

## **Study of The Use of Dominance Principle in The Asymmetrical Composition (Case Study: Works of Two Dimensions of DKV Students FSRD UK Maranatha)**

**Hendra Setiawan**

Email: [hendrasetiawan76@gmail.com](mailto:hendrasetiawan76@gmail.com)

Visual Communication Design Department, Art and Design Faculty  
Maranatha Christian University Bandung, Indonesia

### **ABSTRACT**

Due to being an expert in unifying elements in a composition is a must for a designer, design students are required to learn the principles of organization. Comprehending the principles well would enable them to design an effective composition. One of the principles of organizations they need to grasp is dominance. Dominance would create certain visual emphasis in a composition that would avoid confusion for the viewers in determining the visual priority of the elements in a composition. Without dominance a composition would be visually “flat”, having no clear visual hierarchy. There are various ways in achieving dominance, but students do not seem to have applied enough variations in creating dominance in their compositions. Accordingly, this research focuses in analyzing the different ways the students have used in forming dominance in their compositions and how to help them explore more the different ways in forming the dominance. The short-term goal in this research is learning the application of dominance as one of the seven principles of organization by deeply analyzing the different ways in creating it. The long-term goal is to help students effectively create visual compositions in various ways. This research would use the qualitative descriptive method by showing the students’ works and analyzing them.

Keywords: Dominance, Principles of Organization.

### **ABSTRAK**

*Penciptaan kesatuan elemen-elemen dalam suatu komposisi haruslah dikuasai oleh seorang desainer. Dengan demikian mahasiswa desain diharuskan mempelajari prinsip-prinsip pengorganisasian untuk membantunya membuat komposisi yang efektif. Dominance adalah salah satu prinsip pengorganisasian yang harus dikuasai. Dominance menciptakan penekanan visual yang harus ada pada suatu komposisi guna mencegah “kebingungan” bagi mata yang melihatnya dalam menentukan prioritas visual pada elemen-elemen komposisi. Tanpa adanya dominance dalam suatu komposisi, maka sebuah komposisi akan menjadi flat secara visual; tidak memiliki hierarchy yang jelas. Ada beberapa variasi cara yang bisa digunakan untuk mencapai dominance, tetapi mahasiswa dirasakan belum menggunakan cukup variasi cara tersebut dalam mengaplikasikan dominance dalam komposisinya. Oleh karena itu penelitian ini memfokuskan peninjauan pada pembentukan dominance dalam komposisi: dengan cara apa saja mahasiswa telah mengaplikasikan dominance dalam komposisinya, dan apakah yang dapat dilakukan untuk mendorong mahasiswa mengeksplor lebih lagi variasi cara pembentukan dominance*

*dalam komposisi mereka. Tujuan jangka pendek dari penelitian ini adalah mempelajari pemakaian prinsip dominance, yang merupakan 1 dari 7 prinsip pengorganisasian, dengan menganalisa cara-cara pembentukannya secara lebih mendalam. Dengan mengetahui lebih dalam pemakaian prinsip pengorganisasian, maka akan tercapai tujuan jangka panjangnya yaitu mahasiswa akan semakin efektif dalam menciptakan suatu komposisi visual. Penelitian ini akan dilakukan secara kualitatif deskriptif dengan memaparkan karya-karya mahasiswa dan mengkajinya dengan analisis visual.*

*Kata Kunci: Dominance, Prinsip Pengorganisasian.*

## **INTRODUCTION**

### **Background of the Study**

The creative industry is an emerging industry and gains great attention from the current government. Visual communication design (DKV) is one part of the creative industry that plays a very important role in everyday life. The results of visual communication design applications can be found starting from making a logo to a company's website, from advertising media on television to leaflets distributed on the street.

To successfully create a good visual work and to be able to deliver effective visual communication to the target audience, a designer must have a high sensitivity in creating a design work. The most basic of a design work is the composition of the design. The most basic of a design work is the design composition. So in other words, a designer must have a high sensitivity to the composition to be able to create good design. High compositional sensitivity combined with well thought concepts will produce designs that are visually appealing and effective in the message delivery.

