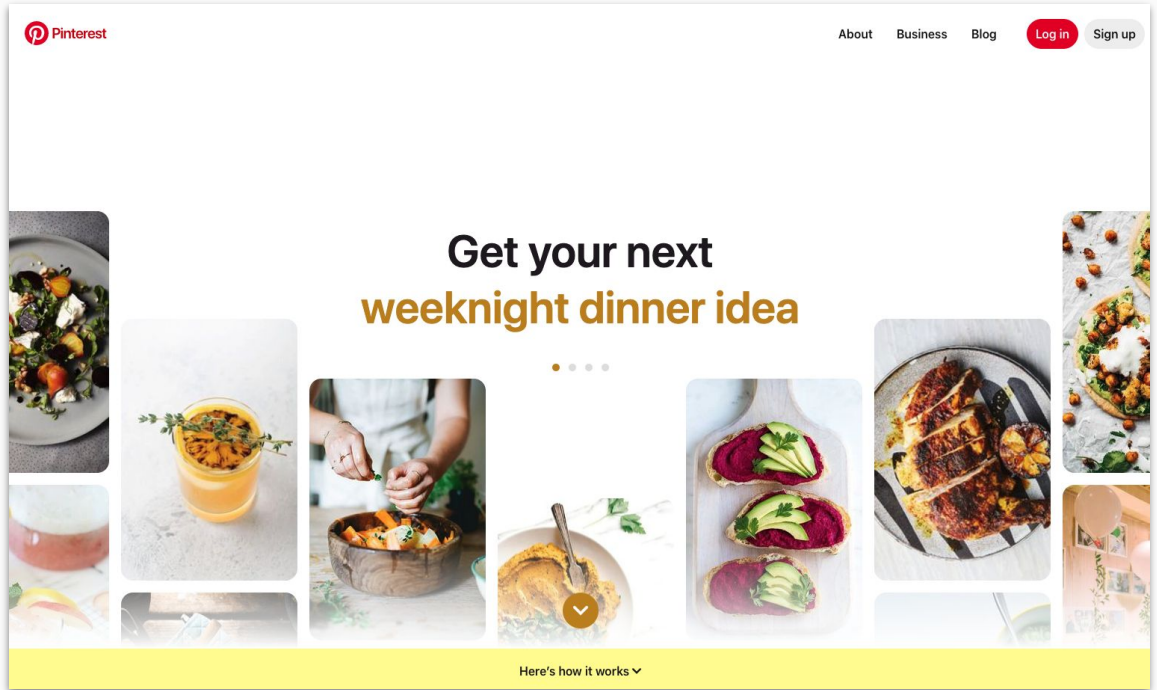


Composition is the way components, parts, or elements are used or arranged within a defined area to reach the solution.

Composition determines which elements the audience encounters first and last; the perception of relationships among particular elements and not others...and the construction of meaning through the integration of all aspects of the composition.

