Sabrina Steck

Ojus Doshi

Reading response

October 14 2015

A Fine Balance

**Erik Spiekermann**

Questions: What is the most effective way to design a lay out, whether it is with text on a page or designing a space?

When designing a space it is important to think about the people that will be engaging with the space. For example, how could you encourage a younger crowd of people to linger in a certain area, or stay away from a certain area? Think about how you would want people to walk, mingle, and exit. I agree with Erik Spiekermann when he says in the article, A Fine Balance, that things that appear symmetric can feel easy, boring, or overdone. Yet, when things are symmetric they tend to please the eye and give off a harmonious feeling. Asymmetric things can feel exciting, original, and can feel inviting, while symmetric things can feel just the opposite. In the article he says "Now take a look at the spaces that make us feel at home and make us want to spend time sitting in cafes and watching children play. They are all asymmetric."