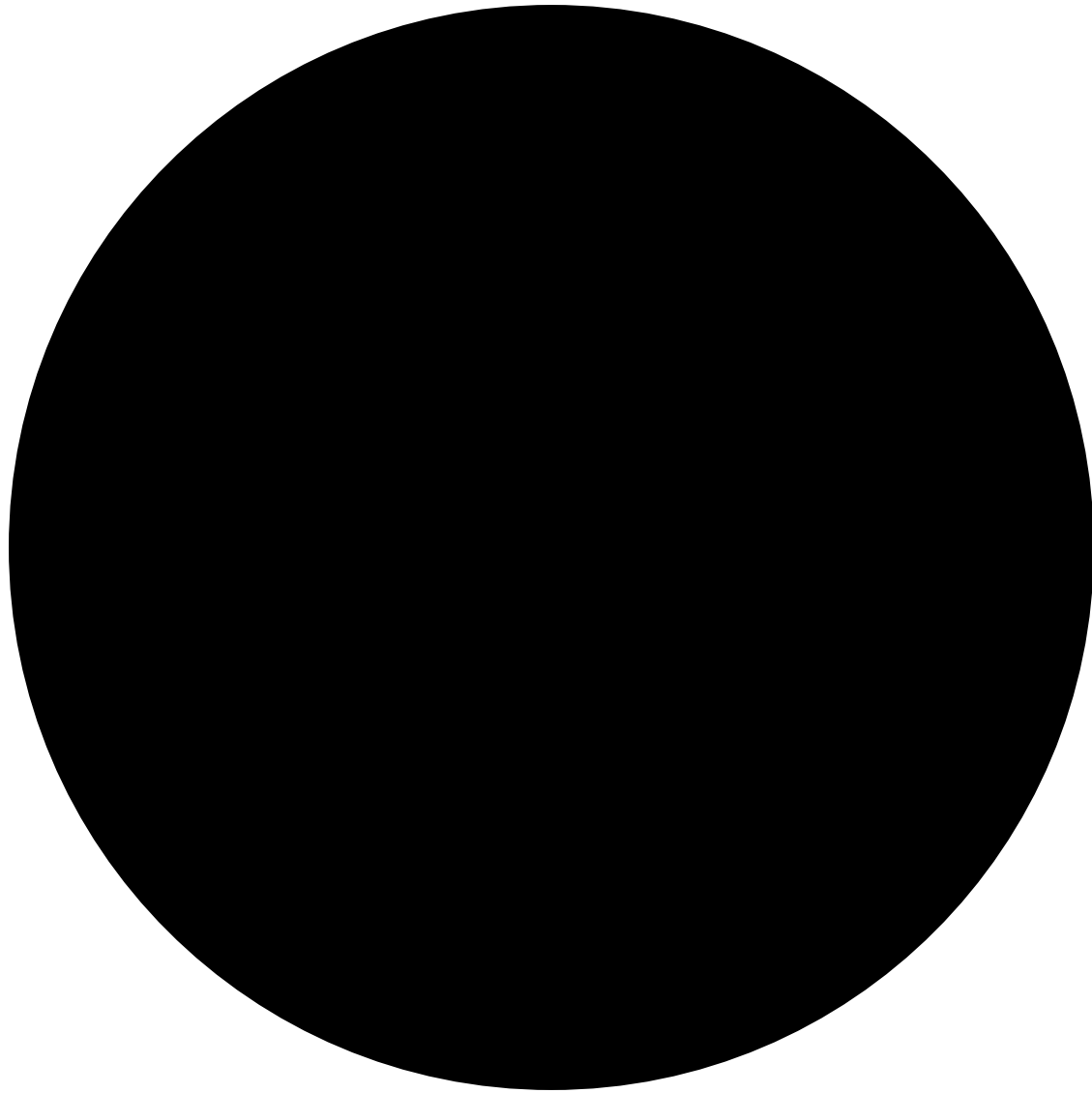


# **VISUALDESIGNPRINCIPLES**

**SPACE**

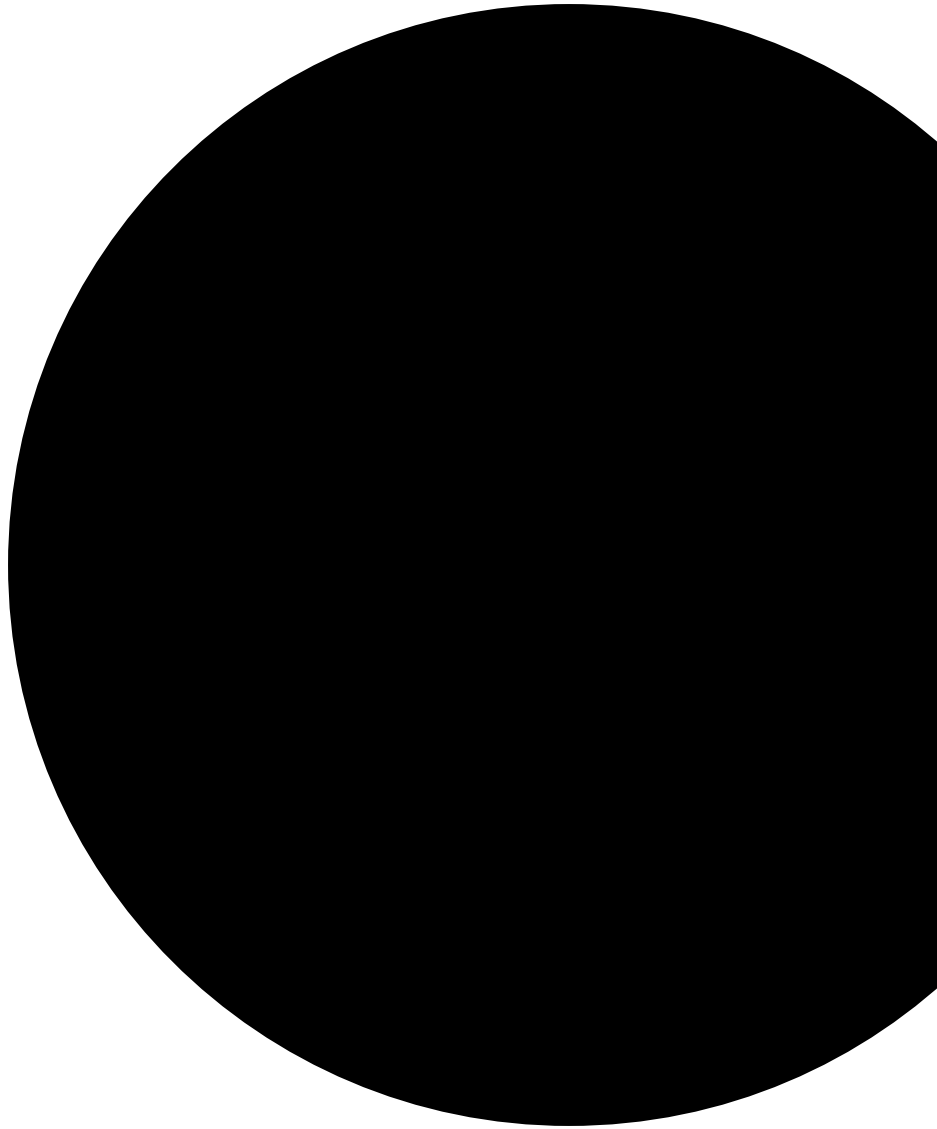
**SPACE  
+ FIGURE**



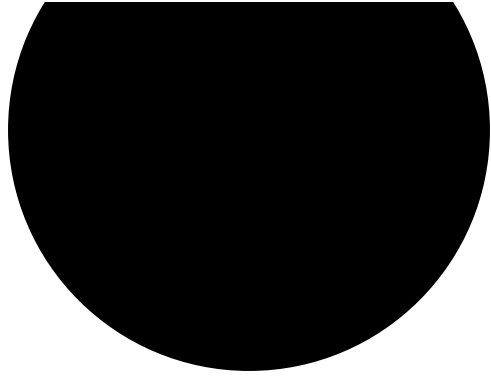


**SPACE  
+ FIGURE**

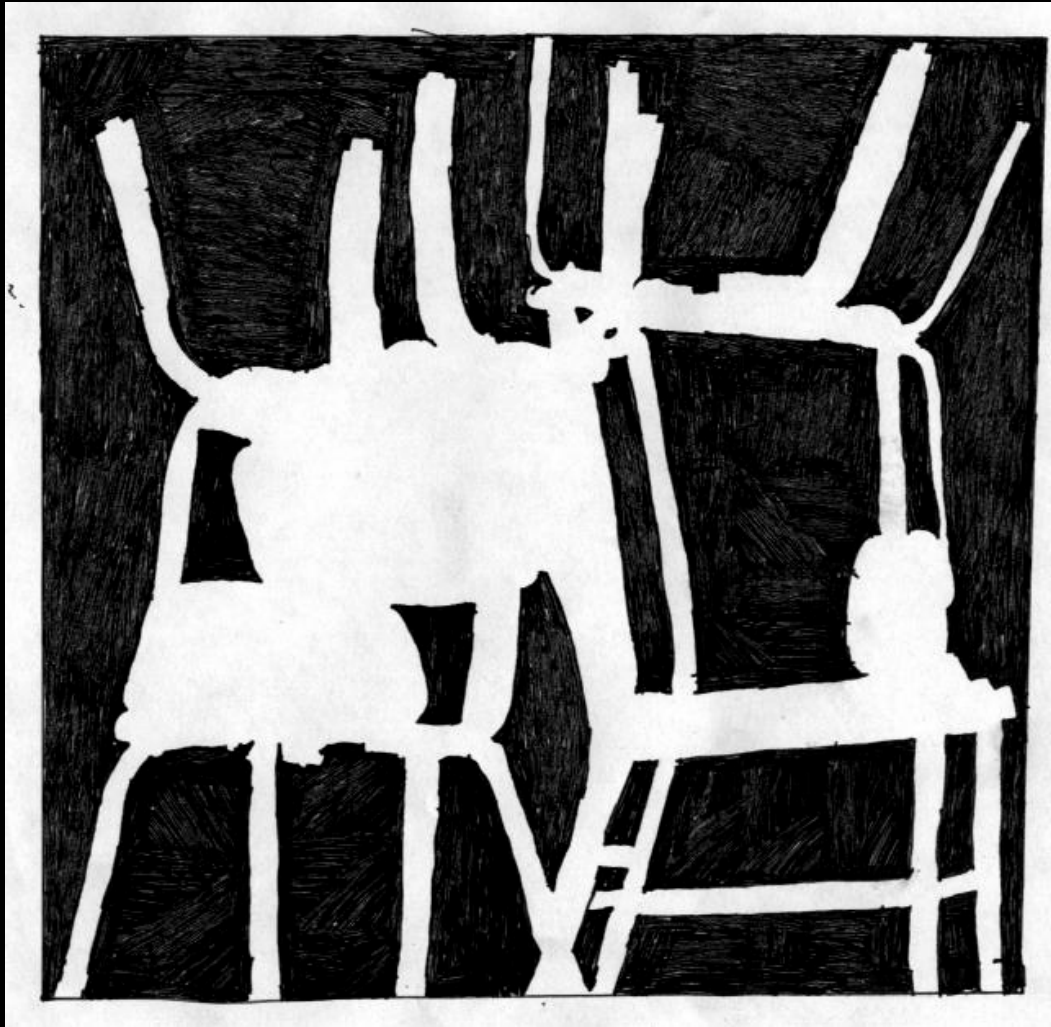




**SPACE  
+ FIGURE**

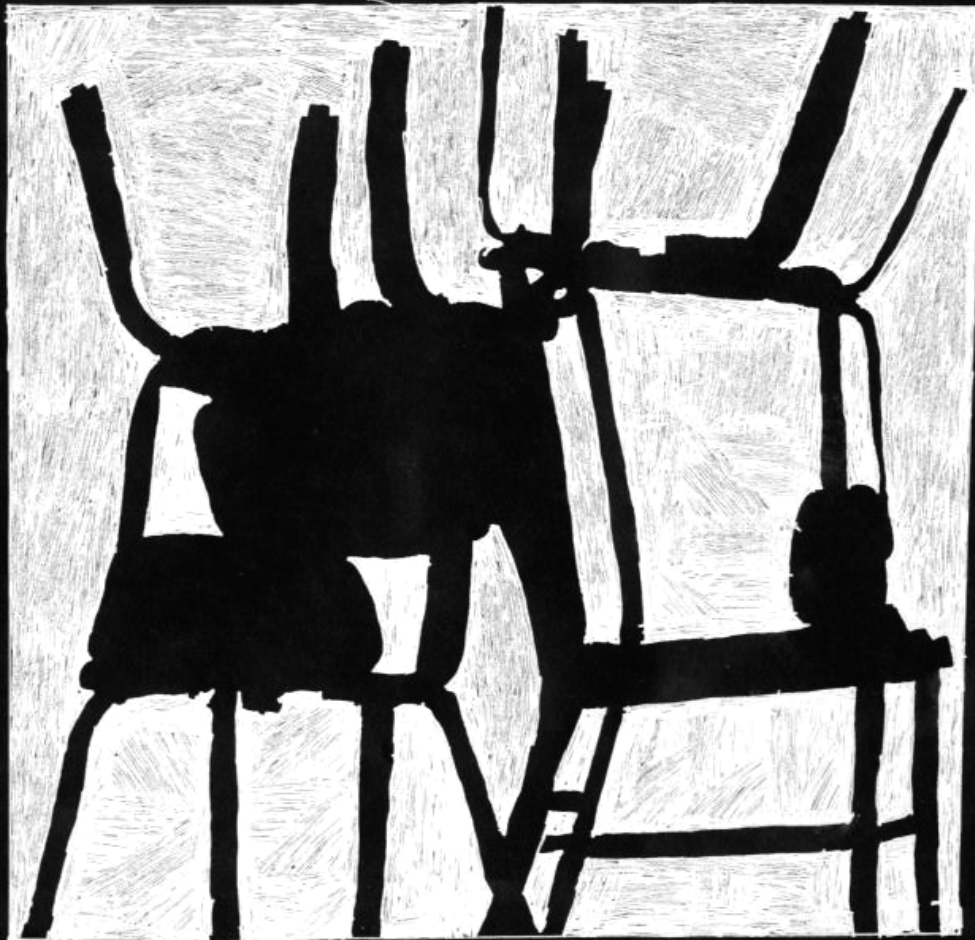


**SPACE  
+ FIGURE**



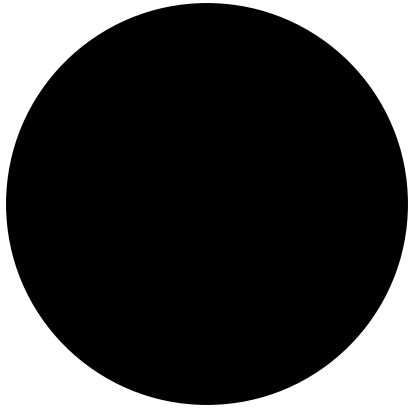
positive shapes (figure)  
negative shapes (ground)

**SPACE IS A SHAPE**



positive shapes (figure)  
negative shapes (ground)

**Artists and designers need  
to see shapes as well  
as the objects that  
shapes represent**



