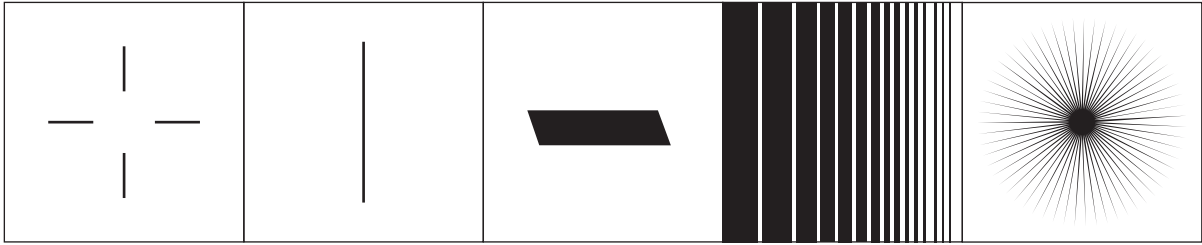


PRINCIPLES OF FORM AND DESIGN



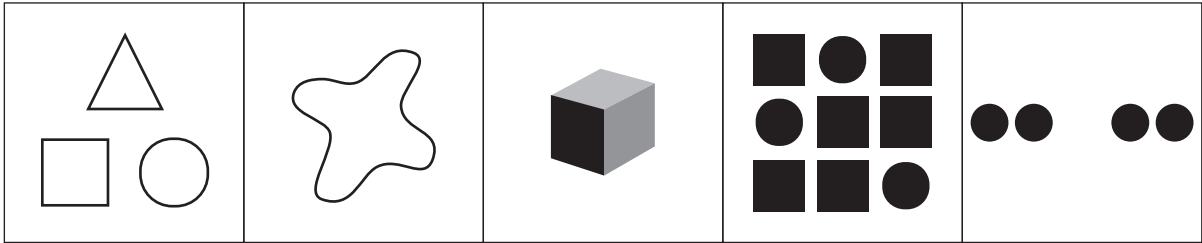
POINT

LINE

PLANE

GRADATION

RADIAL



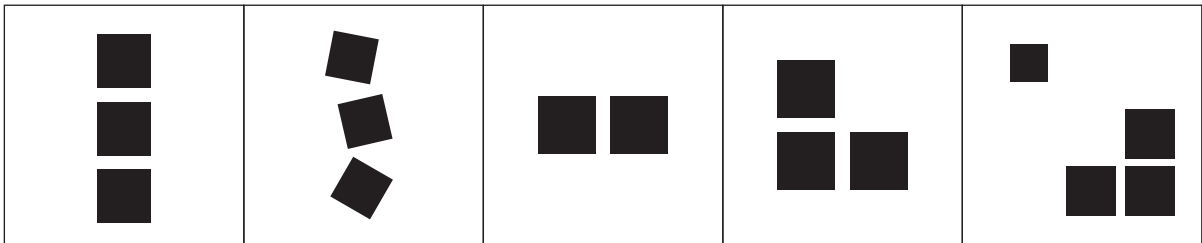
GEOMETRIC

ORGANIC

VOLUME

REPETITION

RHYTHM



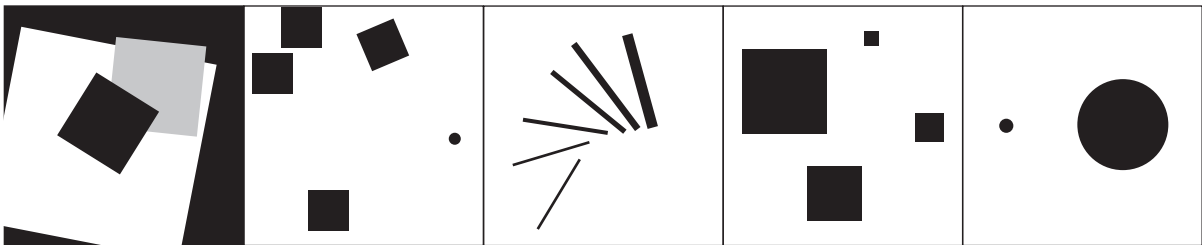
STATIC

ACTIVE/DYNAMIC

SYMMETRY

ASYMMETRY

GROUPING



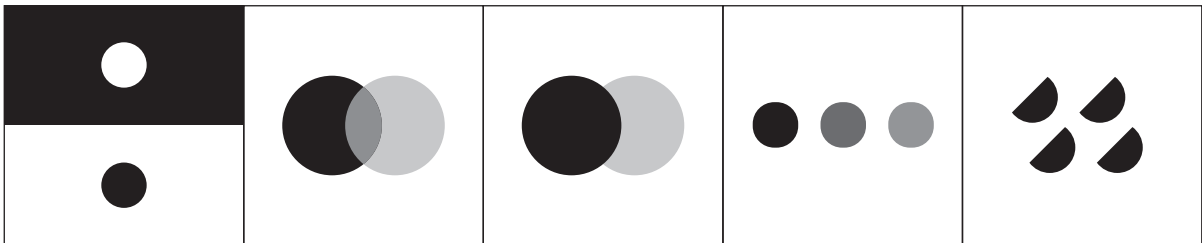
LAYERS

TENSION

SPACE/PLACEMENT

SPACE/SCALE

SCALE



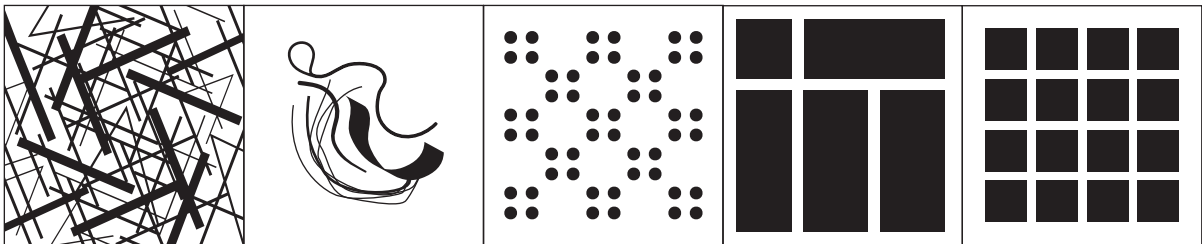
NEGATIVE/POSITIVE

TRANSPARENT

OPAQUE

SATURATION

DIRECTION



TEXTURE

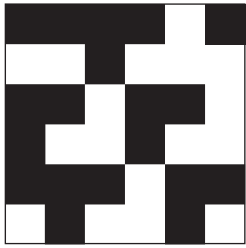
GESTURE

PATTERN

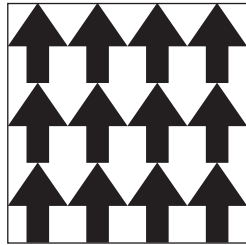
GRID

MODULAR GRID

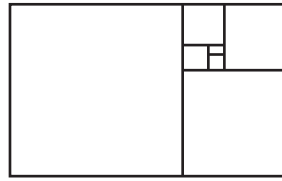
PRINCIPLES OF FORM AND DESIGN



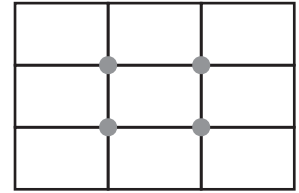
