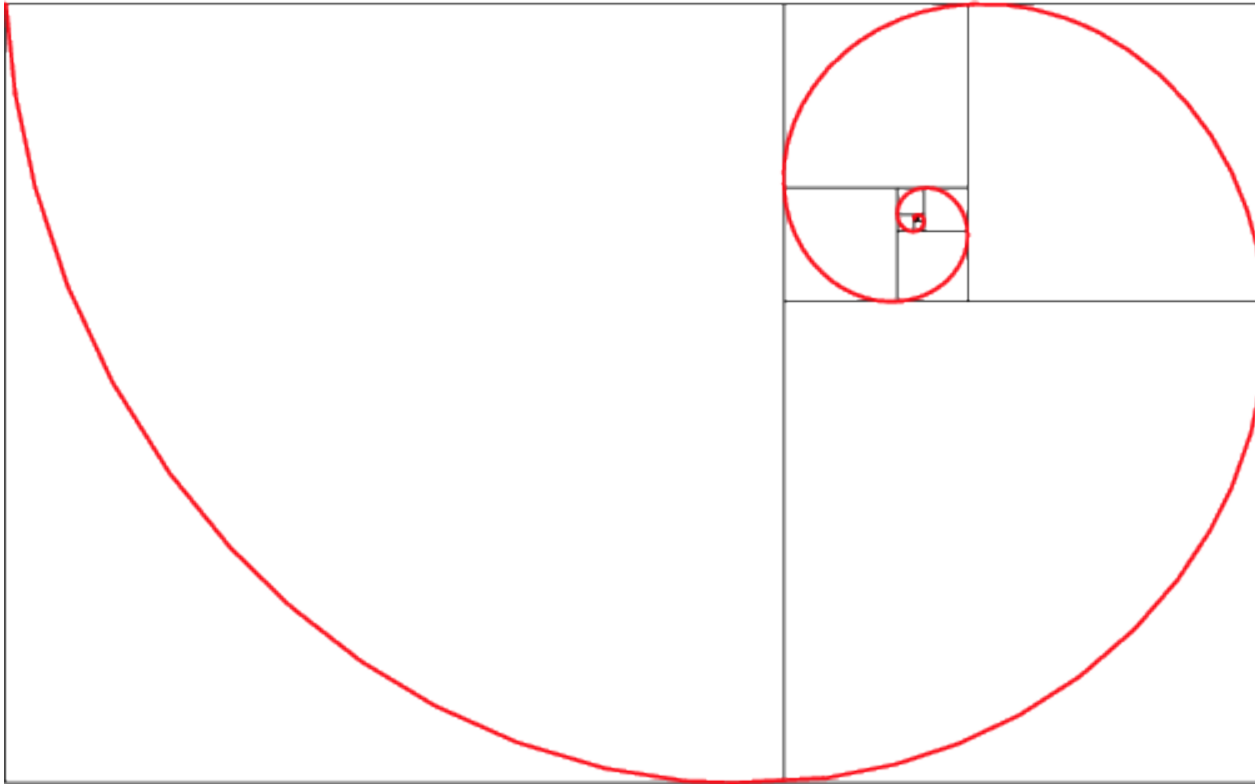


COMPOSITIONAL RULES

ELEMENTS OF GRAPHIC DESIGN

Anu Cherian
Faculty of Design
SHSC

GOLDEN RECTANGLE/Arc

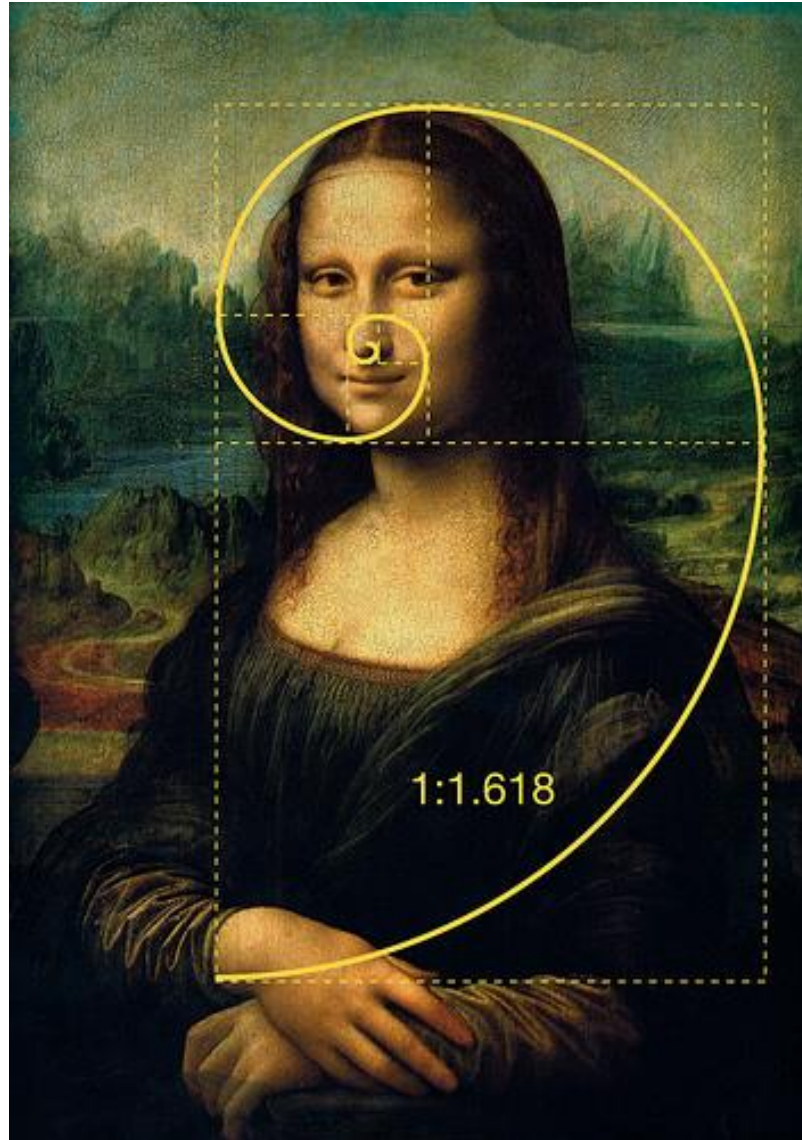


If you divide each smaller window again with