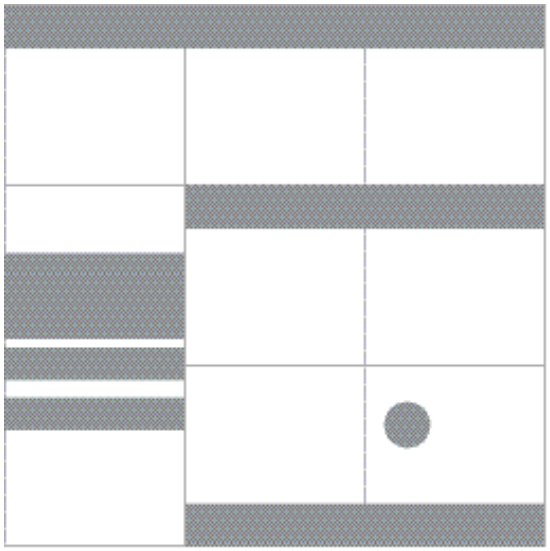
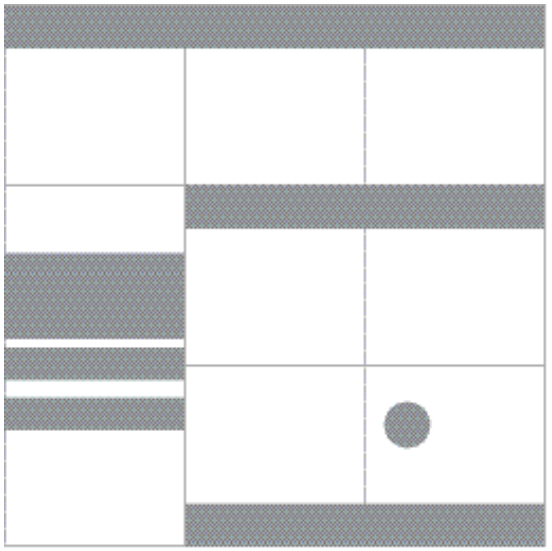
Typographical grid

- Typography: lines of texture within a composition that create rectangles of tone on page
- Relationship of the positions is critical to the perception of order and unity
- 3x3 grid
- Square format: attention on interior composition rather than the shape and proportion of the format



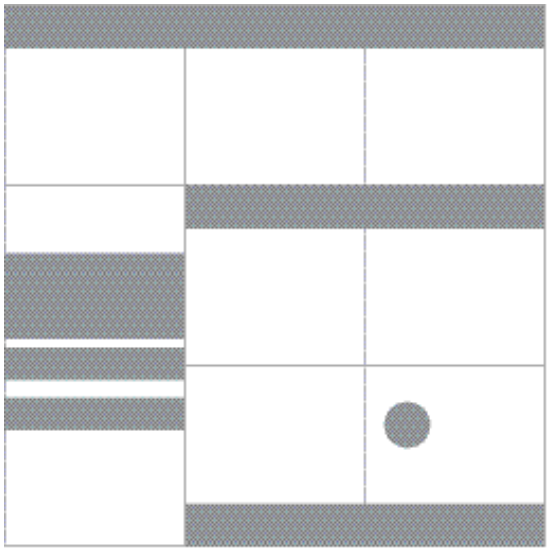
- Six rectangles and small circle
- In proportion, grouped
- Each element aligns with at least one element



- Interior alignments, proportion of elements and placement
  > unified & visually satisfying