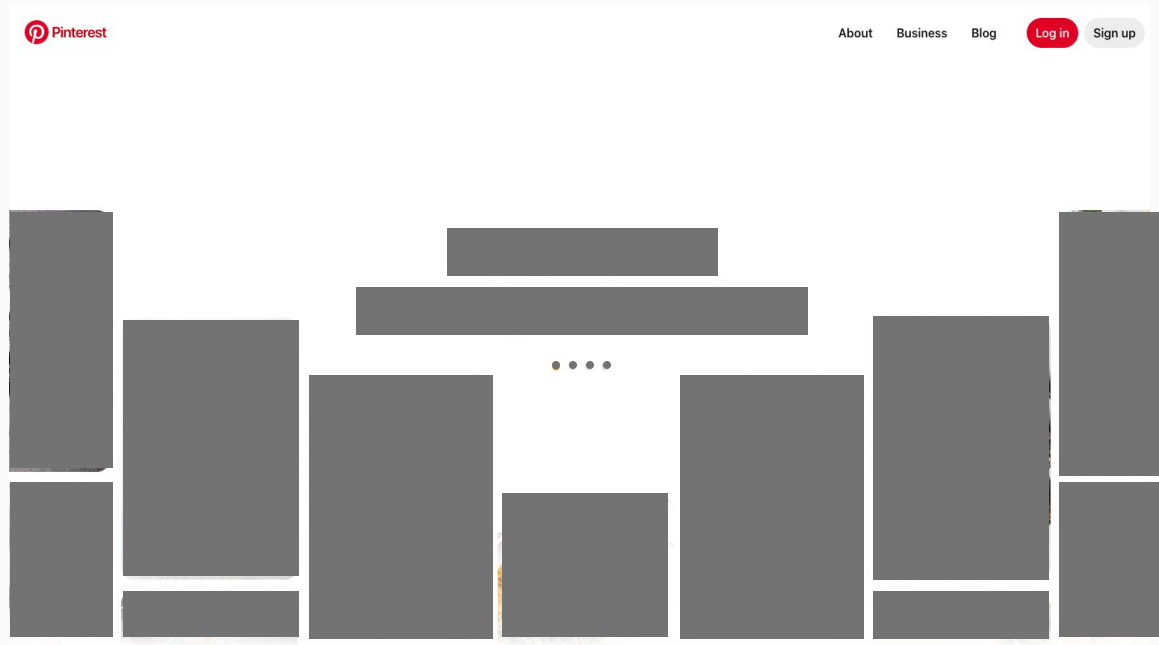
Unity

Unity establishes harmony between elements, so they appear to belong together.



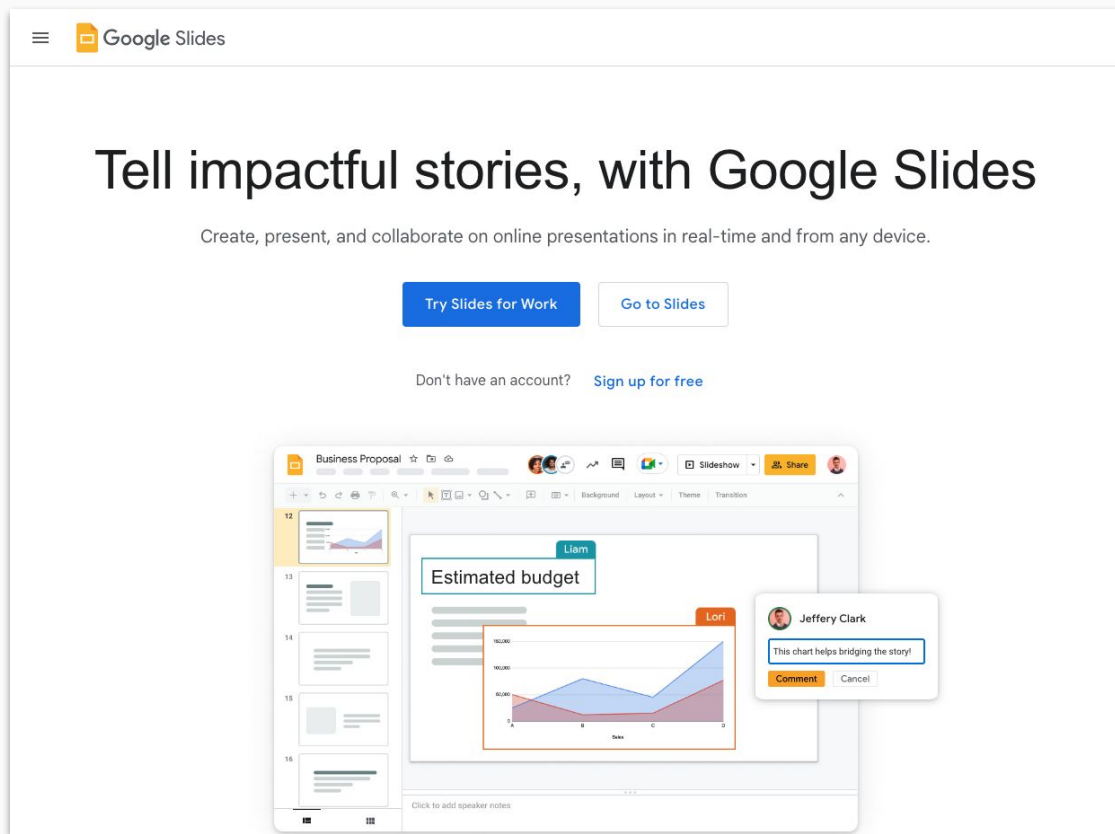
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Hierarchy