- **FIGURE/GROUND**
- **STABLE**
- **Forms placed in front of background**
- **Usually figure or ground dominates**



- **FIGURE/GROUND**
- **STABLE**
- **Forms placed in front of background**
- **Usually figure or ground dominates**

number theory

0.765694707695255	0.29313437752701766	0.8431605404301336	0.5038731911468683	0.2370626221533836
0.03194538290717606	0.03869190033883463	0.4035559332695462	0.28903340263278174	0.3318076942002626
0.6576080663205755	0.7358781814527364	0.6498600665523413	0.06639961348326784	0.09905326667171455
0.8055989244660403	0.529794634378624	0.11213173660877118	0.058162719232733195	0.5433198667845152
0.11027191727712371	0.4363649930672261	0.5632142721612939	0.6438031873068186	0.6515332155692688
0.8781913755137001	0.6948367832532597	0.3614360899508241	0.4167764923122125	0.9329658877030389
0.30050360326562675	0.33892958682849483	0.09699821769381787	0.3957219843268388	0.6346065283981005
0.8424646589463015	0.41310217789407	0.4187994867917588	0.8741147218498208	0.42980376912529294
0.5704758351411553	0.3954582658047294	0.8866795313071326	0.3874576156270061	0.2461186088683266
0.09394703354422174	0.4610551680518544	0.23881783074938923	0.6995387509587919	0.6354408774947283