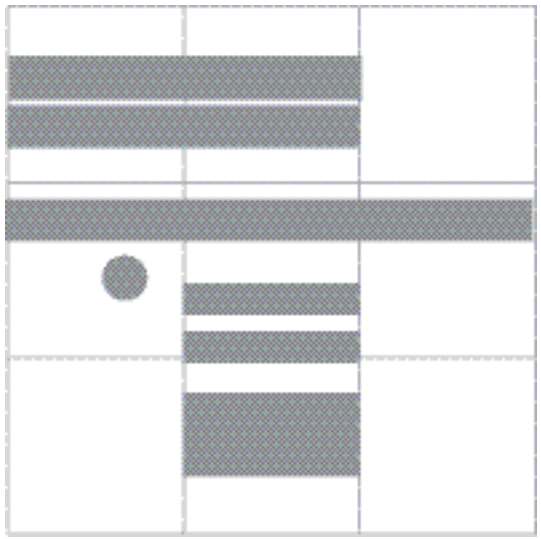
- Composition

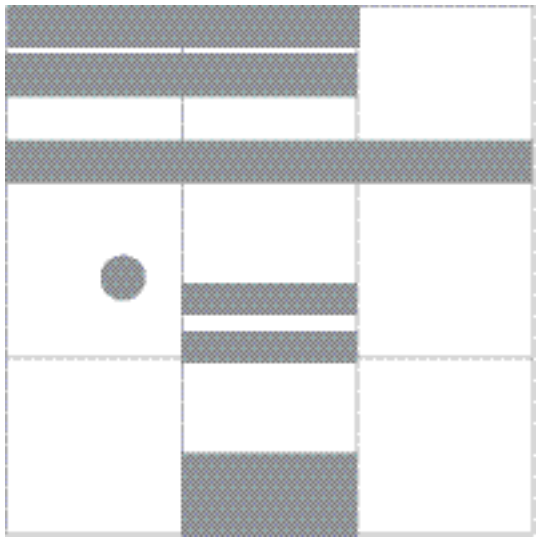
- Hierarchy in the content of message:
  - text size and placement
  - as well as alignment



Perimeter Edge

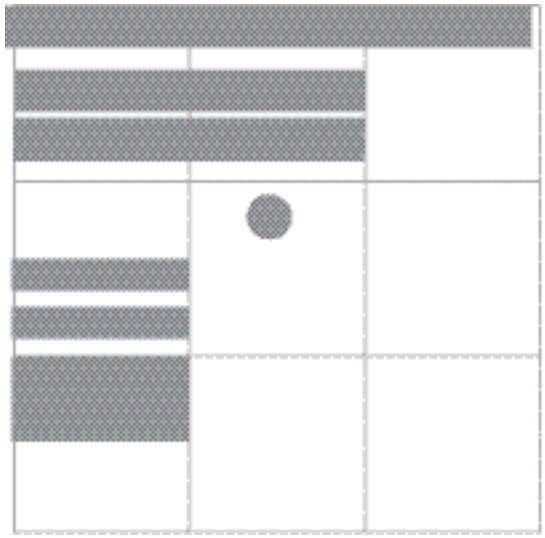
- Use of perimeter edges critical for cohesive compositions
- If none of elements near the top/bottom edges
    > white space squeezes the elements,
    > composition ungrounded

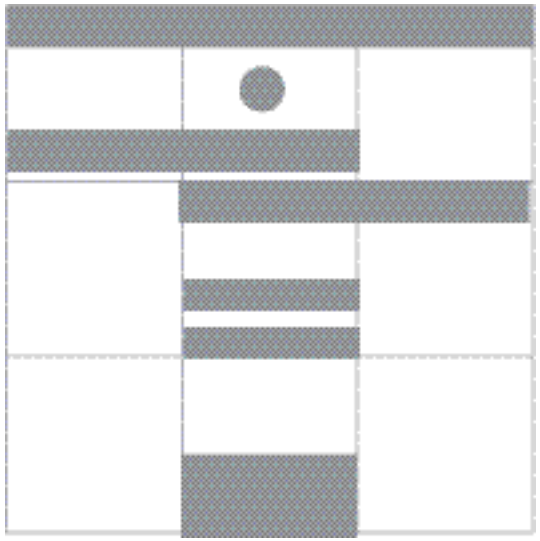




Axial Relationships

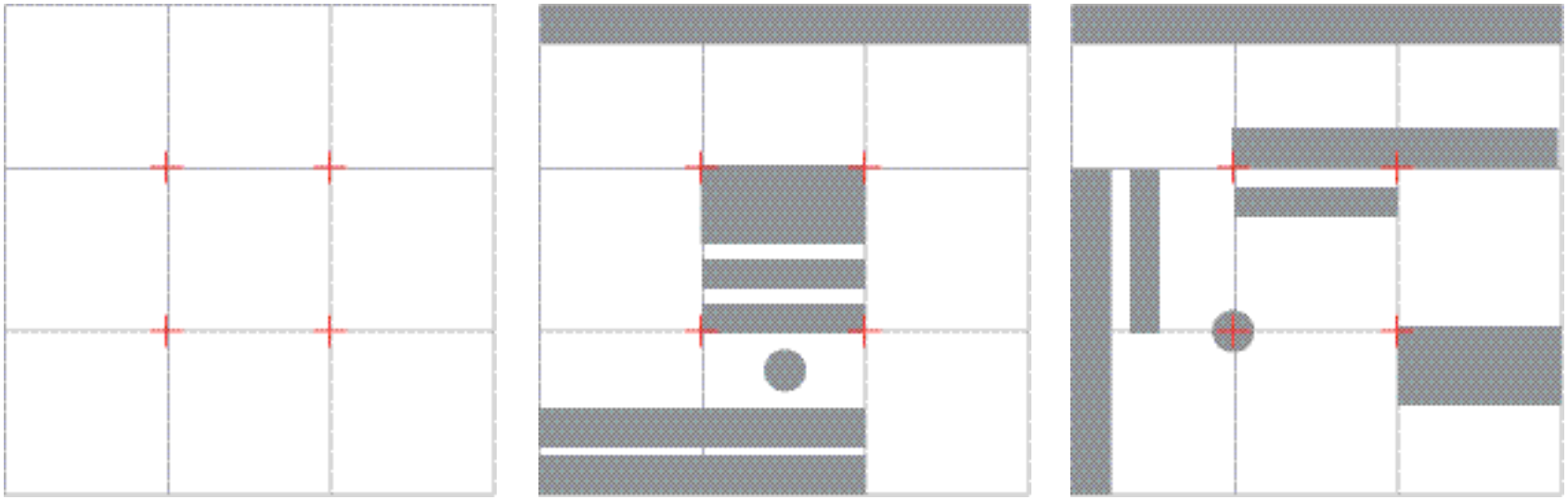
- Created by placement of elements within grid
- When axis in the interior of composition
  > strong visual relationships formed
- Axis on the edges considerably weaker
- Single element does not create an axis
- The larger the number of elements > stronger the axis



