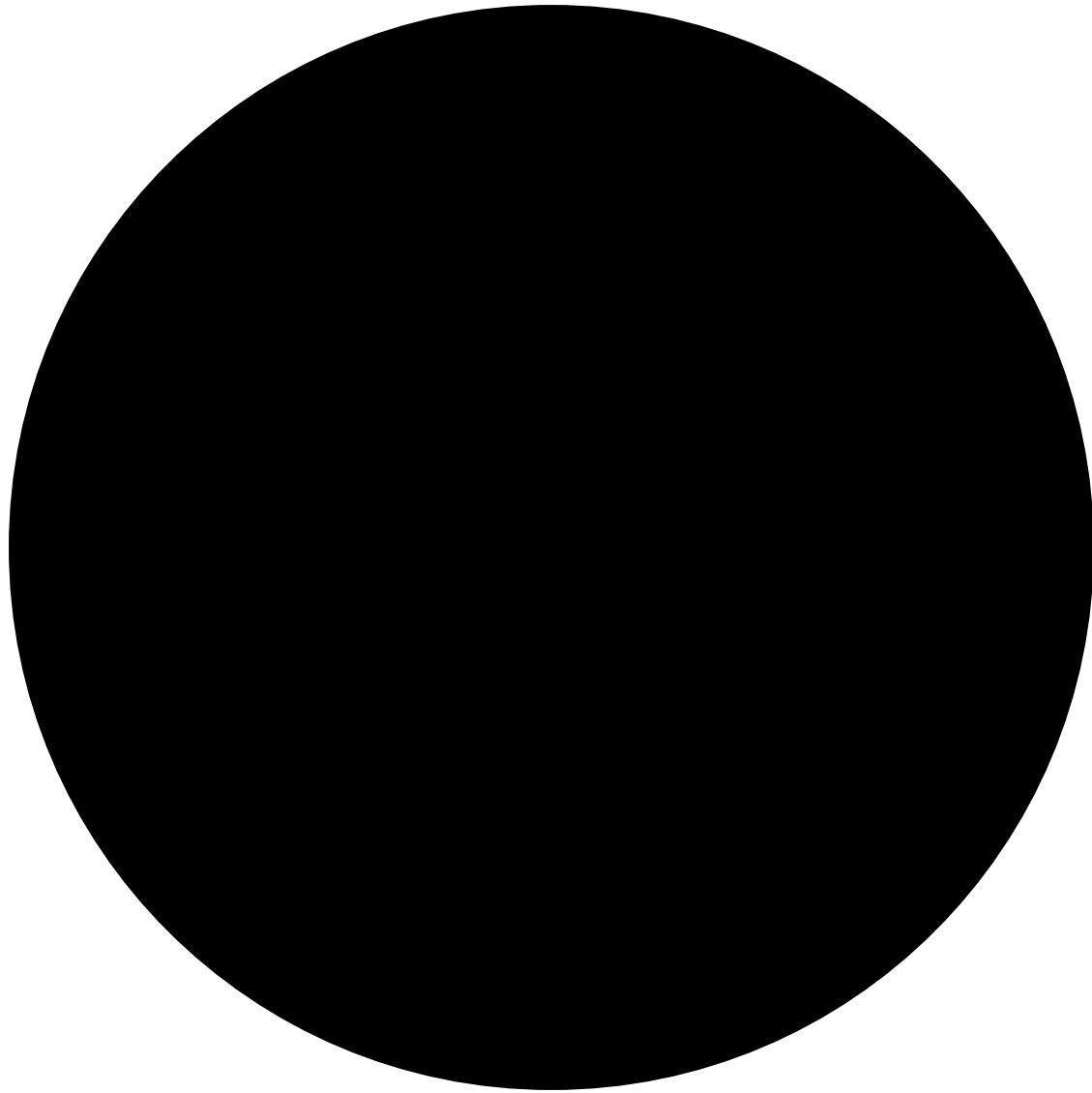


VISUALDESIGNPRINCIPLES

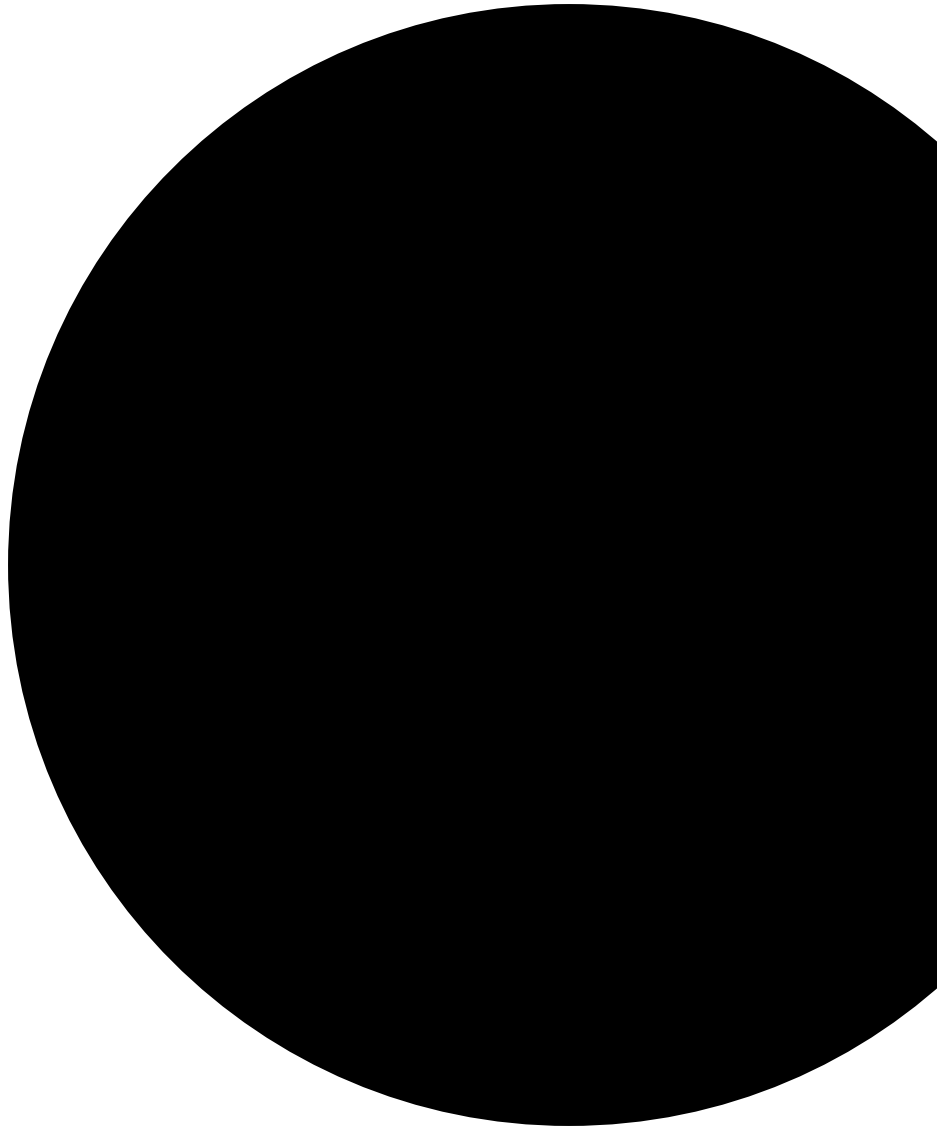
SPACE

**SPACE
+ FIGURE**

