

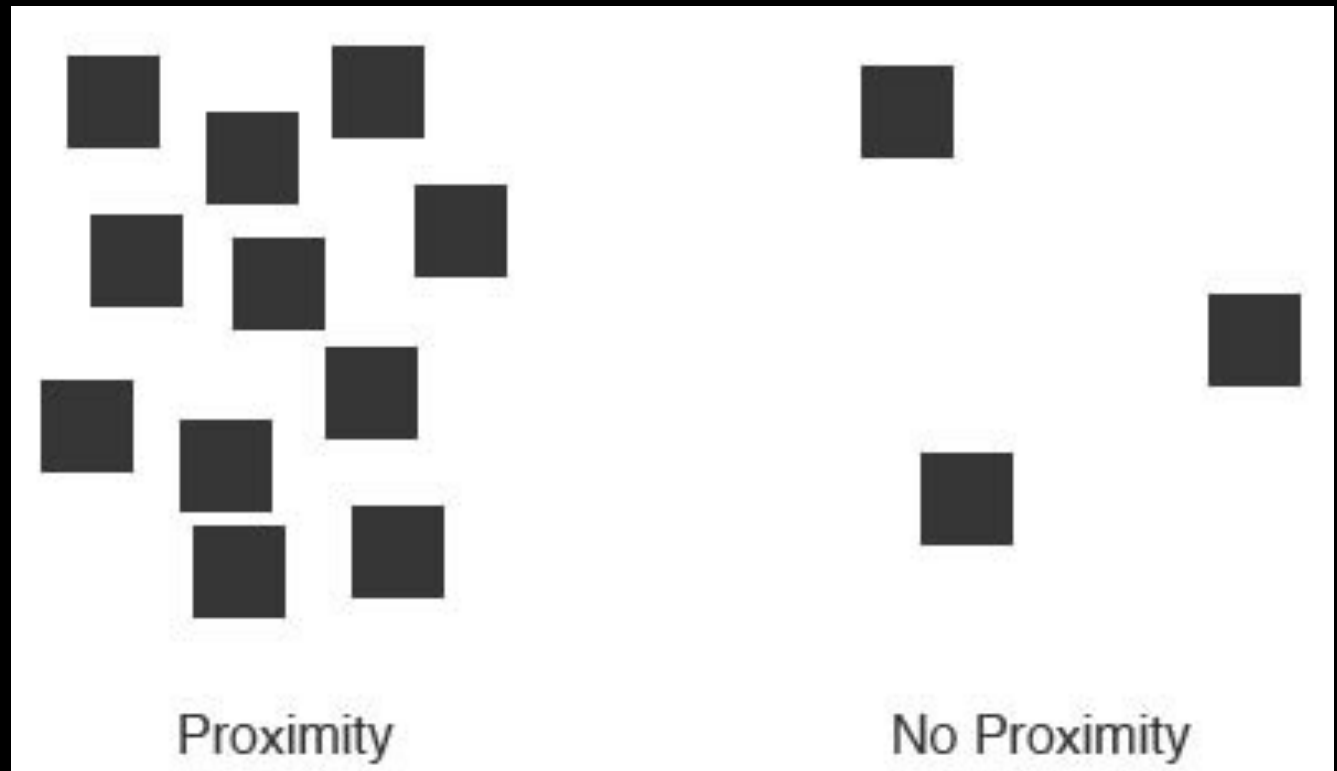
Design Elements at Work

Unity. Proximity. Repetition.