Hierarchy uses placement in a visual area and sizes of elements to show importance



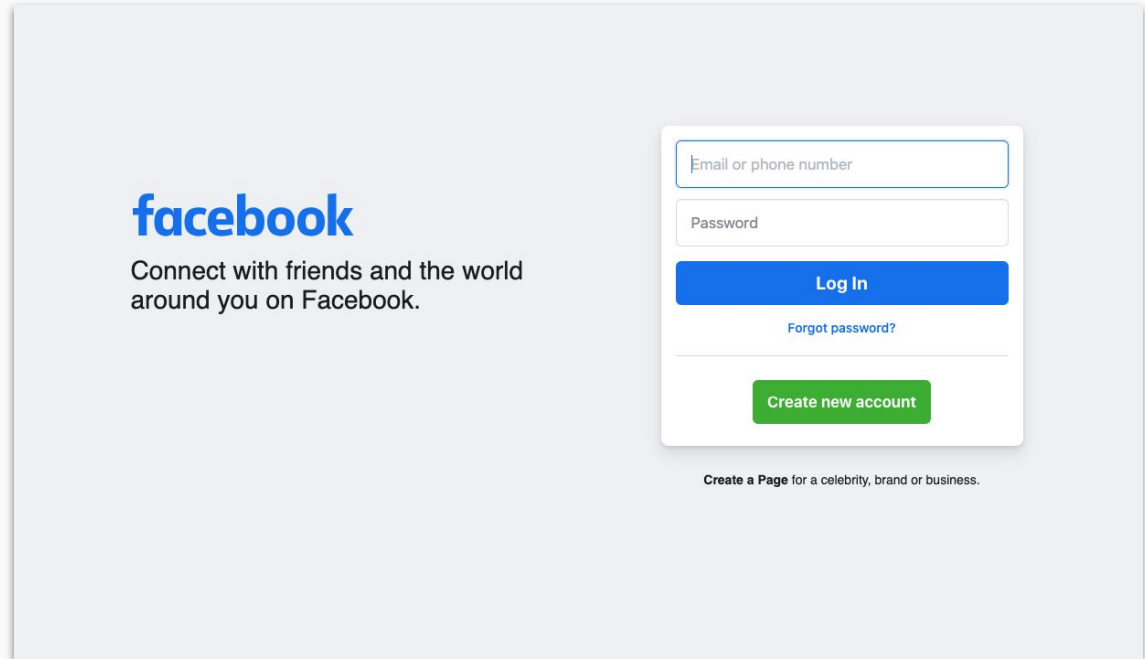
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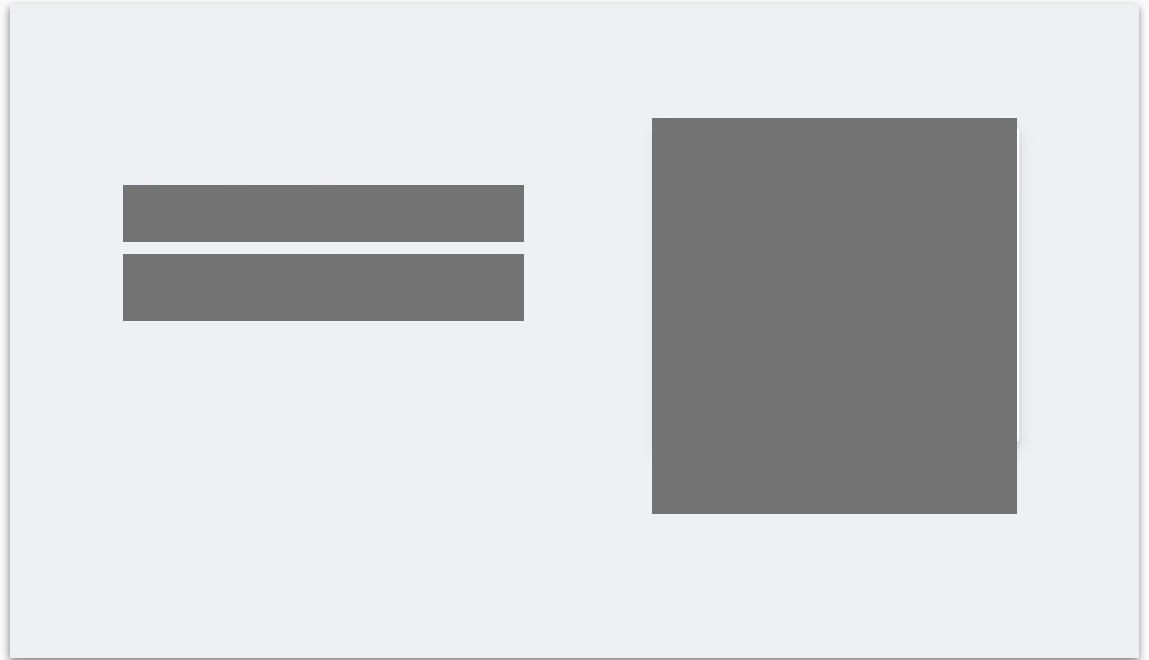
Balance

