

Composition

Graphic Design

Composition (noun):
the arrangement of
elements in a work of
art.

Rule of Thirds

Objects are placed along an axis that is one third of the way across the total composition.



The Winner. Built by Converse. Just for Sears.



At the Shoe Place

Sears



Low-Cuts and High-Tops. At larger Sears, Roebuck and Co. retail stores. And in the catalog.



#1 NEW YORK TIMES BESTSELLER

WHY NOT ME?

MINDY
KALING

AUTHOR OF IS EVERYONE HANGING OUT
WITHOUT ME? (AND OTHER CONCERNS)

"This is Kaling at the height of her power."
—USA TODAY



Balance

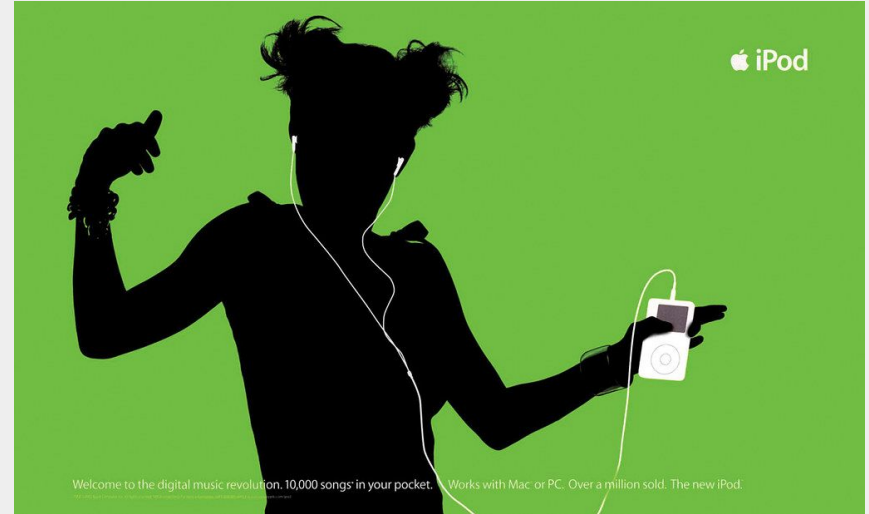
A similar weight of objects across the composition can help the artwork seem more grounded and intentional. Balance can be symmetrical or asymmetrical.





Movement

Movement can be created with lines or the proximity of objects next to one another. Movement throughout the composition helps hold the viewer's attention.





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95
96
SEASON

THE
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BY SAYION GLOYER, REG.E. GAINES AND GEORGE C. WOLFE

WRITTEN BY STEVE MARTIN DIRECTED BY EUGEN STEN

2 WOMEN

ANDREA MARTIN & MARGA GOMEZ

BY HAN ONG DIRECTED BY MARCUS STERN

CHANG

VENUS

WRITTEN BY SUZAN-LORI FARR DIRECTED BY RICHARD FORSTMAN

ON HER KNEES

WRITTEN BY NILO CRUZ DIRECTED BY GRACIELA DANIELE

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WRITTEN BY CARYL CHURCHILL DIRECTED BY MARK WING-DAVEY

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Extending Beyond

Placing an object that gets cut off by the edge of the composition helps the eye focus on key parts of the object.