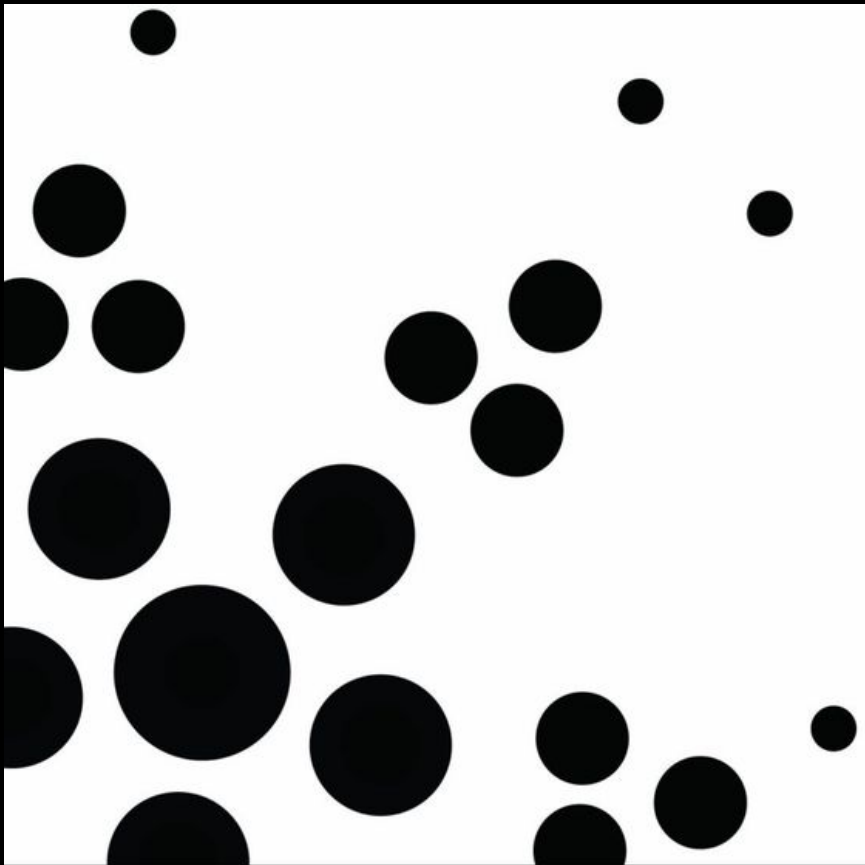
2D Design- Art 203

Proximity

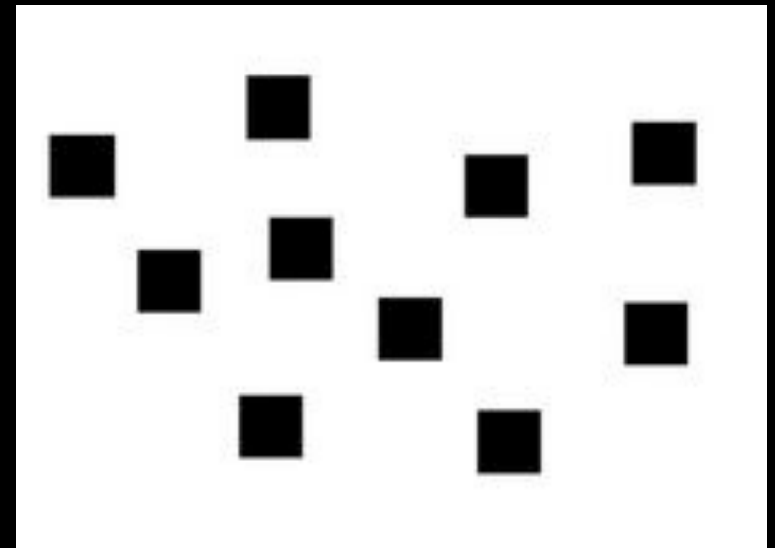
Proximity in design is noticing when elements are closer together, they seem connected.



Proximity



One of these is an example of proximity.
One appears randomly arranged.



Proximity

In this famous painting by Raphael, we see how he grouped people together.