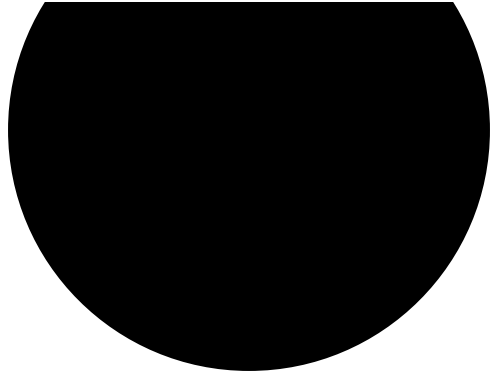




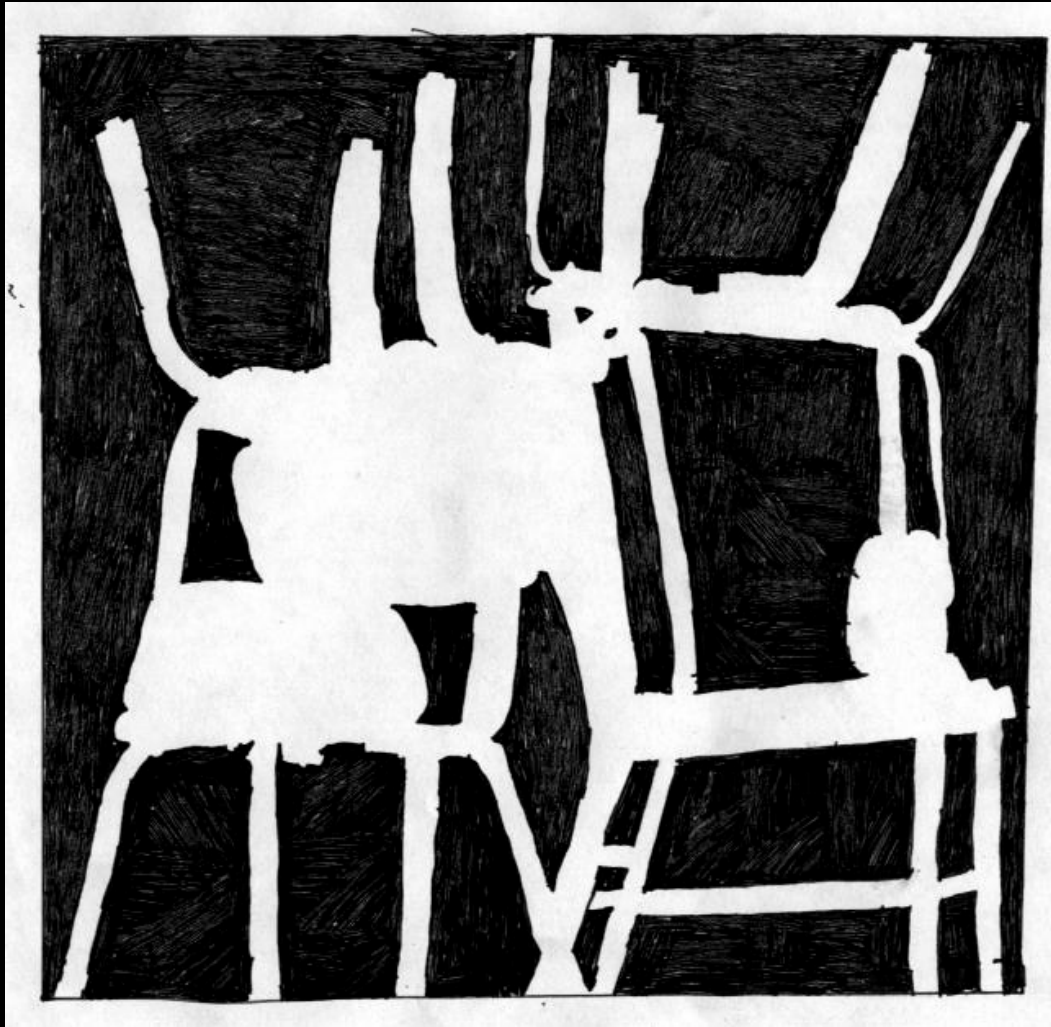
**SPACE
+ FIGURE**



**SPACE
+ FIGURE**

