Design Workshop

Composition

Reading & Synopsis
Analysis 1

Composition

A Primer of Visual Language
by Donis A. Dondis

Until I read Dondis, I was not able to apply Gestalt principles with understanding why they are important and helpful to communicate a statement in visual design. My work in previous assignment focused on rather superficial manipulation of simple visual elements such as line, color, shape, and scale. I used many symmetric compositions because they seem safer choices. While it raised lots of questions inside me (e.g. “why does this choice make more sense to viewers than others according to Gestalt principles?”), I was not sure and confident with my justification.

I learned more fundamental meaning of Gestalt principles through Dondis’ analysis on balance, attraction and contrast. She discusses things behind Gestalt principles: human needs for clarity, balance, repose, and resolution. I started to think most of my previous work lacked resolution, thus I redesigned them with more careful attention to weight and sharpening while reducing ambiguity.
Composition
Version 2 Objective
Composition

Version 2 - Objective

Contrast

Harmony
Version 2 - Objective

Bold

Subtle
Composition

Version 2 - Objective

Symmetry

Asymmetry
Version 2 - Objective

Composition

Proximity

Similarity
Version 2 - Objective

Leveling

Sharpening
Composition

Version 2 - Objective

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