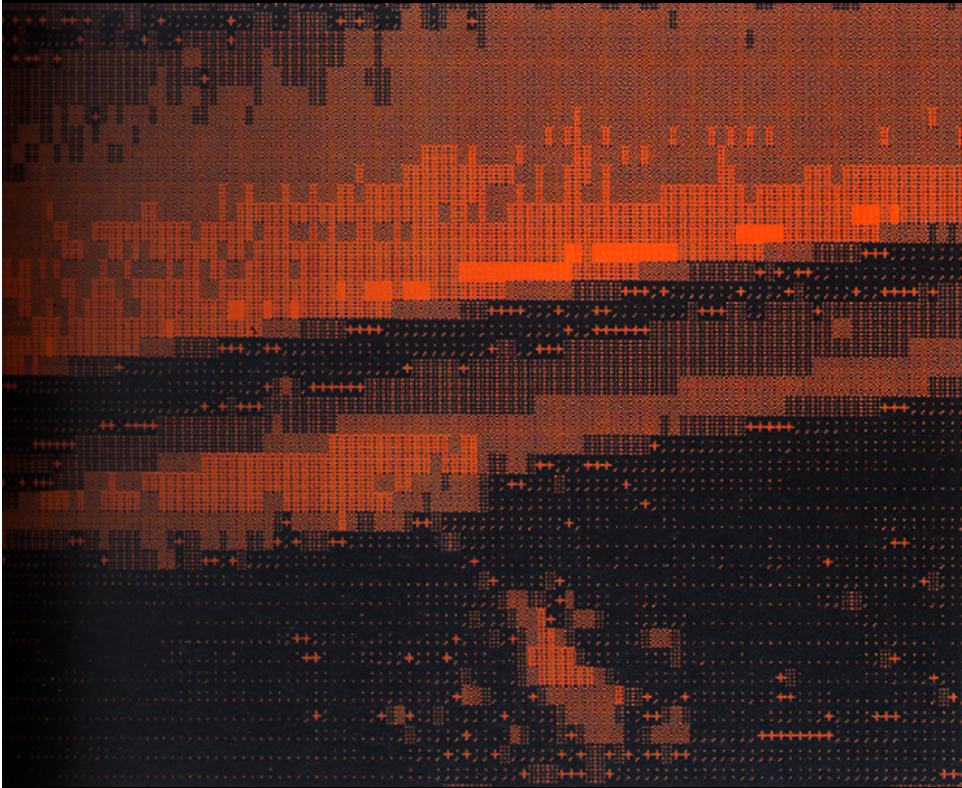
- **FIGURE/GROUND**
- **REVERSIBLE**
- **Figure and ground interpenetrate**
- **Both are perceived equally**
- **Are these white shapes on black ground or black shapes on white ground?**



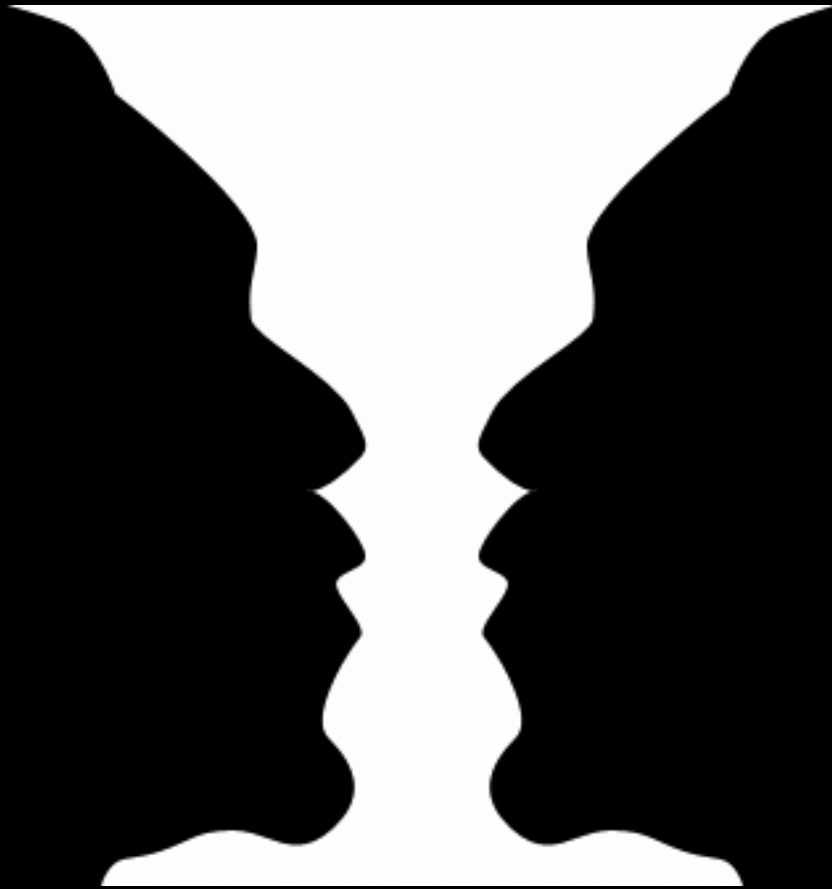


- **FIGURE/GROUND**
- **REVERSIBLE**
  - **Figure and ground interpenetrate**
  - **Both are perceived equally**