the same ratio and join their corners you end up with a logarithmic spiral.

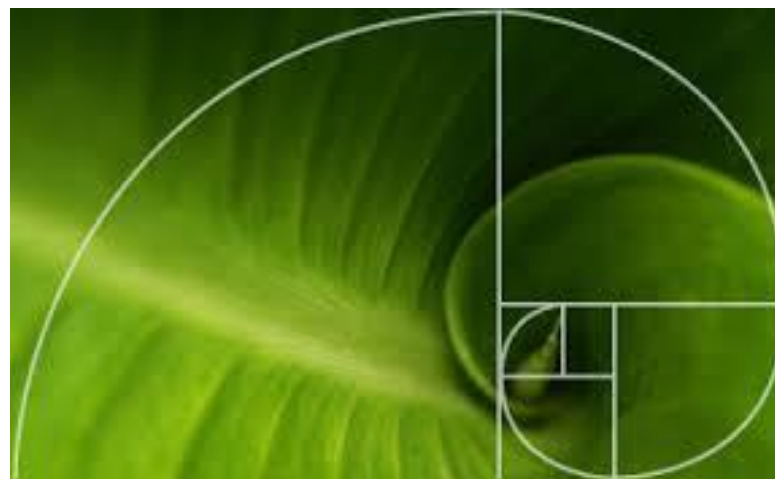
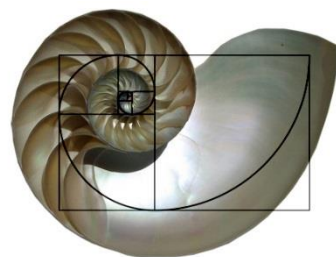
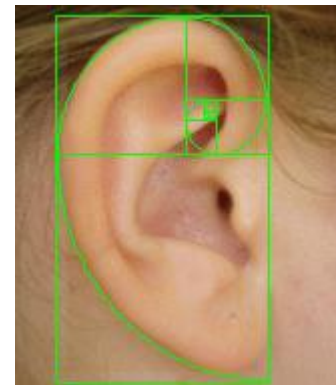
Based on Mathematical calculations.