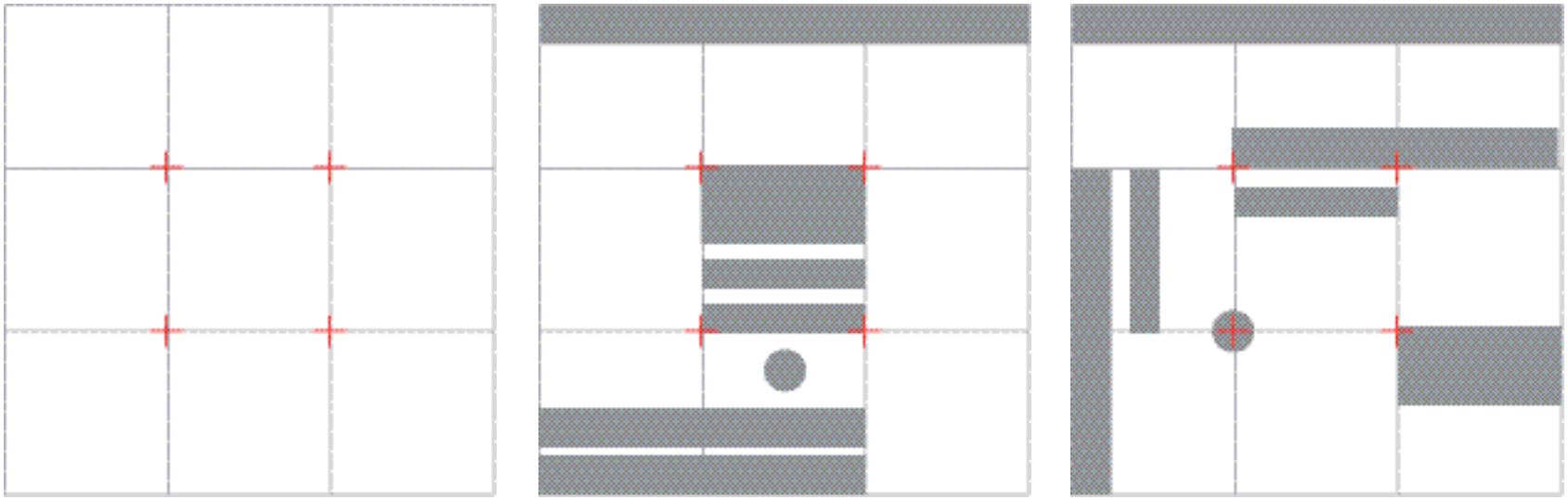


Law of thirds

- When a rectangle or square is divided into thirds vertically and horizontally, the four intersecting points are the points of optimal focus

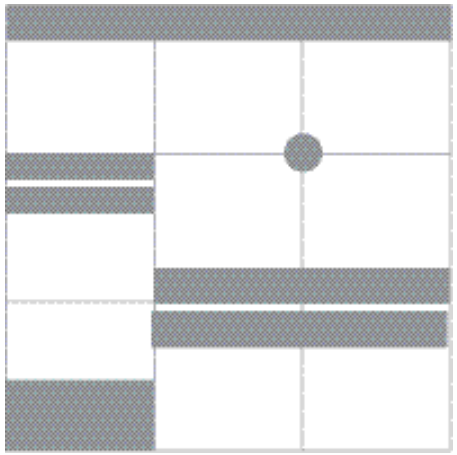


- Use placement and proximity to determine which point hierarchically most important
- Focus attention where it will most naturally occur.
- Do no need to land precisely on the points but proximately