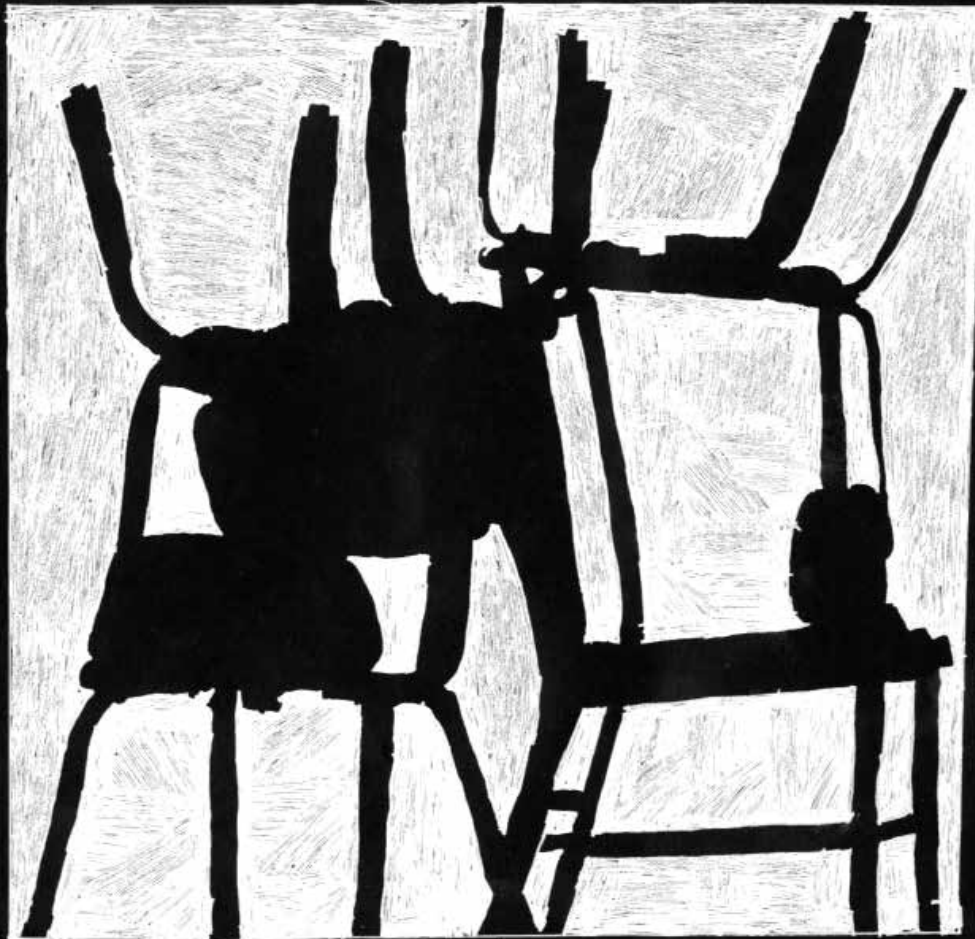


**SPACE
+ FIGURE**



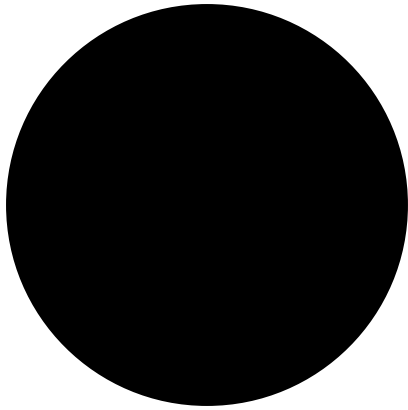
positive shapes (figure)
negative shapes (ground)