The sensitivity to this composition must be trained and sharpened since becoming a design student (a professional designer candidate) at the first studies the design at the university. Students must learn to create an interesting entity in a composition to produce a successful design. Students are taught seven organizing principles consisting of harmony, variety, balance, movement, dominance, proportion, and economy to create unity in the composition (Ocvirk, 2002: 34).

In a symmetrical composition, unity can be relatively easily achieved, however in asymmetrical compositions it requires a higher understanding and sensitivity to produce composition unity since the elements location used are irregular and more complex (Ocvirk, 2002: 61). Therefore, learning in university requires students to focus on the asymmetrical compositions creation and the use of the seven organizing principles as guides.

After being observed, one of the problems students encounter when designing is that they are less exploring on the dominance creation which diverse in composition. Therefore, in this research the dominance principle is chosen to be studied deeper. This principle is crucial in a hierarchy creation which clear in composition. If a composition does not have dominance, all its elements will have the strength of approximately the same without any emphasis. Whereas a strong design should show the power levels difference (hierarchy) of the elements in it (Ocvirk, 2002: 68). By deeper observation and analysis on the dominance principle it is expected that the

findings can be formulated in such a way to help the students in exploring the dominance principle further in their design.

The two dimensional works of DKV FSRD UKM students was chosen as the object of research since the tasks given is in line with the purpose of this research which is to create unity in asymmetrical composition by applying the seven organizing principles which dominance is one of them This research is focused on 30 students works which is considered successful and randomly selected.

As for the benefits of this research are to improve and complete the teaching content of two dimensional basic composition with a more detailed analysis of the usage of dominance principles as one of the seven organizing principles.

### **Problem Statement**

The importance of the taste sensitivity of a designer's in the creation of a design work makes the designer candidate (design student) obliged to learn two-dimensional composition. In this subject, student is required to create asymmetrical composition with the help of seven organizing principles of which one of them is the principle of dominance. However, in its implementation is hard to find variation benchmark in many compositions created by college student.

Therefore, with this research will be conducted a study on:

- . What methods used by college students to create dominance?
- . What kinds of dominance variations should be explored further by college students?
- . How to encourage students to explore the variation way of dominance forming in their composition?

## **RESEARCH METHOD**

This research uses qualitative descriptive analysis research method. Variables that will be used are ways of dominance forming and its effect on asymmetrical composition. The data obtained derived from the extensive description obtained by observing and analyzing in depth the works of the students and through the focus-group discussion with 10 college students.

## **THEORETICAL STUDY**

### **Asymmetrical Composition**

Asymmetrical composition is a composition which has no central point or axis divider (Ocvirk, 2002: 61). There is no clear rule in its creation except through the strong sensitivity and intuition from the designer with the support of organizing principles as a guide.



**Dominance Principle**

In general and according to each context there are several ways that can be used as a guide to form dominance. These ways will create the required difference to produce dominance in a composition (Ocvirk, 2002: 68).






1. Isolation or separation of an element with other elements. Thus the isolated element would be distinctive and visually different in the composition.
2. Central composition placement. By the aforementioned the elements located in the center of the composition will be seen as the most important element and become the center of attention.
3. The element movement which is different or opposite direction from the other elements movement. With different direction movements, an element would be easily attracted the eye's attention of who sees it.
4. Enlarged scale or size. Elements which larger than other elements will be seen as dominating a composition.
5. Significant character difference in an element. By having a very significant character, an element will stand out visually compared to other elements in a composition.




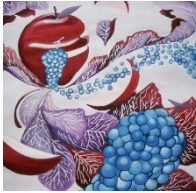

By using aforementioned theories, the selected students work will be analyzed. There may be more than one dominance former that found in a composition, but only the primary way will be written.