Circle element

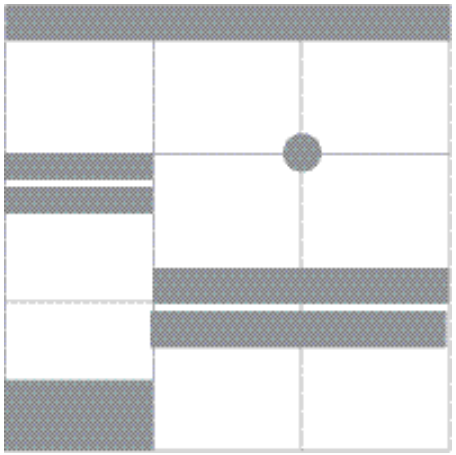
- Balance, visual control of composition and contrast
- Wildcard: visual power - contrast in form provides visual interest
- position less prescribed , can appear anywhere



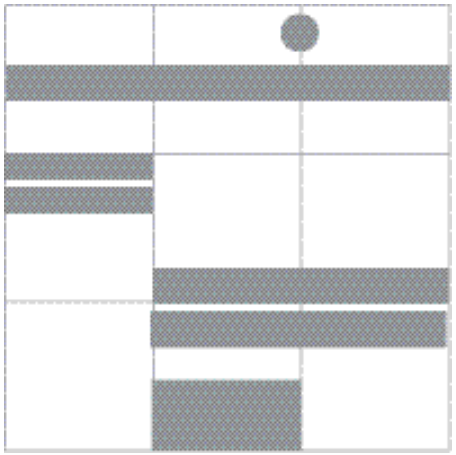
- Circle near lines - draws attention and modifies lines
- Away - draws the eye and controls visual flow, balance composition

- Pivot point, tension, starting or stopping point, or visual organization or balance

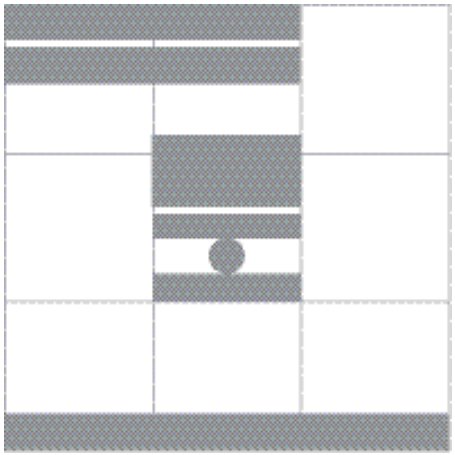
Balance& Pivot Pt



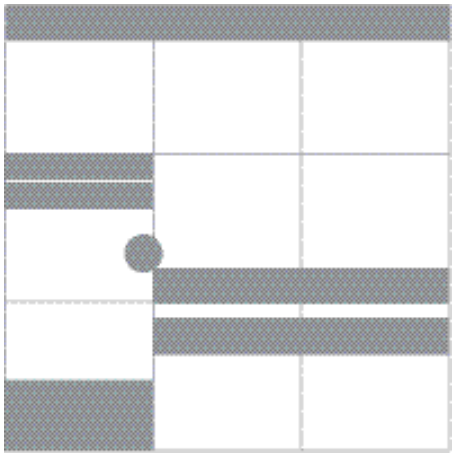
Space activator



Tension

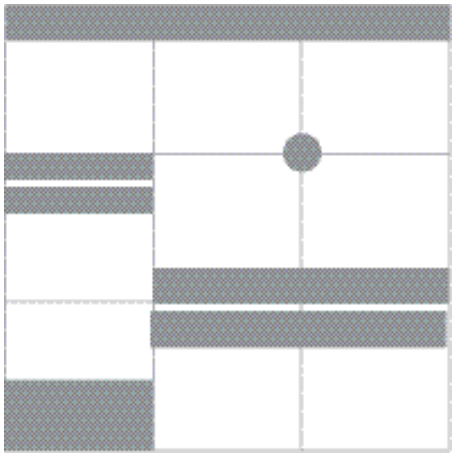


Tension

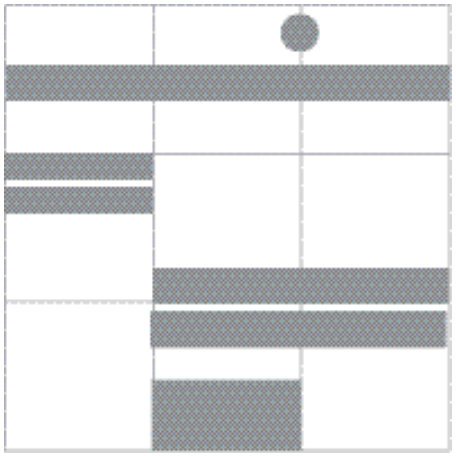


- Placement of circle near a text > emphasis of that text
- Circle becomes a starting point > changes in hierarchy
- Circle between lines > organizes them into individual groups
  + emphasis to each line
- Circle in white space > pivot point
- Trapping circle between text and edge
  > tension and emphasis of line

