The visual distribution of weight through **color**, **texture**, and **space**, **balance** helps make an image feel stable.

**Balance** can be influenced by:

**Color & Value**
- Bright color and dark value can add weight to an object.

**Texture**
- Adding texture can add weight to an object.

**Size & Quantity**
- Larger objects feel heavier. Multiple objects can balance larger objects.

**Orientation**
- A diagonal object will have more visual weight than a horizontal or vertical object.

**Position & Isolation**
- An isolated object will appear heavier. The further out from the center, the heavier an object will feel.

**Asymmetrical Balance**
- Also known as **informal balance**. Created by having different objects on either side of a vertical axis. **Balance** through contrast.

**Symmetrical Balance**
- Also known as **formal balance**. Created by having a mirror image on the opposite side of a vertical axis. **Balance** through repetition.

**Radial Balance**
- When objects radiate out from a central point and all objects are balanced equally, radial balance creates a strong focal point.

**Crystallographic Balance**
- Created by repeating patterns with the same visual weight. Has no focal point.