FIGURE/GROUND
AMBIGUOUS



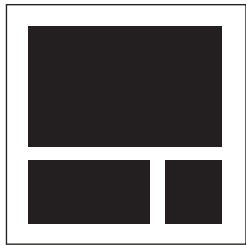
FIGURE/GROUND
REVERSIBLE



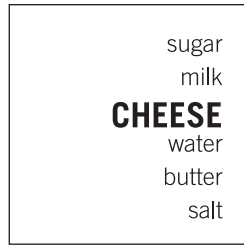
GOLDEN RATIO
1.61803399
GOLDEN RECTANGLE



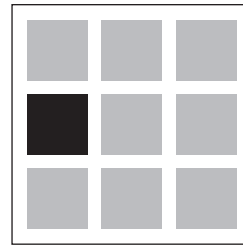
RULE OF THIRDS
*align focal point to
one of the four circles*



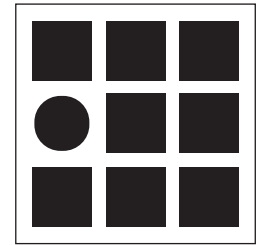
HIERARCHY
WEIGHT AND SCALE



HIERARCHY
WEIGHT AND SCALE

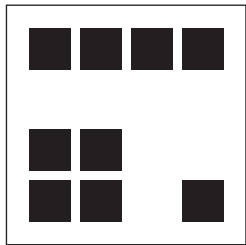


HIERARCHY
COLOR CONTRAST

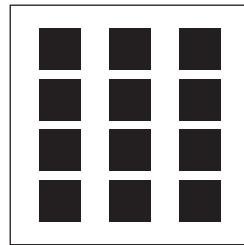


HIERARCHY
SHAPE CONTRAST

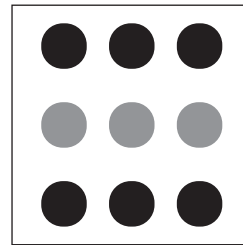
GESTALT PRINCIPLES OF GROUPING



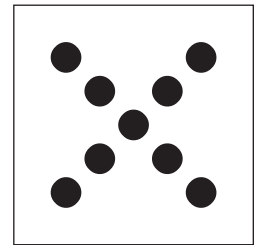
PROXIMITY



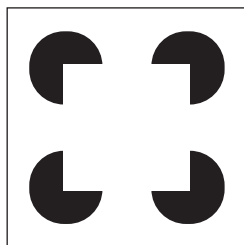
PROXIMITY



SIMILARITY



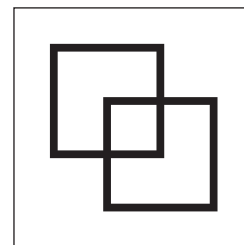
CONTINUITY



CLOSURE



AREA



SYMMETRY