SPACE IS A SHAPE

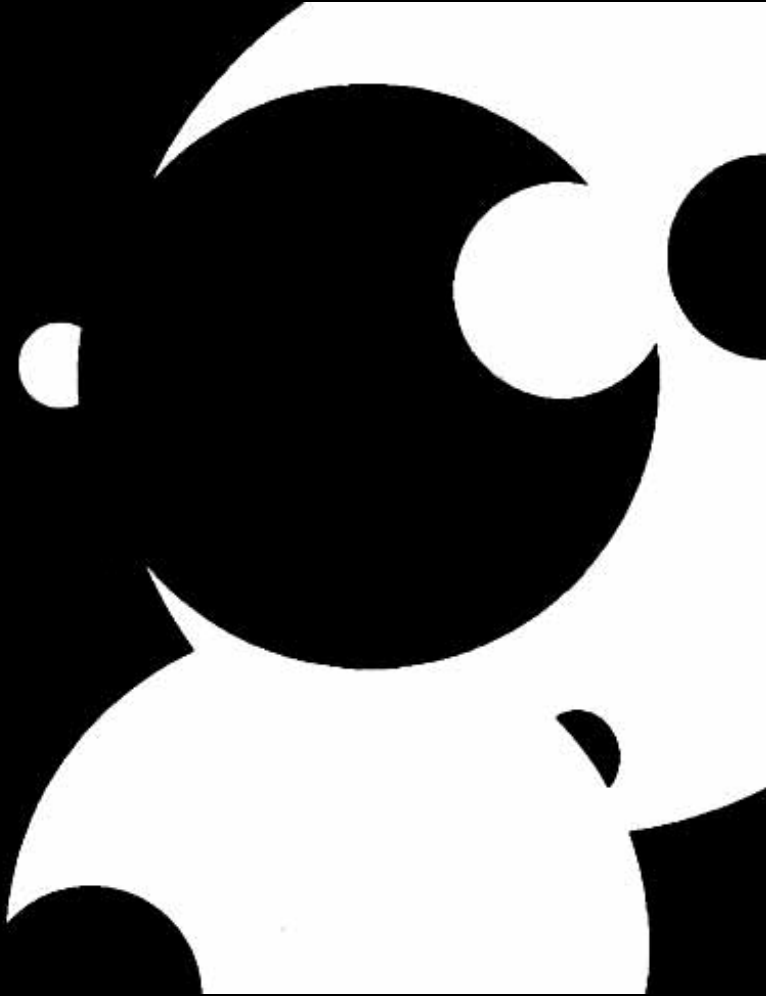


positive shapes (figure)
negative shapes (ground)

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



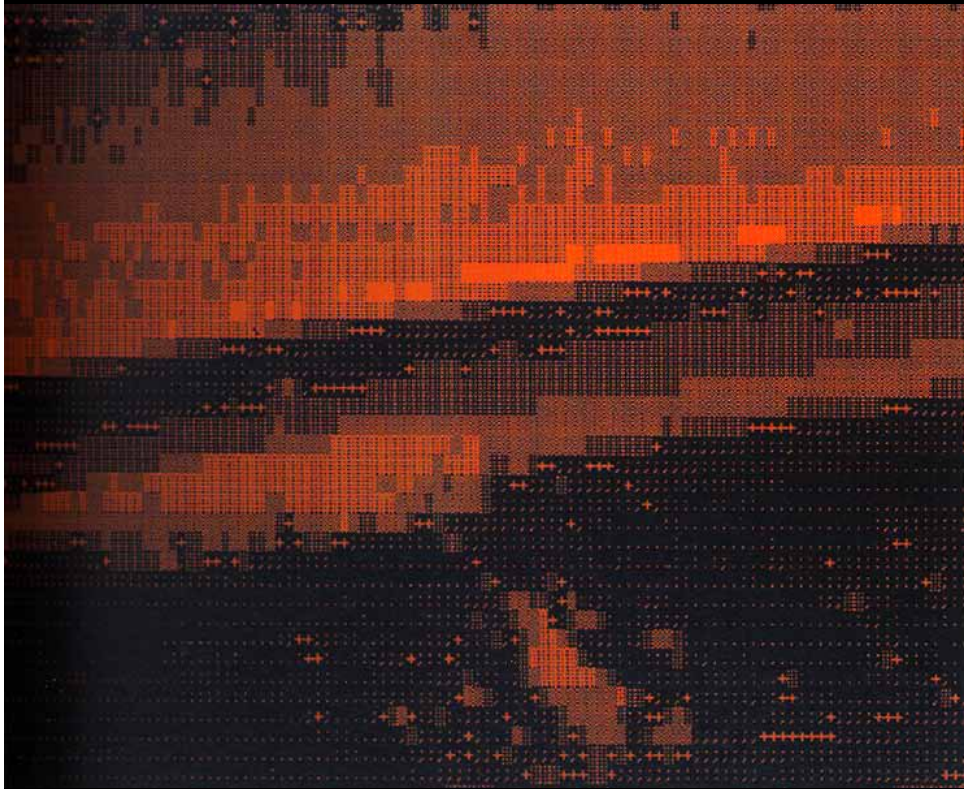
- **FIGURE/GROUND**
- **STABLE**
- **Forms placed in front of background**
- **Usually figure or ground dominates**