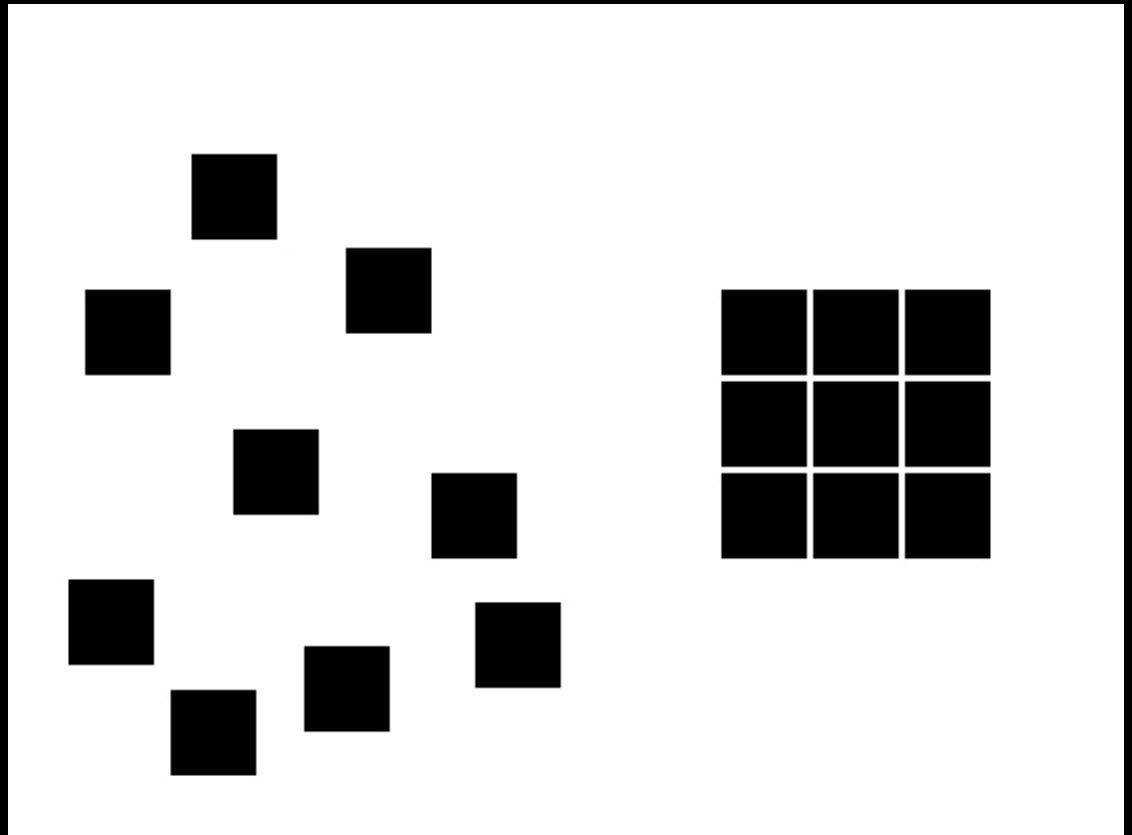
Unity

Even in a simple design we can see the concept of unity at work.

One is unified.

One is not.

Unity creates a sense of harmony by using similar elements and placing them so they appear to go together.



Unity/Variety

Often we speak of unity and variety together.

Variety adds interest by contrasting elements in the composition.