- **FIGURE/GROUND**
- **REVERSIBLE**
  - **Figure and ground interpenetrate**
  - **Both are perceived equally**

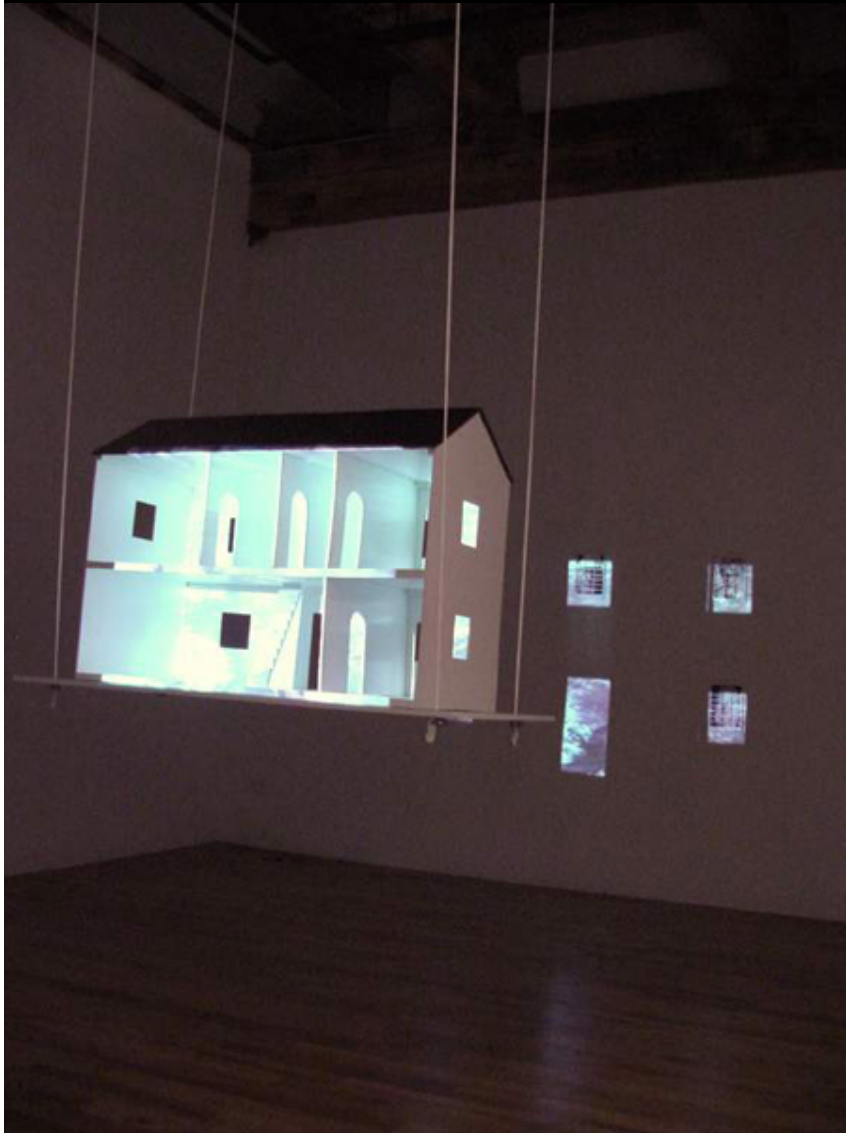


**FIGURE/GROUND**

**AMBIGUOUS**

Figure and ground are equally interesting shapes

Elements can be figure and ground simultaneously



- **FIGURE/GROUND**

- **AMBIGUOUS**

Figure and ground are equally interesting shapes

Elements can be figure and ground simultaneously



- **CONTRAST**
  - emphasis, dominance
  - Use color/value, size, or isolation
- **Creates a focal point**
  - draw viewer's attention to an area of the design
- **Leads to a hierarchy**
  - Where does the eye go first? Where does it go next?