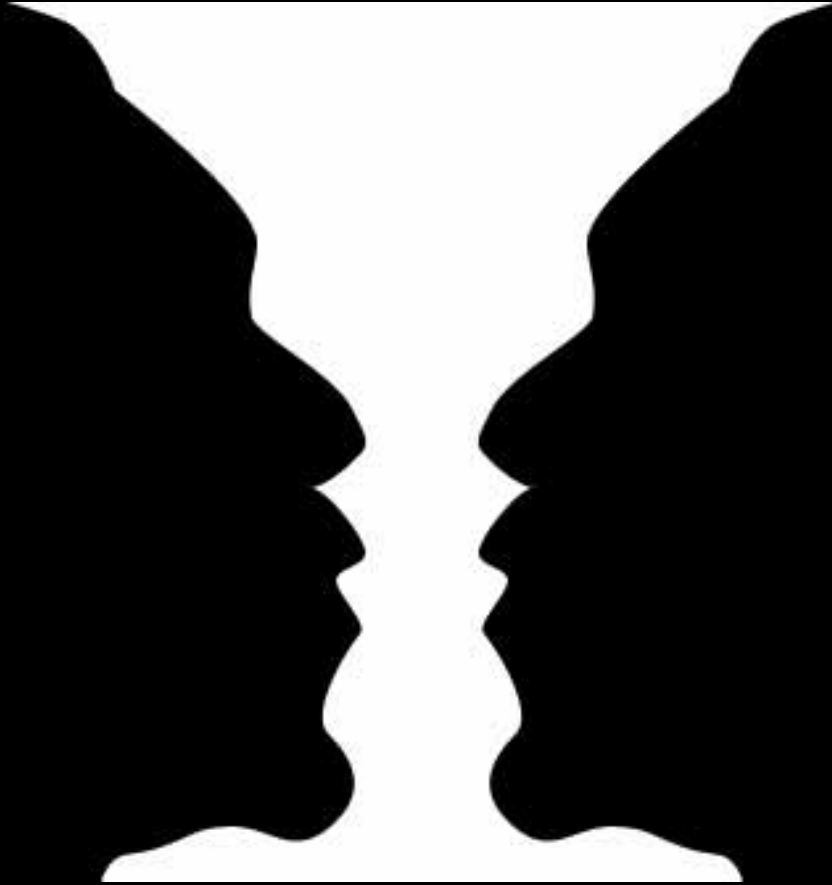
- **FIGURE/GROUND**
- **REVERSIBLE**
- **Figure and ground interpenetrate**
- **Both are perceived equally**
- **Are these white shapes on black ground or black shapes on white ground?**



