

Based on books by
the renown art theorist
Rudolf Amheim

WEIGHT VISUAL

AMAZINE
jsmatteson.com



AMAZINE
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VISUAL WEIGHT

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THE MORE
VERTICALLY
ORIENTATED,
THE HEAVIER.

THE MORE
VERTICALLY
ORIENTATED,
THE HEAVIER.

THE MORE
VERTICALLY
ORIENTATED,
THE HEAVIER.

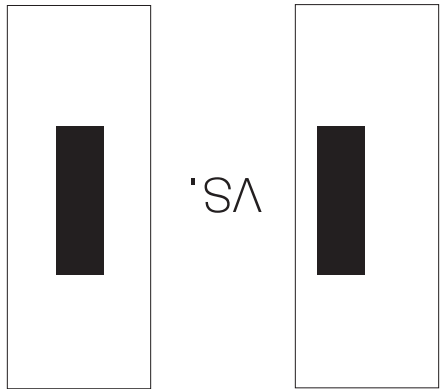
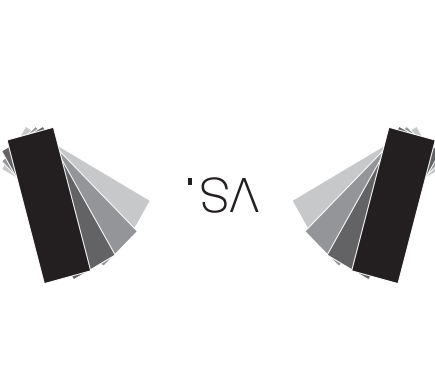
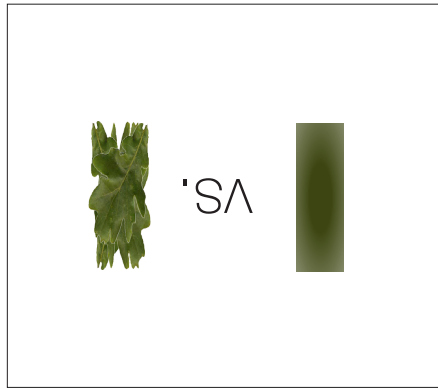
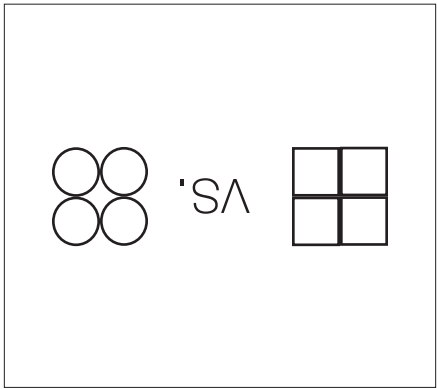
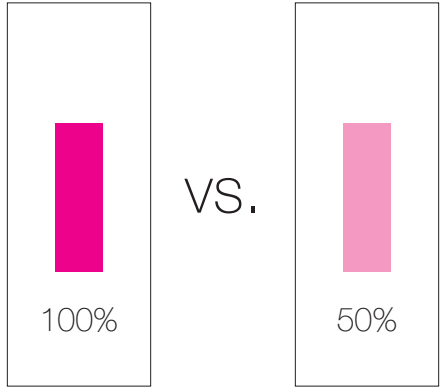
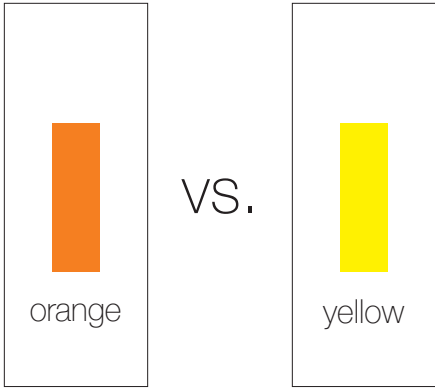
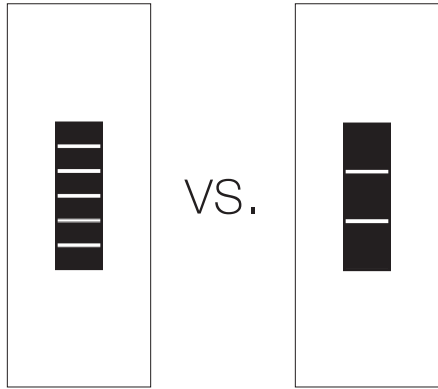
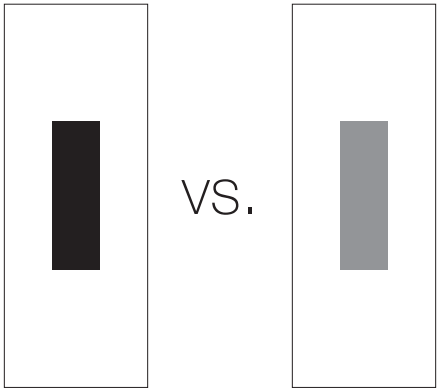
THE MORE
CONTAINED,
THE HEAVIER.

THE DARKER
(LOWER IN
KEY/VALUE),
THE HEAVIER.

THE MORE
COMPACT
OR DENSE,
THE HEAVIER.

THE WARMER
THE COLOR,
THE HEAVIER.

THE MORE
SATURATED
THE COLOR,
THE HEAVIER.



THE MORE
RECTILINEAR
THE GROUP,
THE HEAVIER.

THE MORE
GEOMETRIC
THE PIECE,
THE HEAVIER.

THE MORE
RIGHT-TO-LEFT
MOVEMENT,
THE HEAVIER.

THE MORE
TO THE RIGHT,
THE HEAVIER.

THE LARGER
THE SHAPE,
THE HEAVIER.

THE DEEPER
THE FORM,
THE HEAVIER.

THE CLOSER
TO THE EDGE,
THE HEAVIER.

THE LOWER
IN THE FRAME,
THE HEAVIER.