- **CONTRAST**
- Color or value

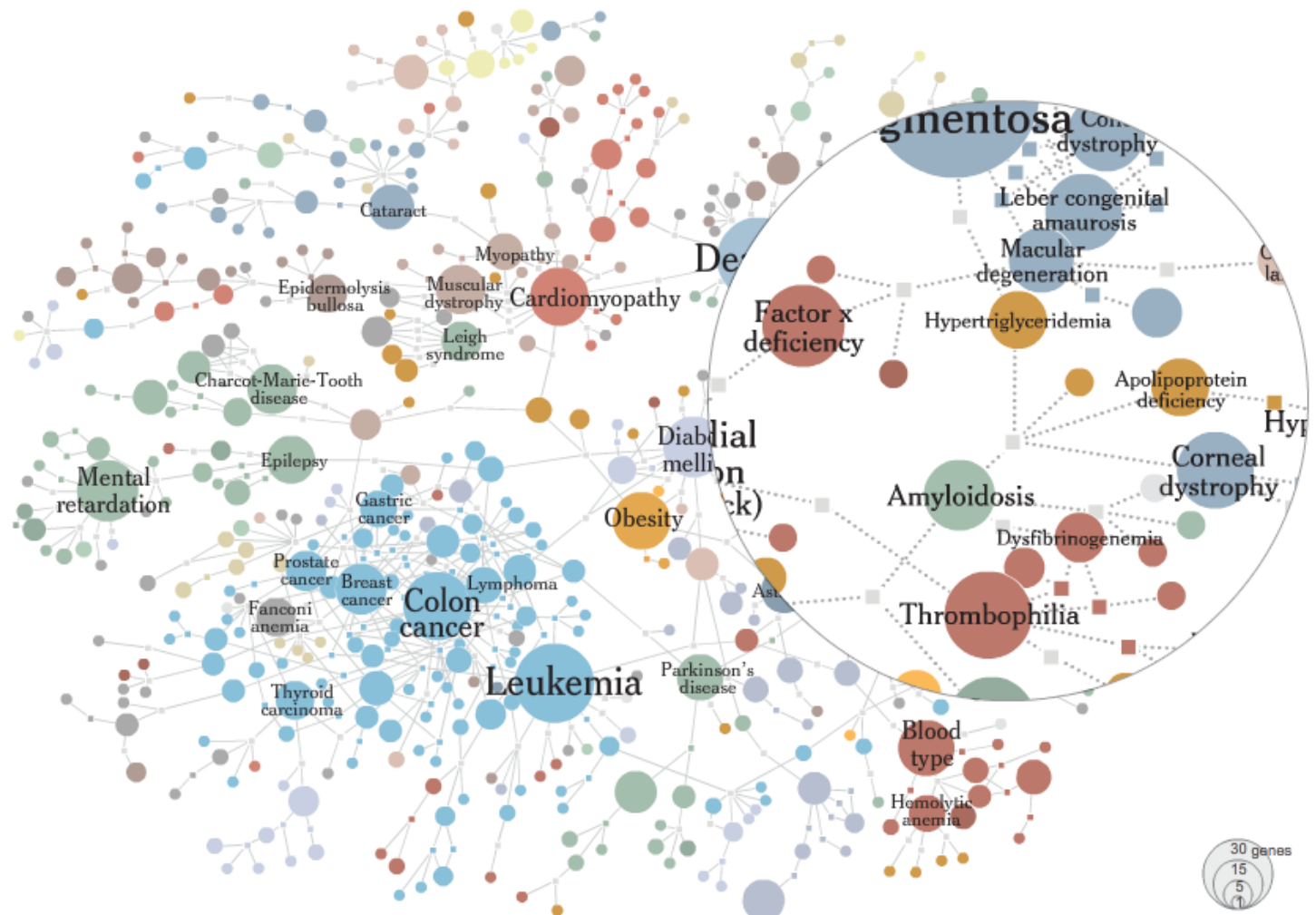
## 2007-01-23: State of the Union Address

George W. Bush (2001-)

abandon accountable affordable afghanistan africa aided ally anbar armed army baghdad bless challenges  
chamber chaos choices civilians coalition commanders commitment confident confront congressman constitution  
corps debates deduction deficit deliver democratic deploy dikembe diplomacy disruptions earmarks economy  
einstein elections eliminates expand extremists failing faithful families freedom fuel funding god haven  
ideology immigration impose insurgents iran **iraq** islam julie lebanon love madam marine math medicare  
moderation neighborhoods nuclear offensive palestinian payroll province pursuing **qaeda** radical regimes resolve  
retreat rieman sacrifices science sectarian senate september shia stays strength students succeed sunni **tax**  
territories **terrorists** threats uphold victory violence violent **war** washington weapons wesley

- **CONTRAST**
- **Size**

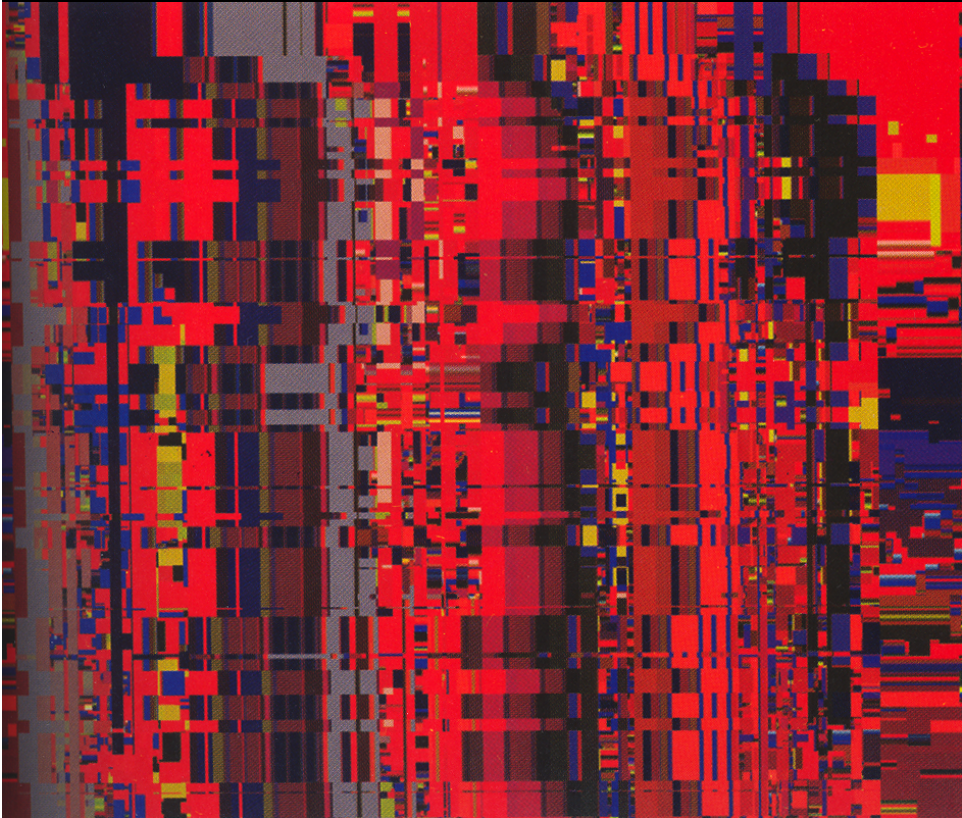




Sources: Marc Vidal; Albert-Laszlo Barabasi; Michael Cusick; Proceedings of the National Academy of Sciences