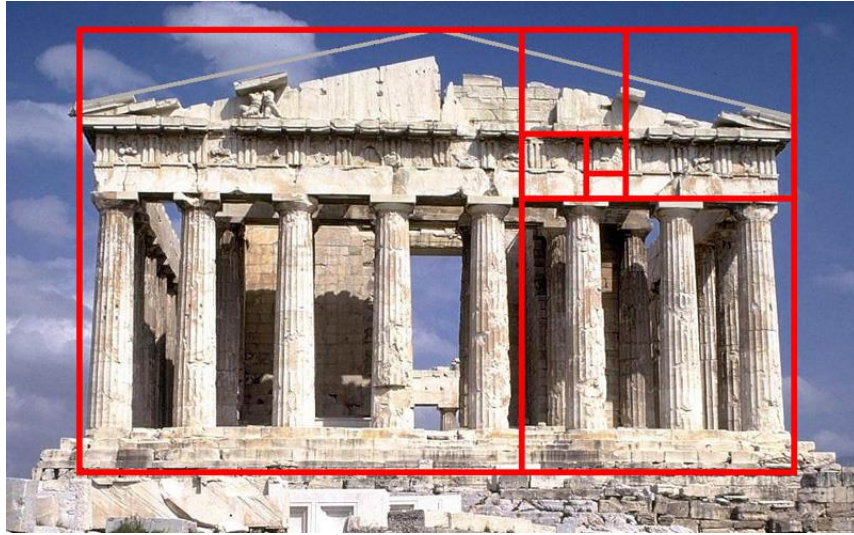
This spiral is a motif found frequently throughout nature in shells, horns, flowers, etc.

Motif: Decorative image or design, especially a repeated one forming a pattern.



The Golden Rectangle appears in nature and is used by humans in both art and architecture.