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



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

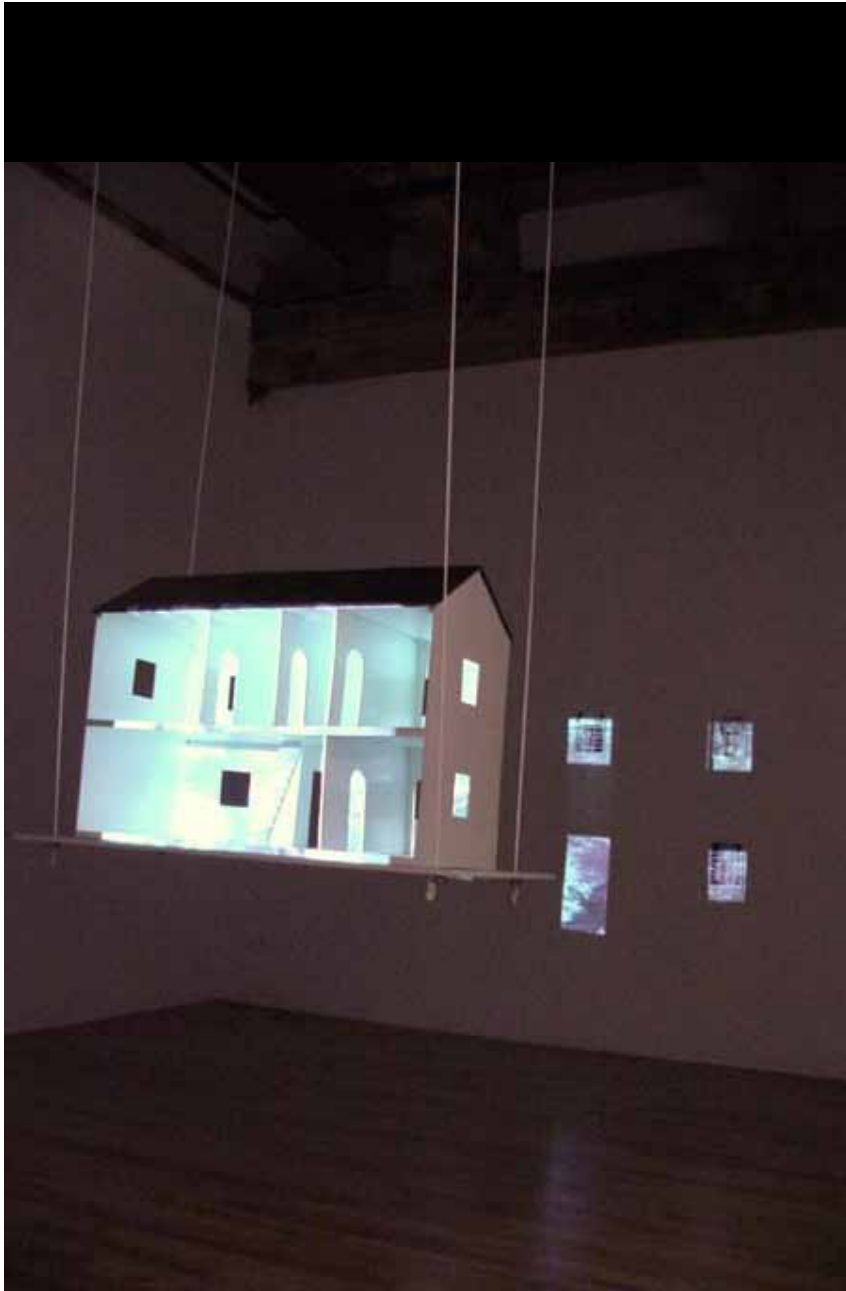


FIGURE/GROUND

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?



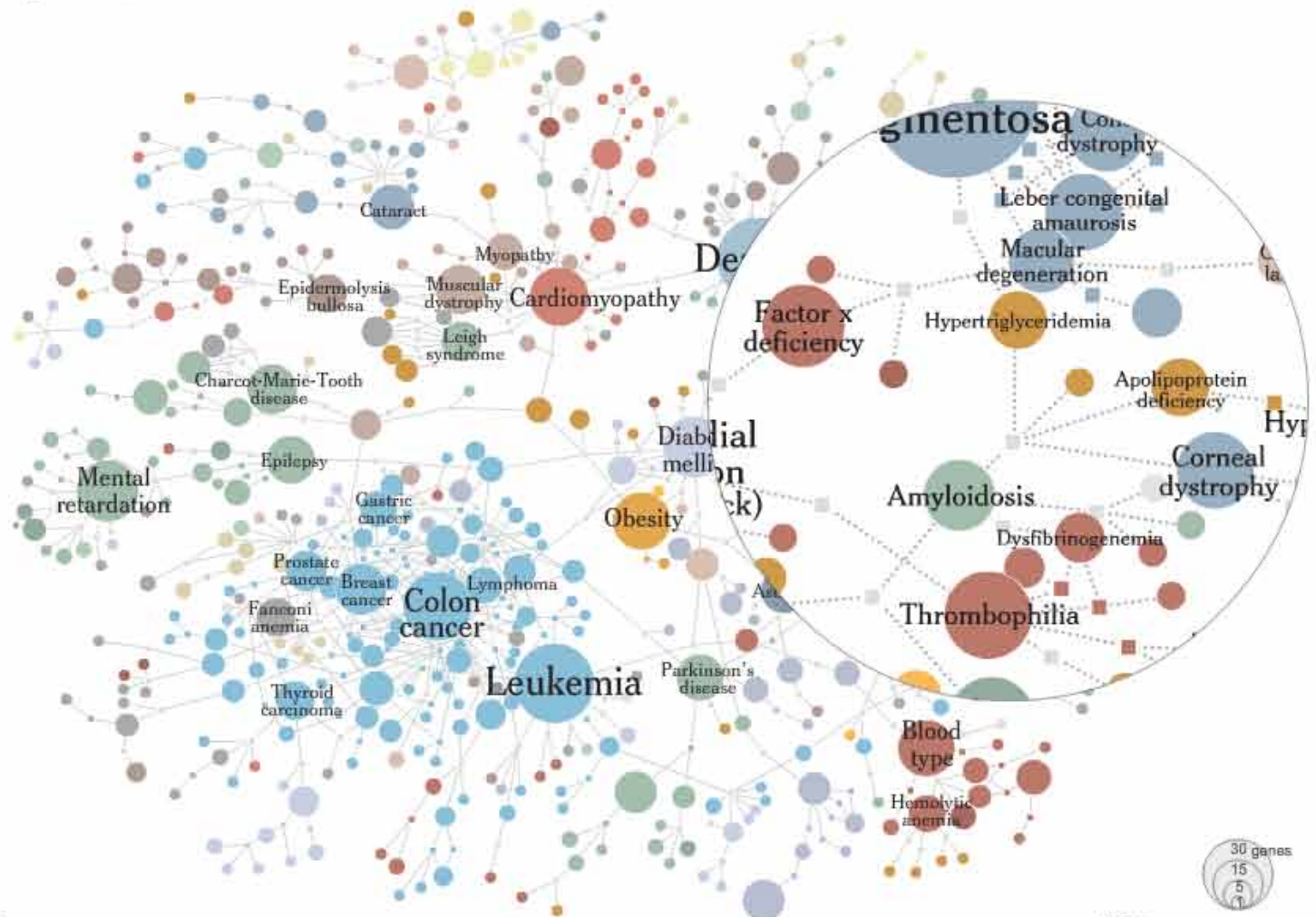
- **CONTRAST**
- Color or value

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**



TYPE OF DISEASE

- | | | | | | | |
|------------|---------------------|------------------|--------------------|---------------------|-----------------|------------------|
| ● Cancer | ● Connective tissue | ● Cardiovascular | ● Endocrine | ● Ear, nose, throat | ● Developmental | ● Multiple types |
| ● Bone | ● Muscular | ● Hematological | ● Immunological | ● Ophthalmological | ● Neurological | ● Unclassified |
| ● Skeletal | ● Dermatological | ● Renal | ● Gastrointestinal | ● Respiratory | ● Psychiatric | |
| | | | ● Nutritional | | | |
| | | | ● Metabolic | | | |