Matthew Bloch and Jonathan Corum / The New York Times

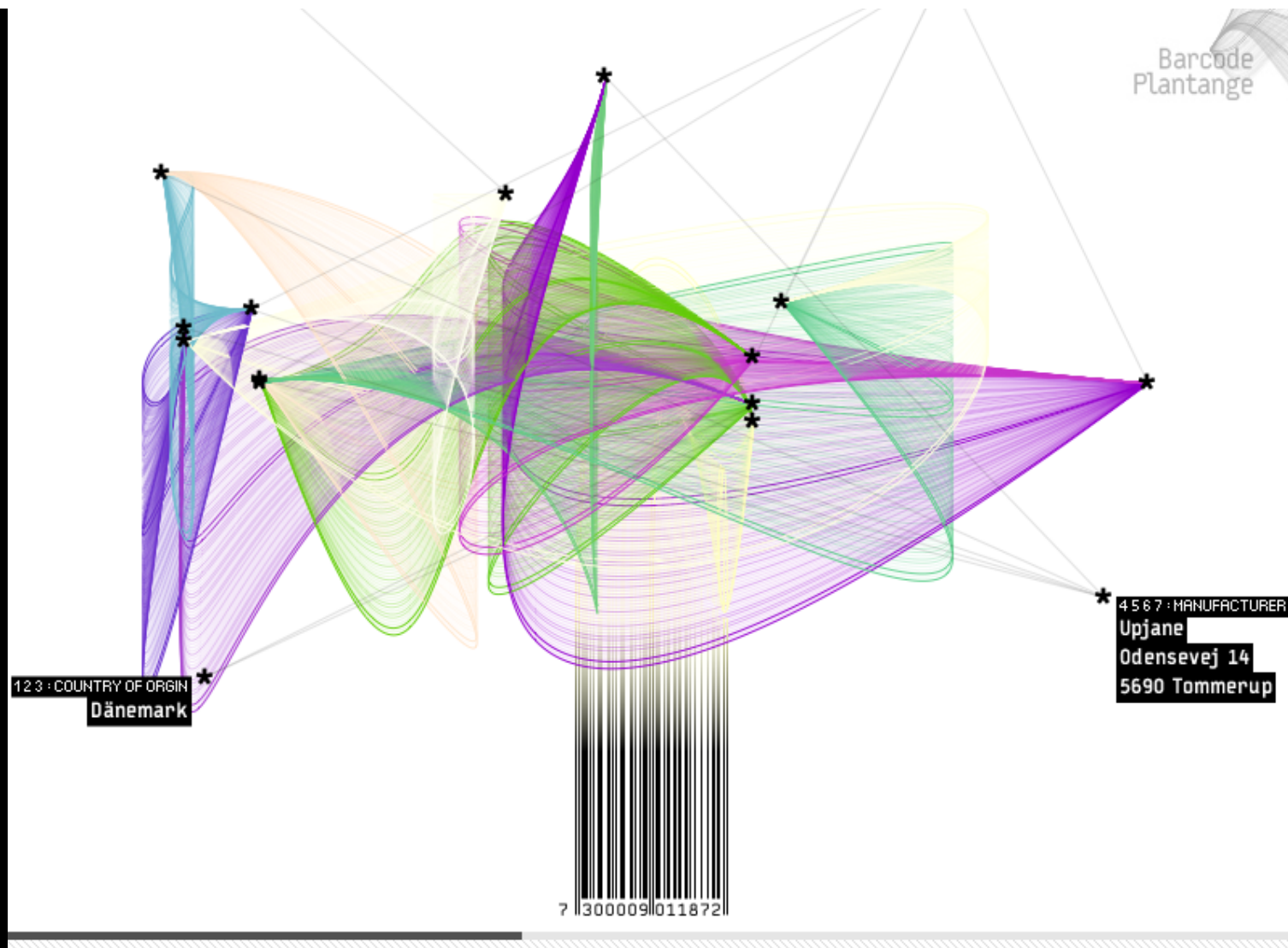
- **CONTRAST**
- **Size**



- **RHYTHM**
- Repetition of elements
  - Can create pattern or texture
  - Introduce slight changes to add sense of movement and energy



