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Design Principles Practice

1. The Nvidia logo has very little repetition, asides from the constant abstractions present in the logo. However in the absence of color the balance of this logo is also present, if one looks at the middle it is equal going outward. There is also plenty of variety in terms of color, this is a simple image and therefore requires only 2 colors, but has three, black white and green.
2. The second logo puts emphasis on the fireball, while also drawing moderate attention to the background of fire, creating a theme of fire. This image, in the absence of the words, also has semi-perfect balance, and is perfectly balanced in terms of color. One thing it lacks in is variety, but this is in order to establish a simplistic nature.
3. The “Super Troopers” logo has perfect balance, and is very symmetrical. It also show’s plenty of variety in both color and illustration., Lastly it puts emphasis on the character, while also drawing attention to the background which is representative of the location.
4. The “Boinc!” logo is very balanced, both in color and in shape. The symmetry of the explosion creates a horizontal rhythm. Emphasis is also put on the words through color variation.
5. The “Look out for motorbikes” billboard lacks balance. However this is made up for in variety. Additionally there is much emphasis put on the eyes, even though they are in the corner.
6. The “Rolaids” picture has perfect balance in terms of the background. it puts emphasis on the blue ccab, through the use of blurring the rest. However variety is absent.
7. The “GNOME” poster lacks balance in shapes, but makes up for it in text. The background picture, in the absence of color represents some variety, and emphasis is put on the words GNOME.
8. The eight image has much variety in both color and shape and utilizes many “layers”. It puts much emphasis on the text. The background also has great harmony.