SCALE

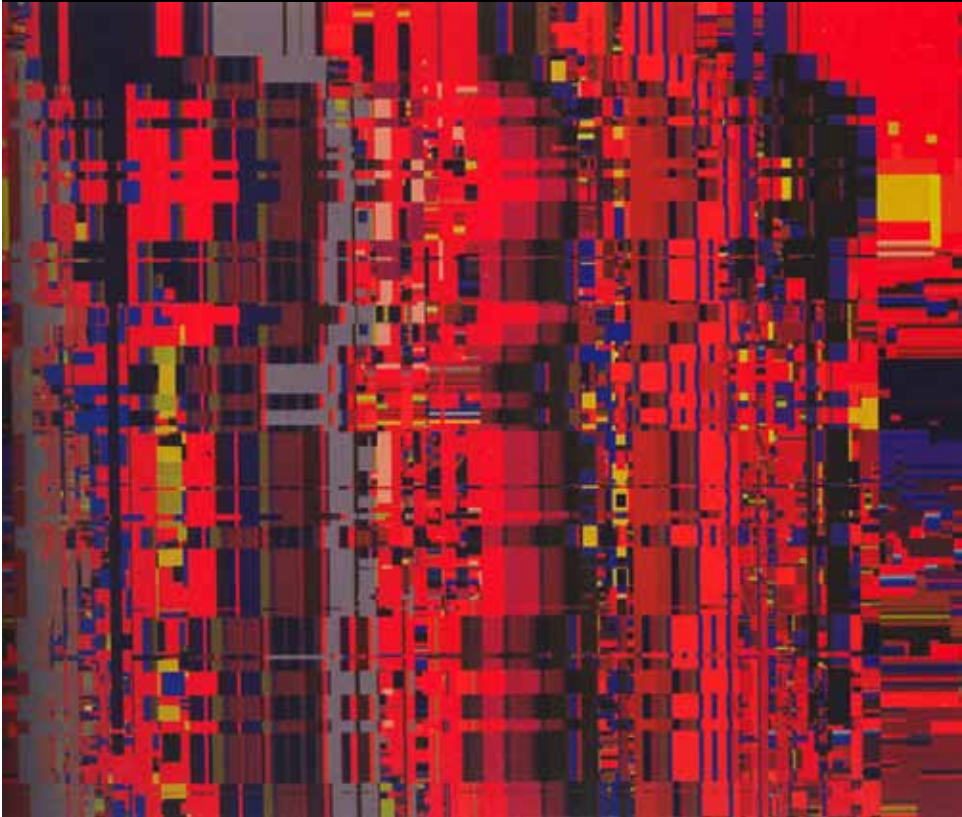
Each circle represents a disease or disorder and is scaled in proportion to the number of genes associated with that disease.



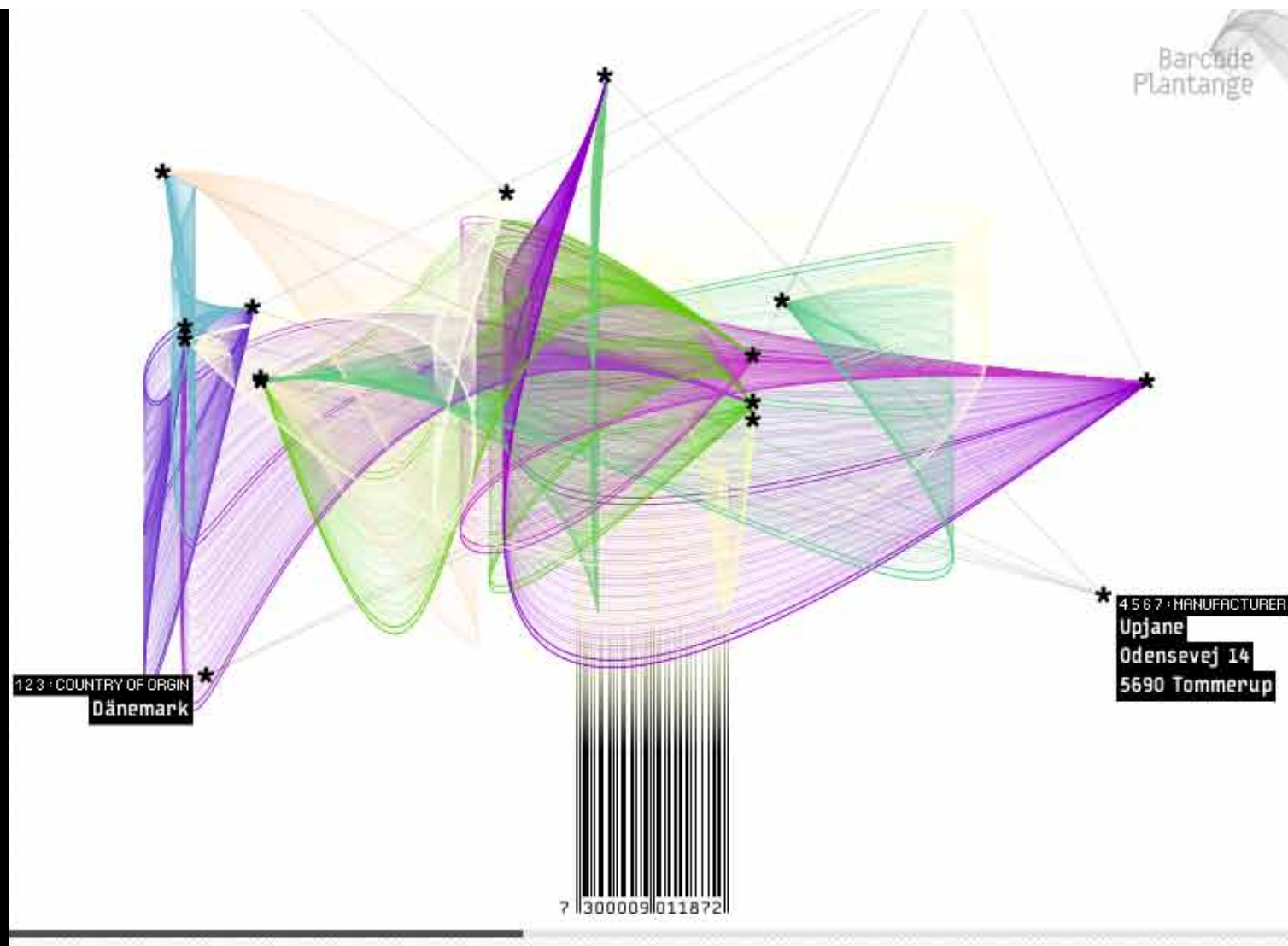
Sources: Marc Vidal; Albert-Laszlo Barabas; Michael Cusick; Proceedings of the National Academy of Sciences

