Design Workshop

Composition
Reading & Synopsis
The reading drew my attention to purely visual concepts, rather than making me think of design metaphorically. I really liked the idea of placing the squares/designs on various parts of the canvas to create perceptions of balance, stress and ambiguity (which I learned to avoid).

Dondis’s illustrations of contrast and movement inspired me to avoid the ‘stop sign’ designs. I made a conscious effort to not lapse into the default urge to place things in the center.

Reading about the directions the human eye defaults to influenced my design, because I wanted to intentionally create ‘stress’. Differences between leveling and sharpening, which were ambiguous in my head, became clearer after reading Dondis’s ‘Primer of Visual Literacy’.
Composition
Version 2 Objective
Version 2 - Objective

Contrast

Harmony
Composition

Version 2 - Objective

Symmetry

Asymmetry
Version 2 - Objective

Proximity

Similarity
Version 2 - Objective

Leveling

Sharpening
Composition

Version 2 - Objective

Contrast

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