Balance distributes elements evenly across a visual area.
(Sometimes imbalance is preferred)



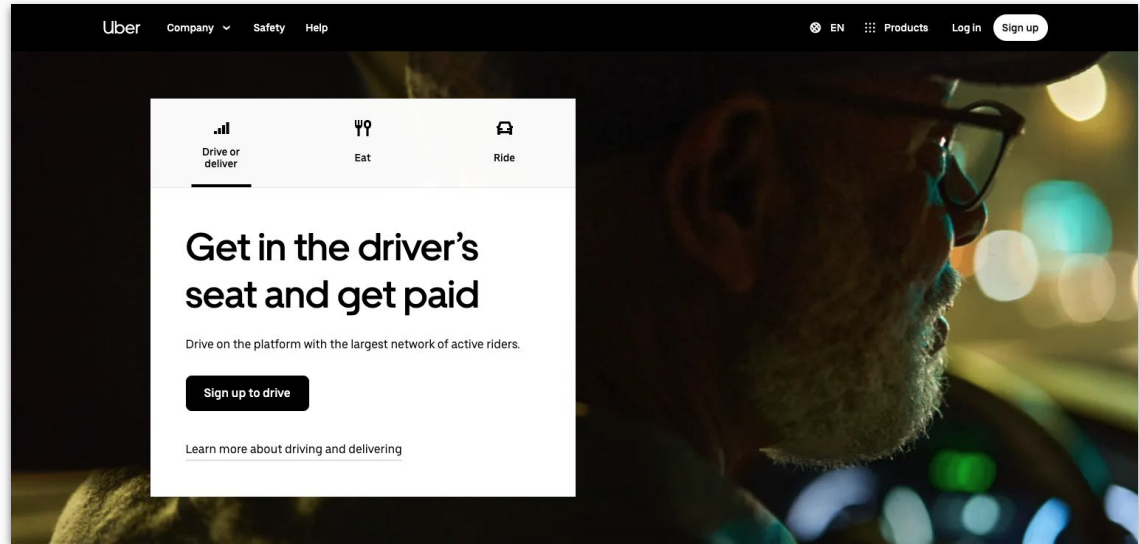
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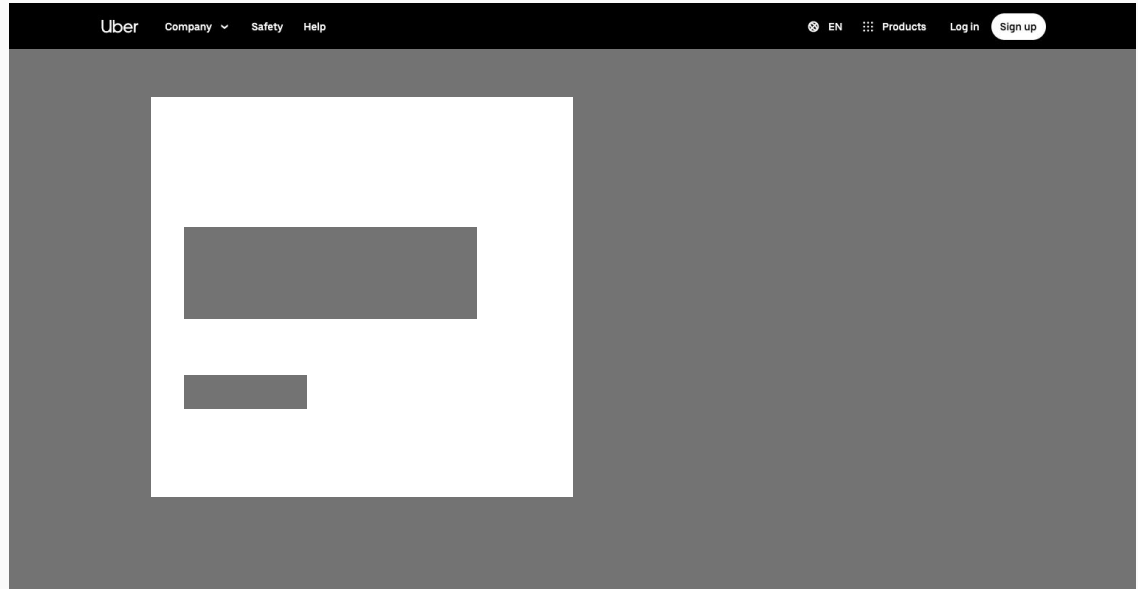
Contrast

