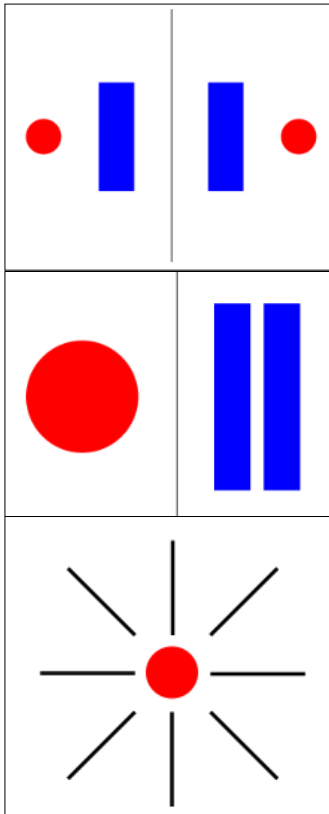


Irvine Royal Academy—Technical Department
Graphic Communication—Advanced Higher
Radial Balance—Subtraction—Negativity



Radial Balance

You should already be able to identify **Symmetrical** and **Asymmetrical Balance**. A wee reminder is to the left—Symmetrical on the top, asymmetrical in the middle.

Radial Balance is quite simple—it refers to graphic layouts that are based on a circular design, as shown at the bottom.

The Vlog.it website homepage is an example of a radial balanced design



Subtraction

Subtraction is when designers keep things simple, removing anything that is not really required. It often results in a clearer image, and the main points are easier to see. It can be more effective in advertising to bring your attention to something.



Everything You Ever Needed to Know About Negative Space



Negativity

Negativity is often referred to as White Space. It can be used to make a design more exciting and can help to make the main objects of attention more expressive. It is also used a lot in logos.

Note the map of Australia!

