Design Workshop

Composition

Reading & Synopsis
The examples in the readings helped clarify some of the concepts without just giving the answers. I also liked how he put it in linguistic terms, explaining for example, how Gestalt is the syntax; this helped me break away from verbal thinking and concentrate on how to communicate on a visual level. It was also nice to see that principles like contrast and balance are qualities that run through human perception, but we achieve those things with different methods. It’s easy to get overwhelmed by all the elements and confound them with these principles, but Dondis offers a clear way to think about it. In this vein, the reading, along with the discussion last week, especially helped me to consider more factors than just the squares—the white space of each individual 8x8, each conceptual pair, and the entire series as a whole.
Composition
Version 2 Objective
Composition

Version 2 - Objective

Contrast

Harmony
Version 2 - Objective

Bold

Subtle
Composition

Version 2 - Objective

Symmetry

Asymmetry
Composition

Version 2 - Objective

Proximity

Similarity

Katey Basye

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Version 2 - Objective

Leveling

Sharpening
Composition

Version 2 - Objective

Contrast  Harmony

Symmetry  Asymmetry

Proximity  Similarity

Bold  Subtle

Leveling  Sharpening