**ARTWORK ANALYSIS**





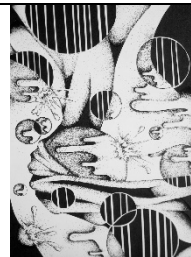
KARYA	<i>Asymmetrical</i>	<i>Dominance</i>	The Way to Form Dominance	
 <p>Billy Santoso</p>	Yes	Yes	<p>Center composition placement</p> <p>The placement of the circle and its contents at the center of the composition with other elements rounding the circle makes the circle a dominance.</p>	
 <p>Billy Santoso</p>	Yes	Yes	<p>Enlarged scale</p> <p>The section of enlarged yellow orange at the lower right of the composition makes it a dominance.</p>	


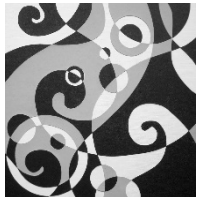


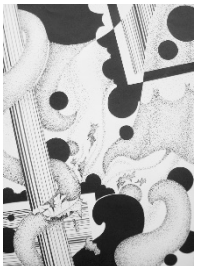
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 <p>Clara Feby Giam</p>	Yes	Yes	<p>Character difference</p> <p>Large pomegranates that have been cut with yellow characters and different sectional textures of other elements around it make it dominance.</p>	
 <p>James Moniaga</p>	Yes	Yes	<p>Character difference</p> <p>The soap that is cut accompanied with its foam is dominance in this composition.</p>	
 <p>Asep Ridwan Ali</p>	Yes	Yes	<p>The opposite movement</p> <p>Collision and division of scales textured elements and spheres textured elements create dominance.</p>	
 <p>Della</p>	Yes	Yes	<p>Character difference</p> <p>Organic shapes with multilayered colors that flow from the top left to the bottom of the composition to become dominance.</p>	
 <p>Jenny Festina</p>	Yes	Yes	<p>Enlarged scale</p> <p>The enlarged red scissor handle on the right side of the composition becomes dominance.</p>	

 <p>Jenny Limanda</p>	<p>Yes</p>	<p>Yes</p>	<p>Character difference</p> <p>The surface of the water sprinkle creates a very distinctive texture in the composition and makes it dominance.</p>	
 <p>Sharen</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>The enlarged woman head in the upper right of the composition makes it dominance.</p>	
 <p>Denise Kemas</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>Box with layered color is very large size compared to other elements making it dominance.</p>	
 <p>Devytha Amanda</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>The composition of grapes and vegetables in the lower right forming elements with large size therefore making it dominance.</p>	
 <p>Devina Astrella Hadi</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>The butterfly that is enlarged in size at the top of the composition makes it dominance.</p>	

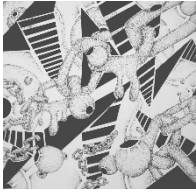

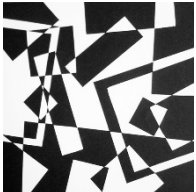


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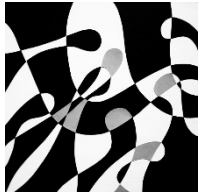
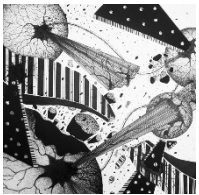
 <p>Raschel Rosalia</p>	Yes	Yes	<p>Character difference</p> <p>The strawberries section surrounded by some cherries creates distinctive characters that make it dominance.</p>	
 <p>Sherilyn Silviani</p>	Yes	Yes	<p>Enlarged scale</p> <p>The enlarged glass scale at the lower right of the composition makes it become the first sight that make it dominance.</p>	
 <p>Ivan Husein</p>	Yes	Yes	<p>Enlarged scale</p> <p>The organic shape on the lower left has a larger scale than other elements and makes it dominance.</p>	
 <p>Reno</p>	Yes	Yes	<p>Enlarged scale</p> <p>Smart phones on the top left have a larger scale than other elements that make it dominance.</p>	
 <p>Fairilla S. H.</p>	Yes	Yes	<p>Character difference</p> <p>The ball wrapped in a cloth and partially covered by melt becomes dominance because it has a very different character than the other elements.</p>	

 <p>Jefry</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>Due to its large size, the organic form under composition becomes dominance.</p>	
 <p>Jenny Festina</p>	<p>Yes</p>	<p>Yes</p>	<p>Character difference</p> <p>The small circles in the composition become dominance since their small size scattered to form a movement that makes it a distinctive character.</p>	
 <p>Jenny Festina</p>	<p>Yes</p>	<p>Yes</p>	<p>Enlarged scale</p> <p>The shape of largest stylized birds become dominance in the composition.</p>	
 <p>Michael Pieter</p>	<p>Yes</p>	<p>Yes</p>	<p>Center composition placement</p> <p>The white area at the center of the composition is surrounded by organic elements and other elements become dominance.</p>	
 <p>Stella Chandra</p>	<p>Yes</p>	<p>Yes</p>	<p>Character difference</p> <p>Organic elements and poles that are partially closed by torn paper in the lower left of the composition become dominance because they have different characters than other elements.</p>	