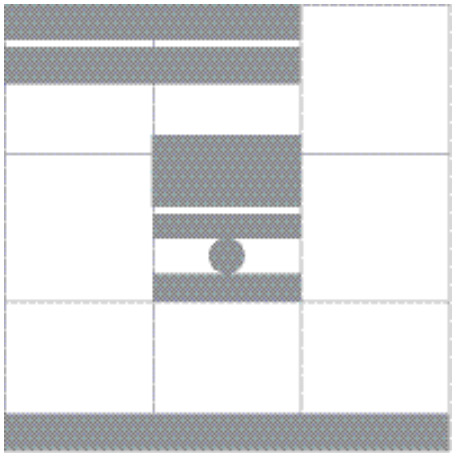
Balance& Pivot Pt



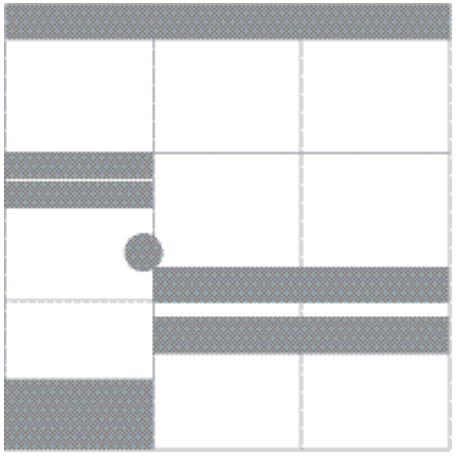
Space activator



Tension

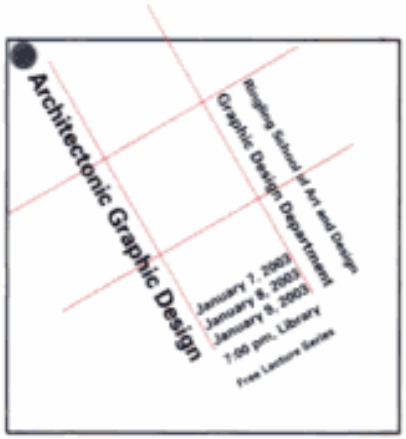


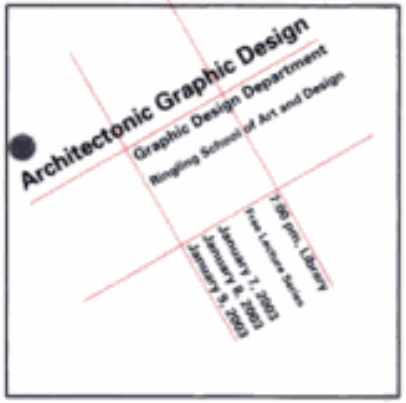
Tension

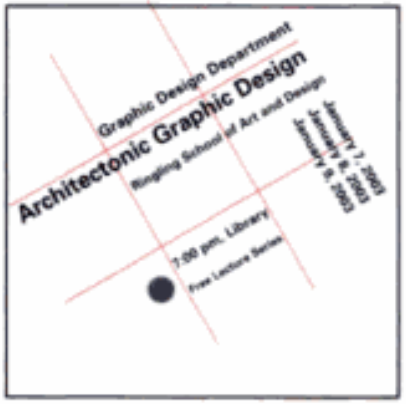


Diagonal Composition

Contrasting Directions 30°/60°
Type Replacement







Architectonic Graphic Deaign
Free Lecture Series
7:00 pm, Library
January 7, 2003
January 8, 2003
January 9, 2003
Ringling School of Art and Design
Graphic Design Department