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



- RHYTHM**

- Repetition of elements

- Can create pattern or texture



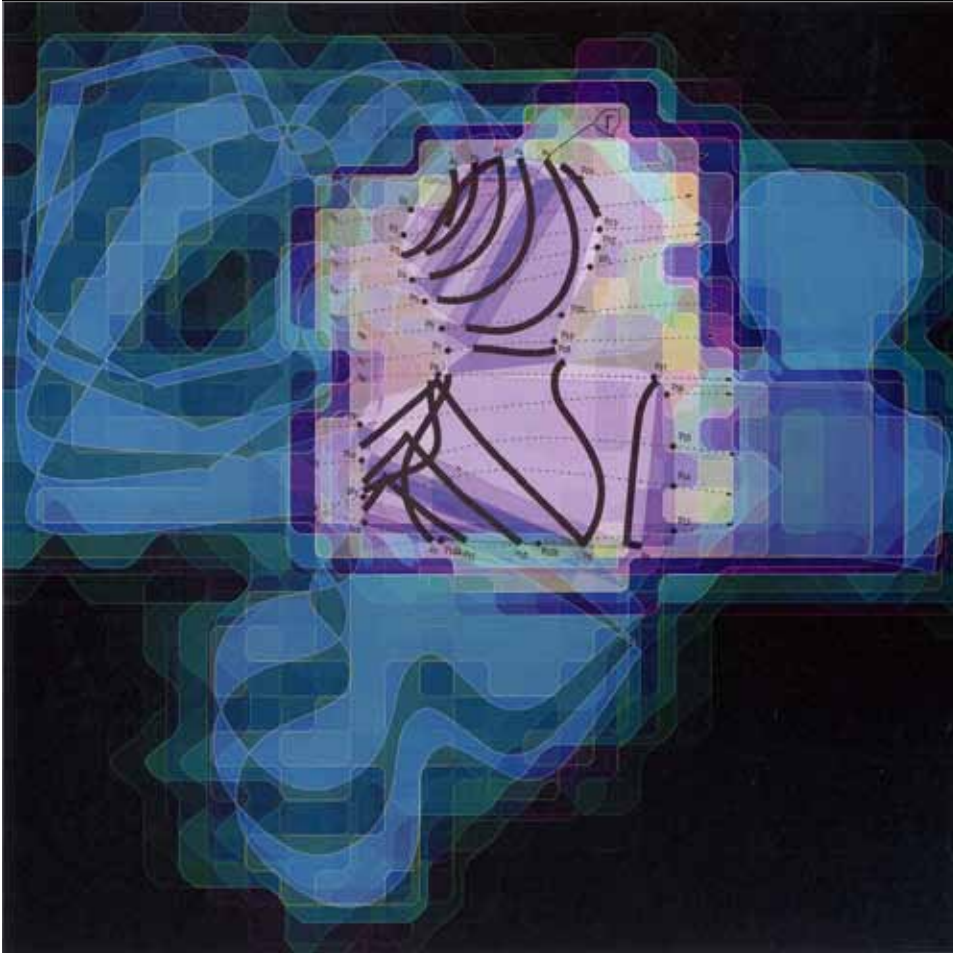
- **RHYTHM**
- Repetition of elements
 - Can create pattern or texture



- **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