Unity/Variety

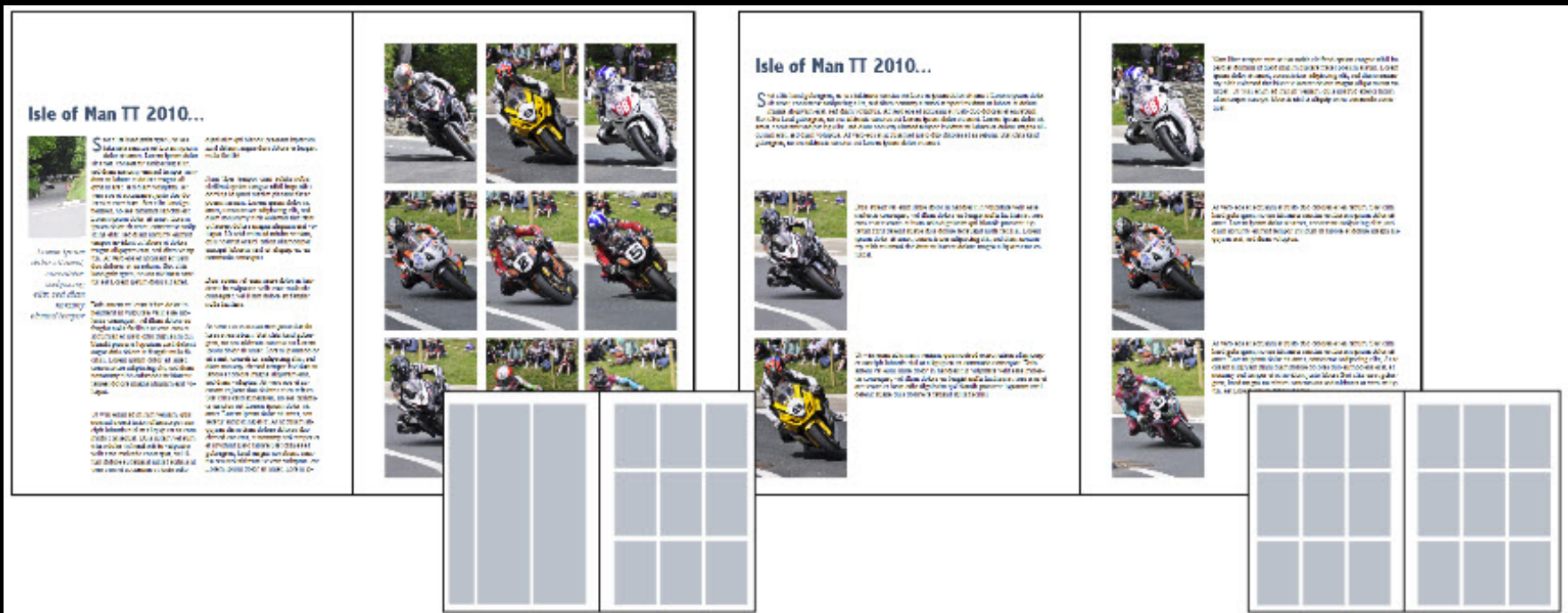
Often we speak of unity and variety together.

Variety adds interest by contrasting elements in the composition.



Unity

A popular way to unify a page design is to use an underlying grid. It organizes the elements.



Unity

Even designs that appear to be more haphazard, have an underlying grid.

Bauhaus



Sans serif asymmetrical type — New Typography
 Deliver message and communicate
 Function not decoration
 Purity, clarity, simplicity
 Montage
 New approaches to photography
 Extreme scale contrasts/bird's eye/worm's eye

Oscar Schlemmer

Joost Schmidt

Laszlo Moholy-Nagy

the New Typography

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 01 234 56 789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Asymmetrical, flush left ragged right
 Priority assigned to text based on weight and size
 Purpose of communication is to function not decorate
 Type used in simple form without embellishment
 Rules should be used for emphasis



• vom 10. januar bis 14. februar 1937

konstruktivisten

van der burg
 domela
 schuch
 gilo
 landinsky
 isaksky
 rocholy nagy
 roedrian
 penner
 laubner
 van der greeck
 sonderberge
 u. a.