Barcode  
Plantange



•RHYTHM

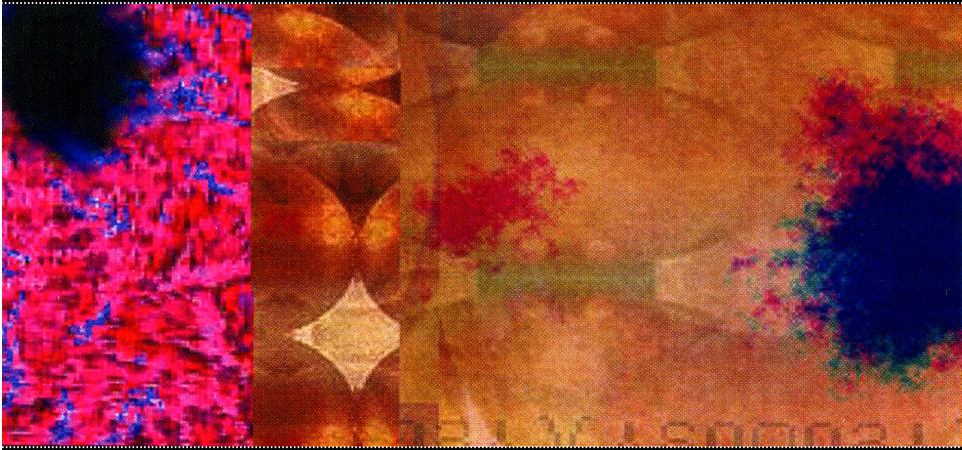
•Repetition of elements

–Can create pattern or texture

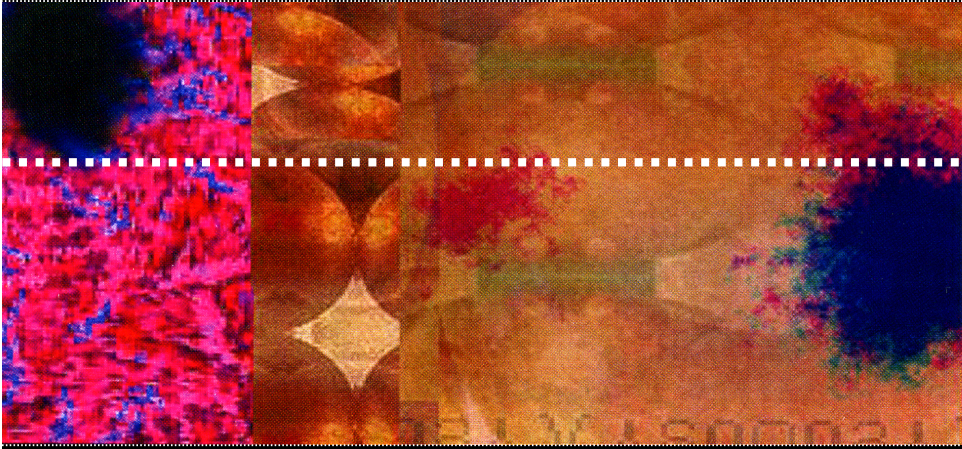


- **RHYTHM**
- Repetition of elements
  - Can create pattern or texture

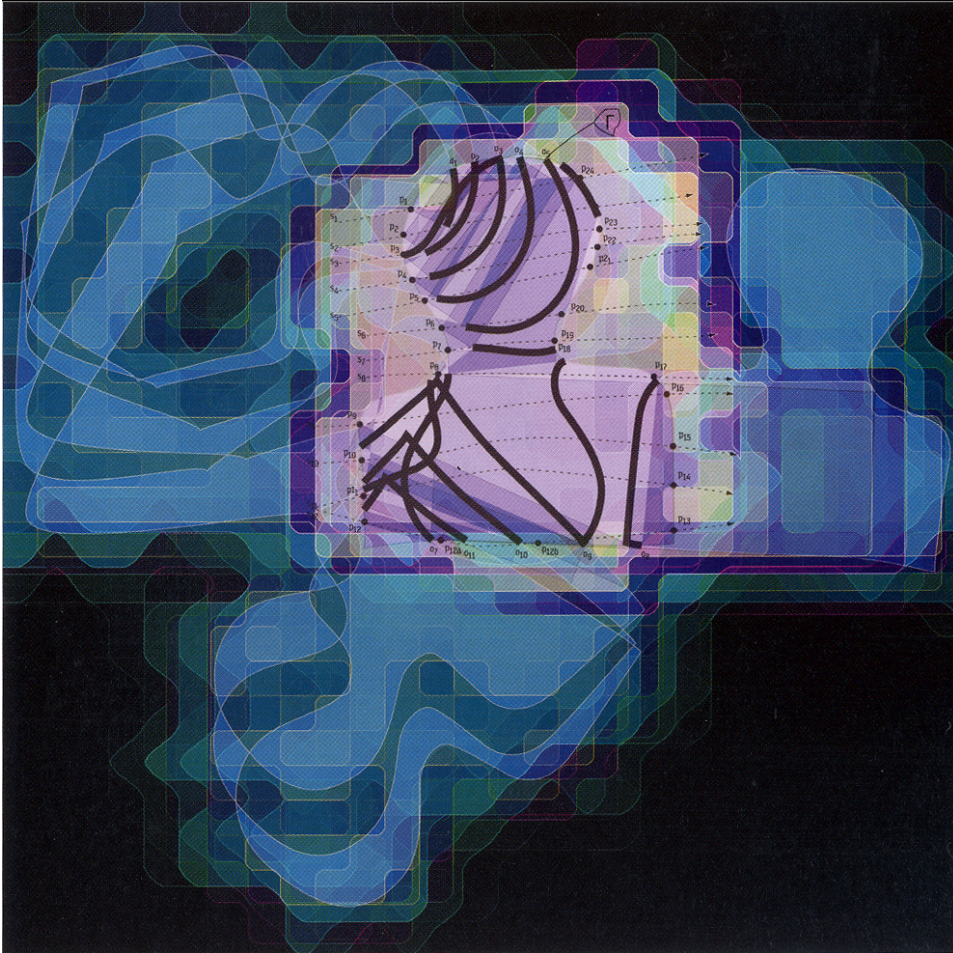




- **ALIGNMENT**
- **Creates associations between elements in a design**
  - **Invisible lines used to position various elements**
  - **Internal grid creates structure for a design**



- **ALIGNMENT**
- **Creates associations between elements in a design**
  - **Invisible lines used to position various elements**
  - **Internal grid creates structure for a design**



- **PROXIMITY**
- We tend to group elements of similar size, shape, and color
  - Perceived as units rather than individual lines or shapes