Contrast uses differences in color and tone to accentuate elements and make them readable.



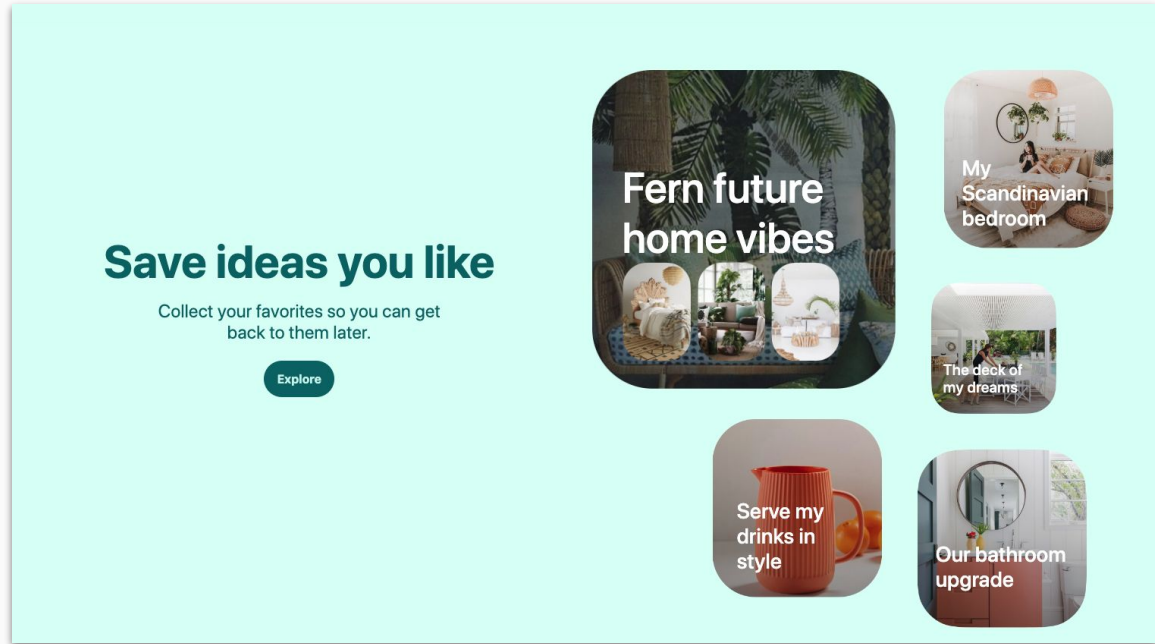
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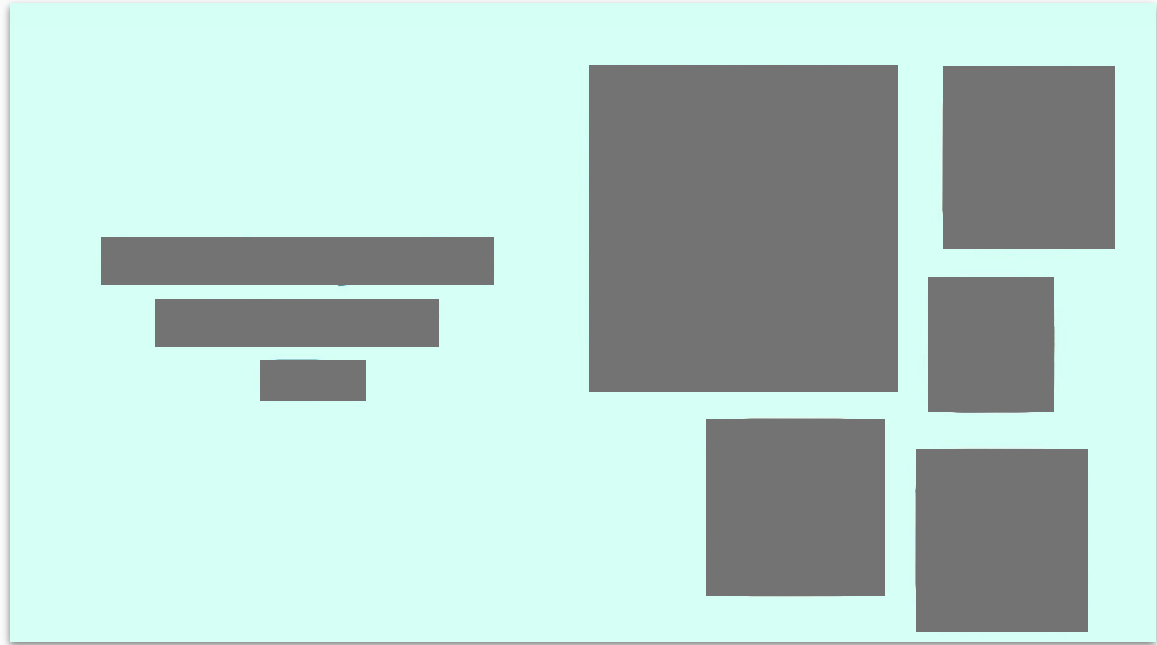
Scale / Dominance

Scale and dominance is used to emphasize elements to establish importance or depth, and make something stand out (or shrink back)



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Scale and dominance is used to emphasize elements to establish importance or depth, and make something stand out (or shrink back)



And you will read this last

**You will read
this first**

And then you will read this

Then this one

Assignments

Your second assigned reading will expand on the concept of composition in two dimensional forms

For your second assignment, you will be creating visual layouts using the principles of composition

Wood, D. (2014). *Interface Design: An Introduction to Visual Communication Design* (pp. 10) Bloomsbury.

Davis, M., Hunt, J. (2017). *Visual Communication Design: an introduction to design concepts in everyday experience* (pp. 20–33). Bloomsbury.

Images

1. Pinterest homepage (<https://www.pinterest.ca/>)
2. Google slides (<https://www.google.com/slides/about/>)
3. Facebook login (<https://www.facebook.com/>)
4. Uber homepage (<https://www.uber.com/ca/en/>)
5. You will read this first (<https://www.graphicdesignforum.com/t/you-will-read-this-first/13726>)