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 <p>Asep Ridwan Ali</p>	Yes	Yes	<p>Enlarged scale</p> <p>Chain that crossed on the top of the composition becomes dominance as its large size.</p>	
 <p>Alvina Suryadjaja</p>	Yes	Yes	<p>Enlarged scale</p> <p>The enlarged rectangular frame in the lower left of the composition makes it dominance.</p>	
 <p>Ivan Husein</p>	Yes	Yes	<p>Enlarged scale</p> <p>The frame on the right of the composition becomes dominance since its size is larger compared to the other elements.</p>	
 <p>Chrisyela Natalia</p>	Yes	Yes	<p>Enlarged scale</p> <p>The spiral on the top left of the composition are made very large in size therefore it becomes dominance in the composition.</p>	
 <p>Chrisyela Natalia</p>	Yes	Yes	<p>Enlarged scale</p> <p>The organic shape in the upper center of the composition becomes dominance due to its enlarged size.</p>	

 <p>Jonathan</p>	Yes	Yes	<p>Center composition placement</p> <p>The W letter wrapped in an organic form is placed in the center of the composition making it dominance.</p>	
 <p>Nathania Deanila</p>	Yes	Yes	<p>The opposite movement</p> <p>The organic form that spread from the top left to the right side of the composition the direction is different from other organic forms making it dominance.</p>	
 <p>Vincent Sanjaya H.</p>	Yes	Yes	<p>Enlarged scale</p> <p>The dark shattered ball in the lower left of the composition becomes dominance because of its larger size compared to other elements.</p>	

From the analysis results of the student work compositions above it is found the number of works that use:

- 1. Isolation : 0 works
- 2. Placement In the Center of Composition : 3 works
- 3. Movement In Opposite Direction : 2 works
- 4. Enlarged Scale : 17 works
- 5. Character Difference : 8 works

More than half of all 30 works use the Enlarged Scale as the main way of forming its dominance. Less than half used the Placement in the Center of Composition, Opposite Movement, and Character Differences. No one uses the Isolation way at all. Therefore the comparison between Enlarged Scale with another ways is very far, especially the Isolation way which is not used at all.

To clarify and strengthen the above analysis, focus group discussions with 10 students were also conducted. From the focus-group discussion, it was found that:

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- Despite the fact that it has been introduced to 5 dominance maker at the beginning of the semester, students do not pay attention to them when they are designing compositions. They just merely rely on their feelings / intuition without thinking specifically to use the ways that have been introduced.
- Enlarge Scale way is very easy to use since by only enlarging the size / scale of an object to be larger than other elements then the dominance effect will be very easily created. Therefore it can be said that this way is the most intuitive of all other ways.
- The placement in the center of the composition way was considered boring and predictable therefore many students either consciously or unconsciously avoiding it, however, in fact that it is possible to use this way to get an interesting composition and not intrusive.
- The Movement in Opposite Direction and the character difference have yet to be thought by many students. By being reminded by lecturers, students will be encouraged even more to try these methods.
- The isolation method is considered as lacking to unite the composition since there are elements that must be separated from the other elements exclusively and this can cause two separate sides in the composition that make the composition looks not united.

## CONCLUSION

It is very important for a composition to have dominance in order to create a clear visual hierarchy. A clear visual hierarchy will avoid "confusion" in determining the visual priority of the composition elements.

The college students pay less attention to the principles of creating dominance that has been taught and rely solely on intuition in making their composition. Based on intuitive principle of the Enlarged Scale is the easiest to be applied since by enlarging the size / scale of an element, it can become dominance easily.

Lecturers should be more frequently repeating the principles of dominance when explaining the materials and on works assistance process. Encourage students to purposely try different principles of dominance in their sketches.

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