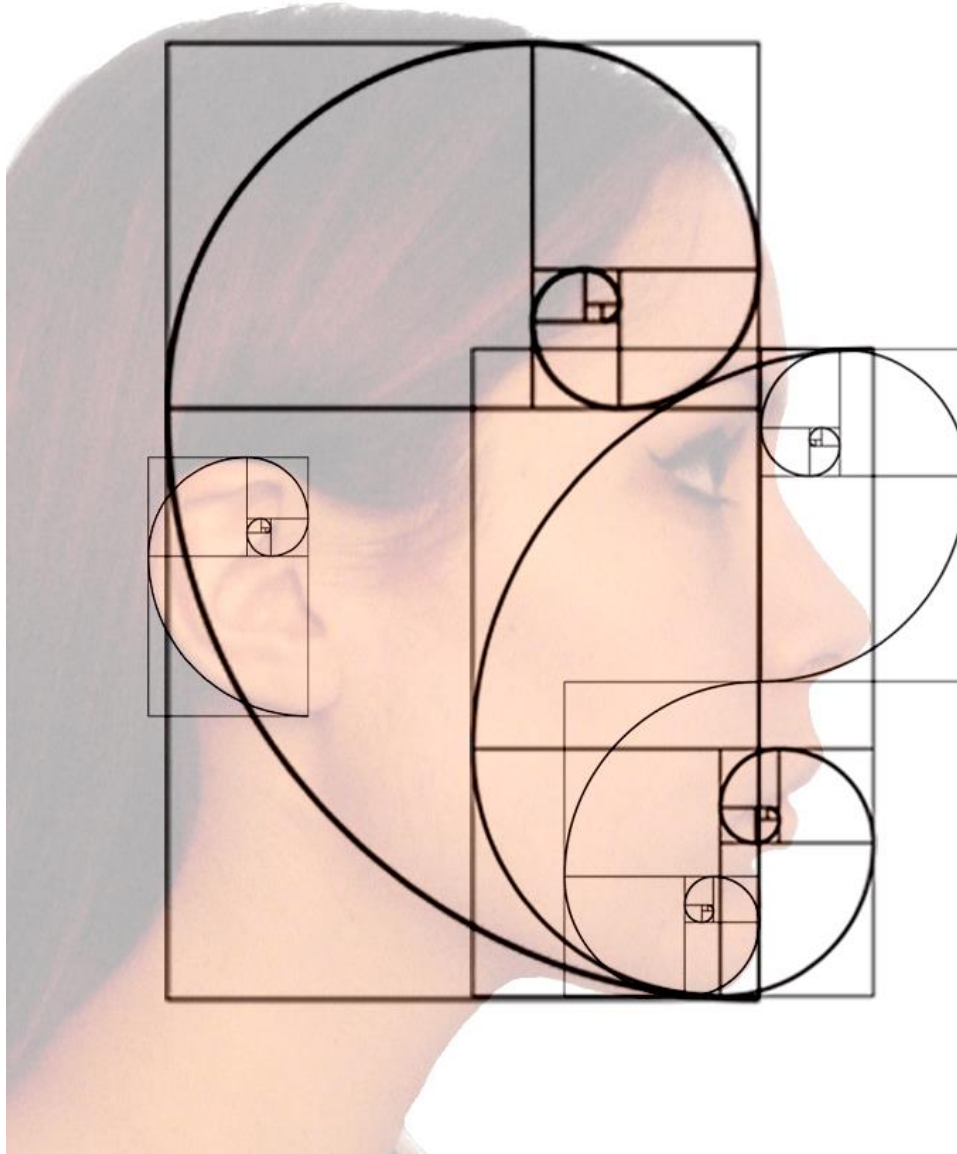




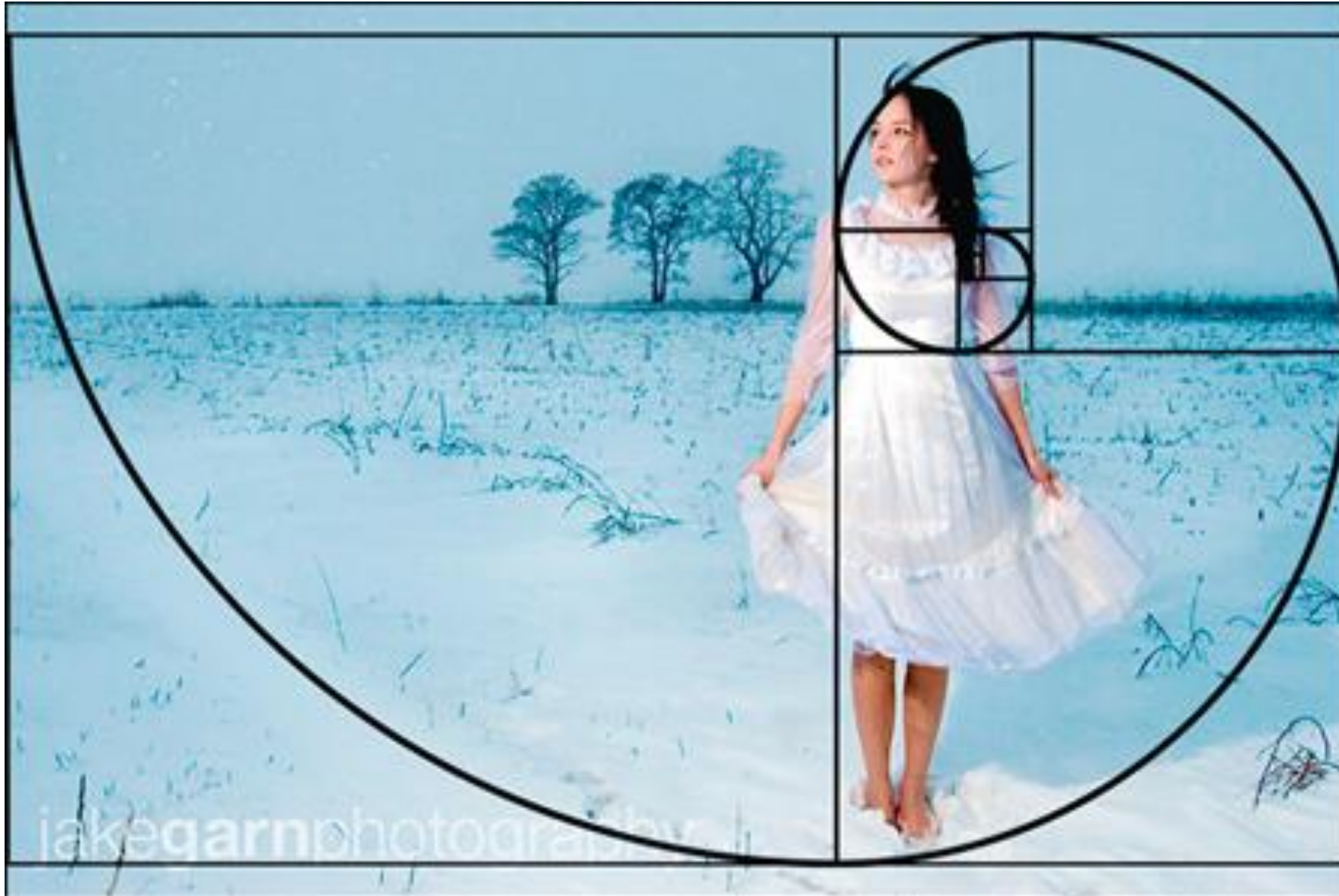
The golden ratio can be seen in many ancient architectural designs, including the Parthenon.