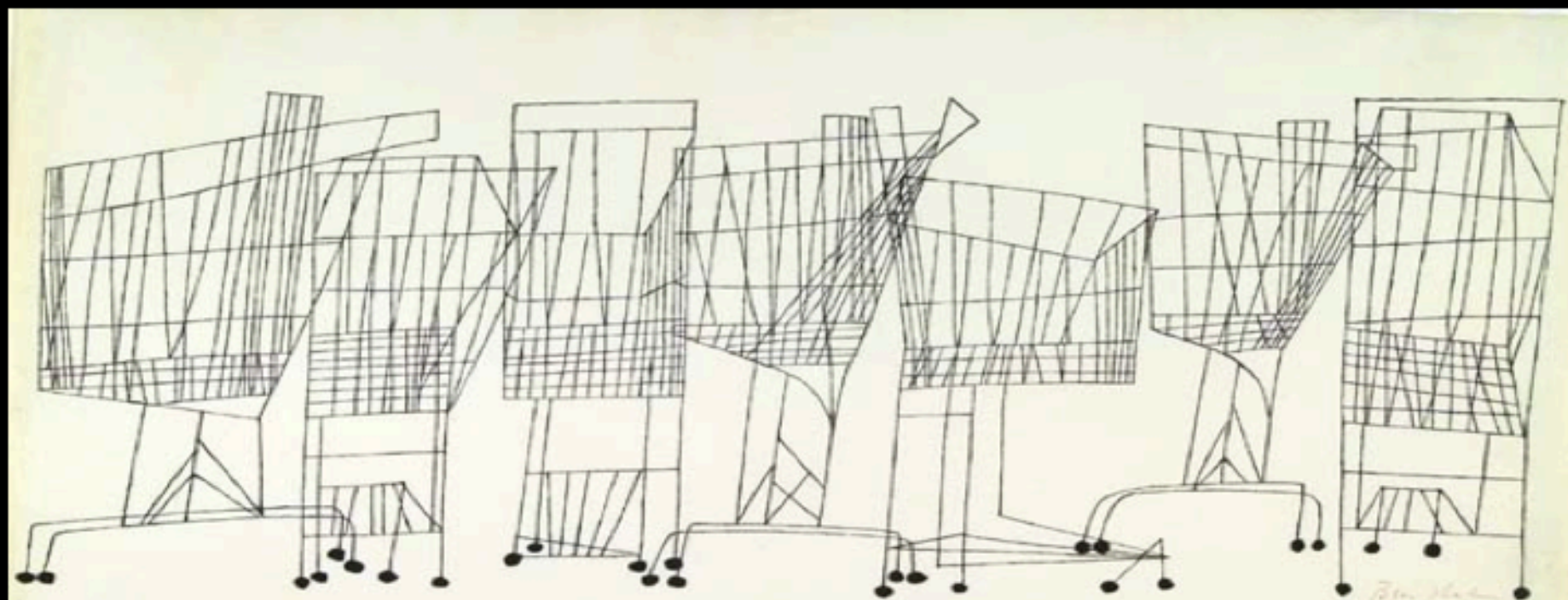
Eric Gill

Jan Tschichold

Piet Zwart

REPETITION

Using the same element more than once:
type and thickness of line
and the same shapes



Ben Shahn

Repetition



Paintings by René Magritte and Vincent van Gogh

Repetition



Where is the repetition in this Seurat painting?

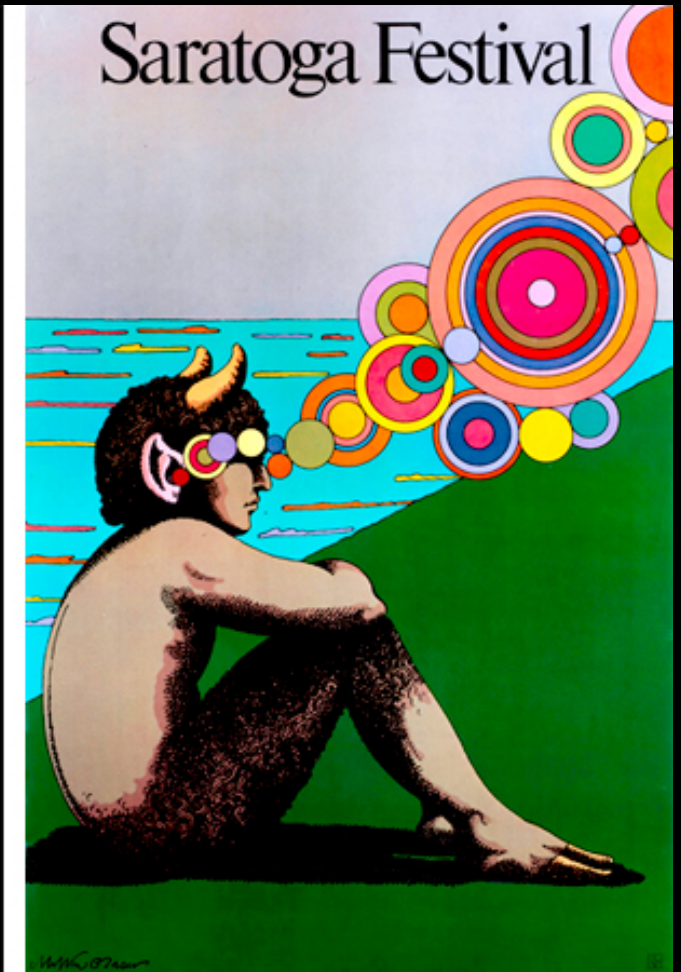
Repetition



Julie Mehretu, *Stadia III*

Repetition

Milton Glaser



Repetition

Shinique Smith