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Architectonic Graphic Design
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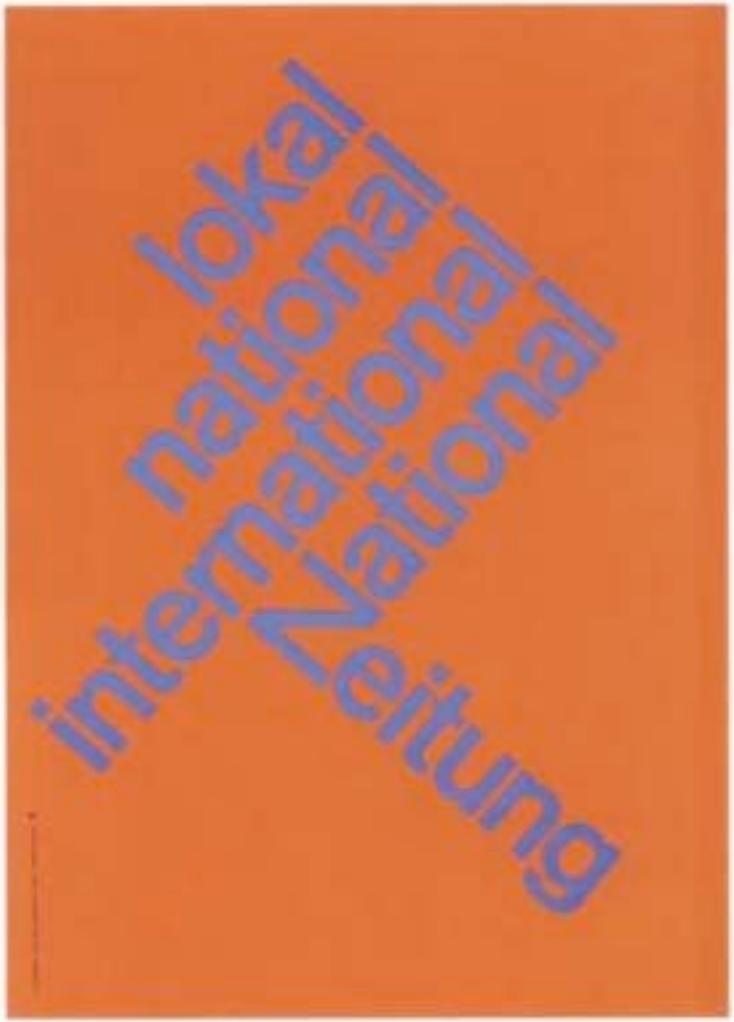
Graphic Design Department

Horizontal Version
The original Kandinsky poster (above) has been digitally manipulated to a horizontal format for comparison purposes.

Henryk Berlewi, 1924

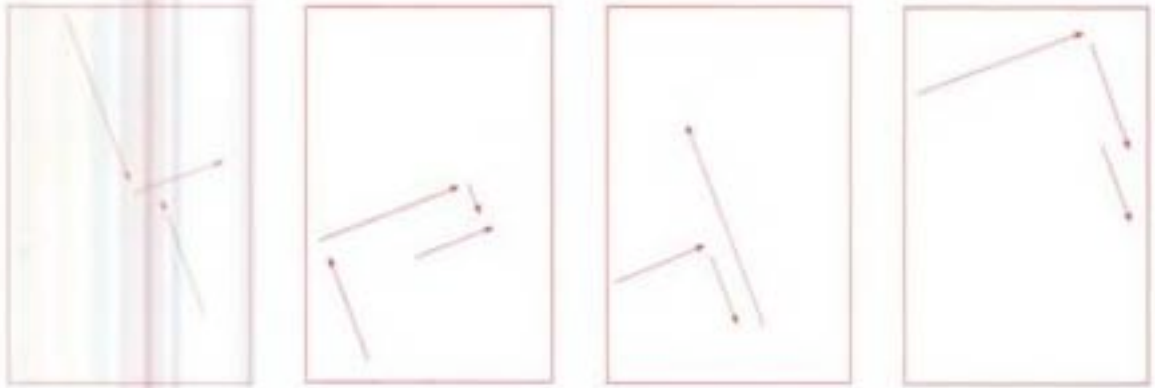
Abstracted Version
The original version is reduced to a series of rectangles on the yellow ground

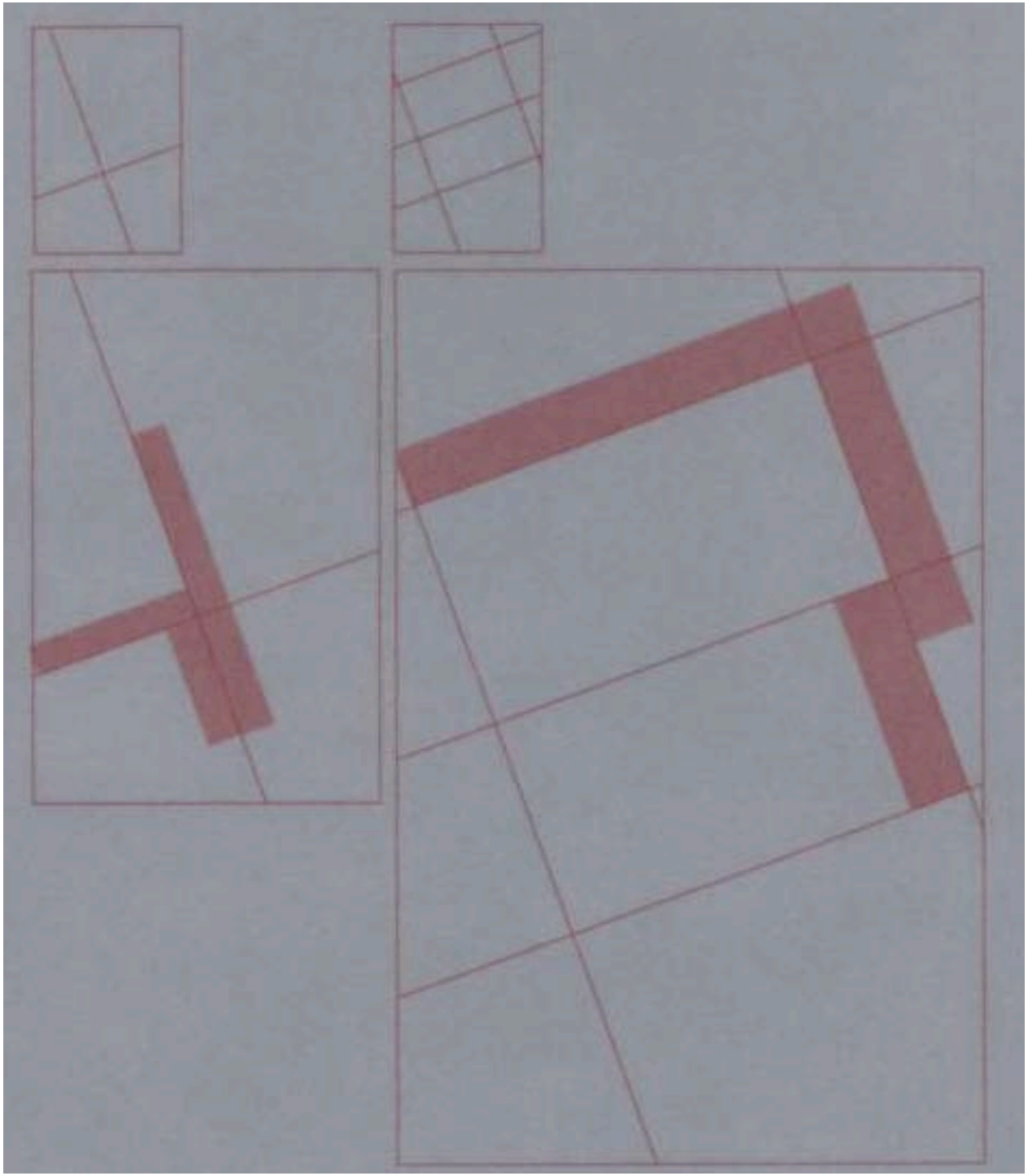
H. N. Werkman, 1924

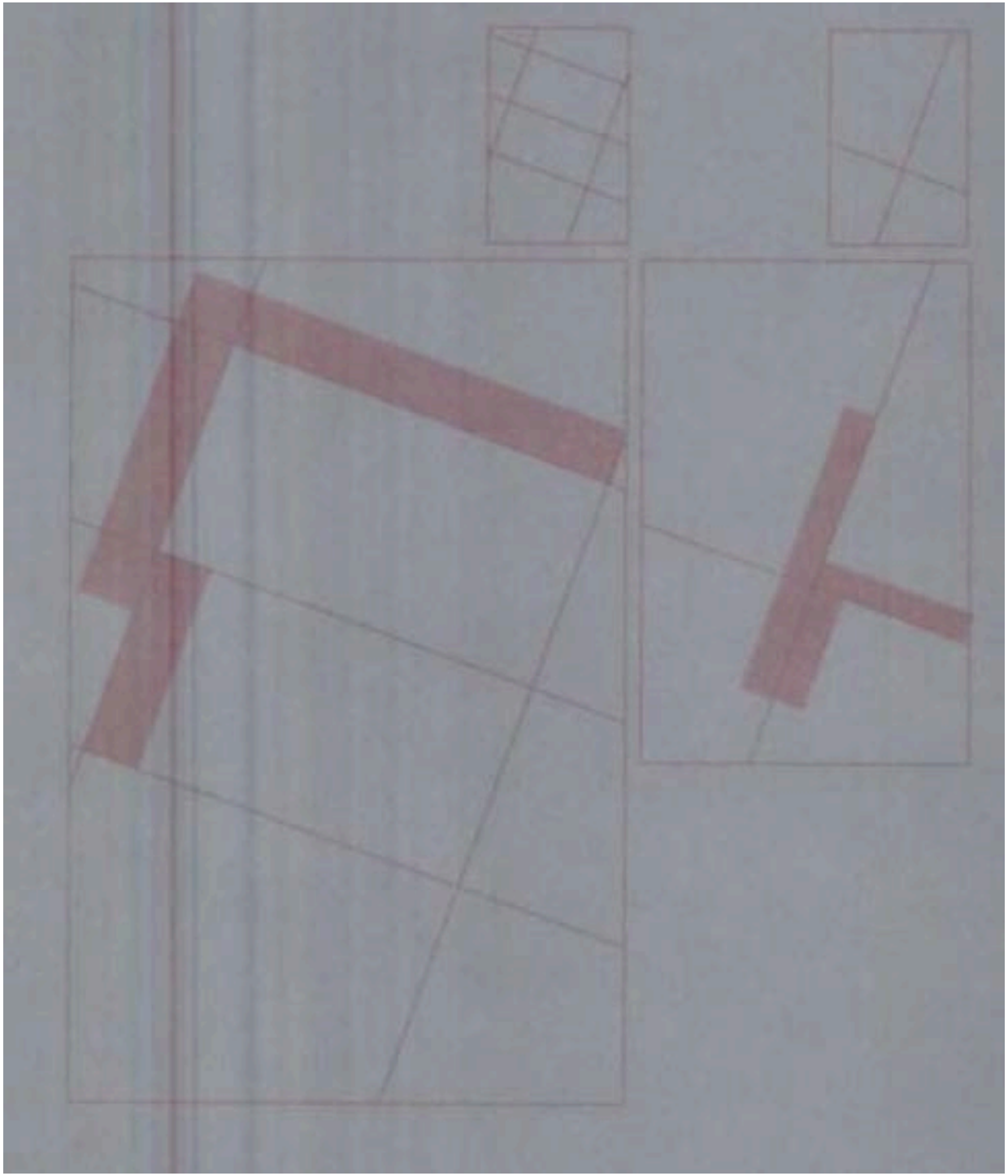


Karl Gerstner, 1960

Emil Ruder, 1972

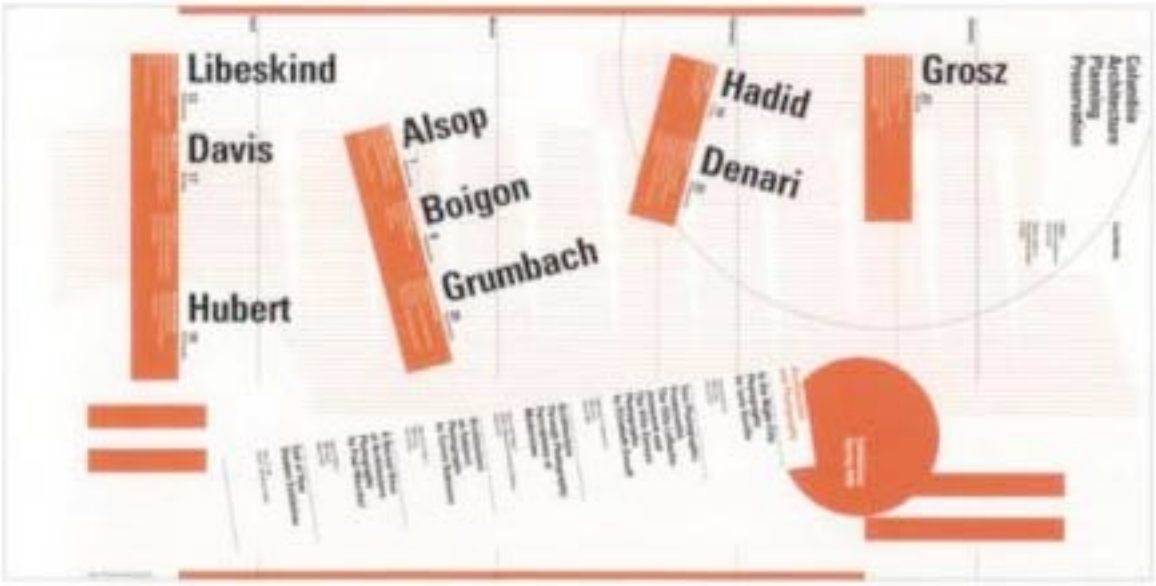






städtische bühnen freiburg im breisgau

städtische bühnen freiburg im breisgau

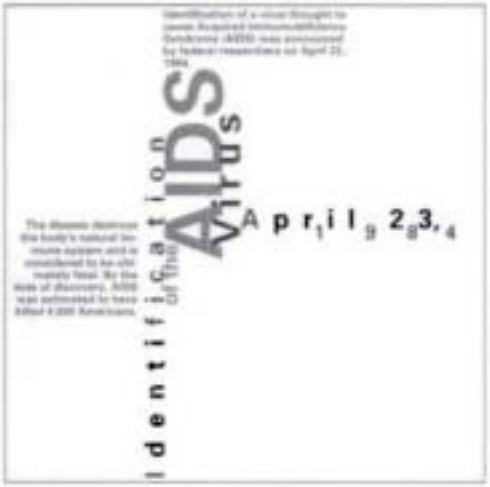


Group Systemization
Each group of names is organized with a common system of size, weight, and color.

Identification of the AIDS virus
19
84
April 23,

19
April 23
84

Identification of the AIDS virus


Identification of the AIDS virus
April 23, 1984