The Parthenon



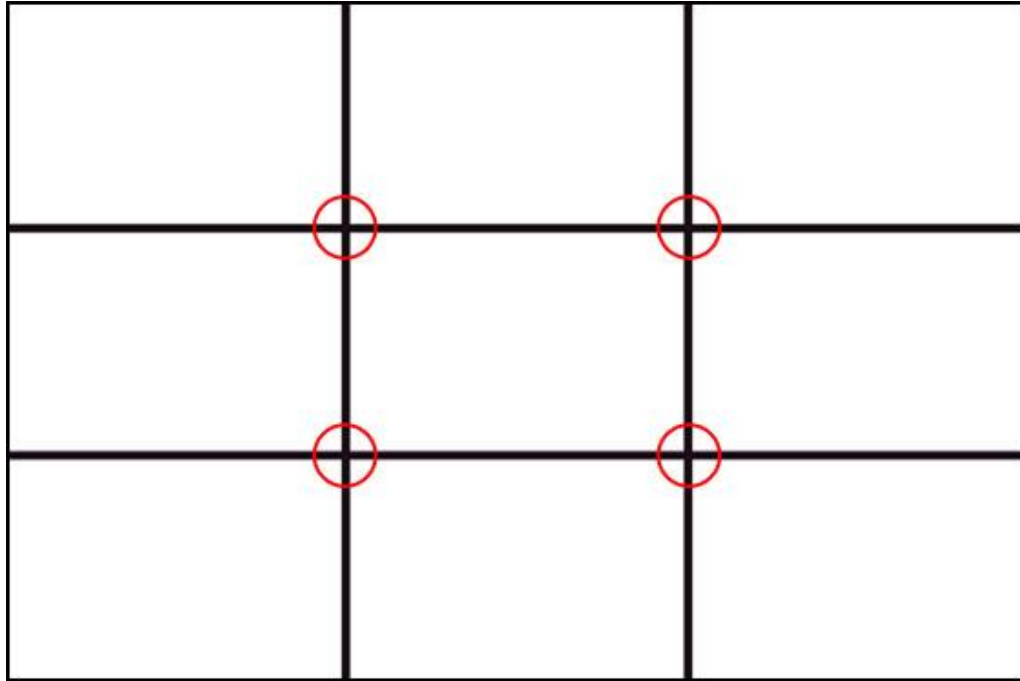


The Golden Ratio can be noticed in the way trees grow, in the proportions of both human and animal bodies.



The ratio provides a spiral and rectangular pattern that reflects a pattern found in nature and when used by photographers and cinematographers can create powerful compositions.

RULE OF THIRDS

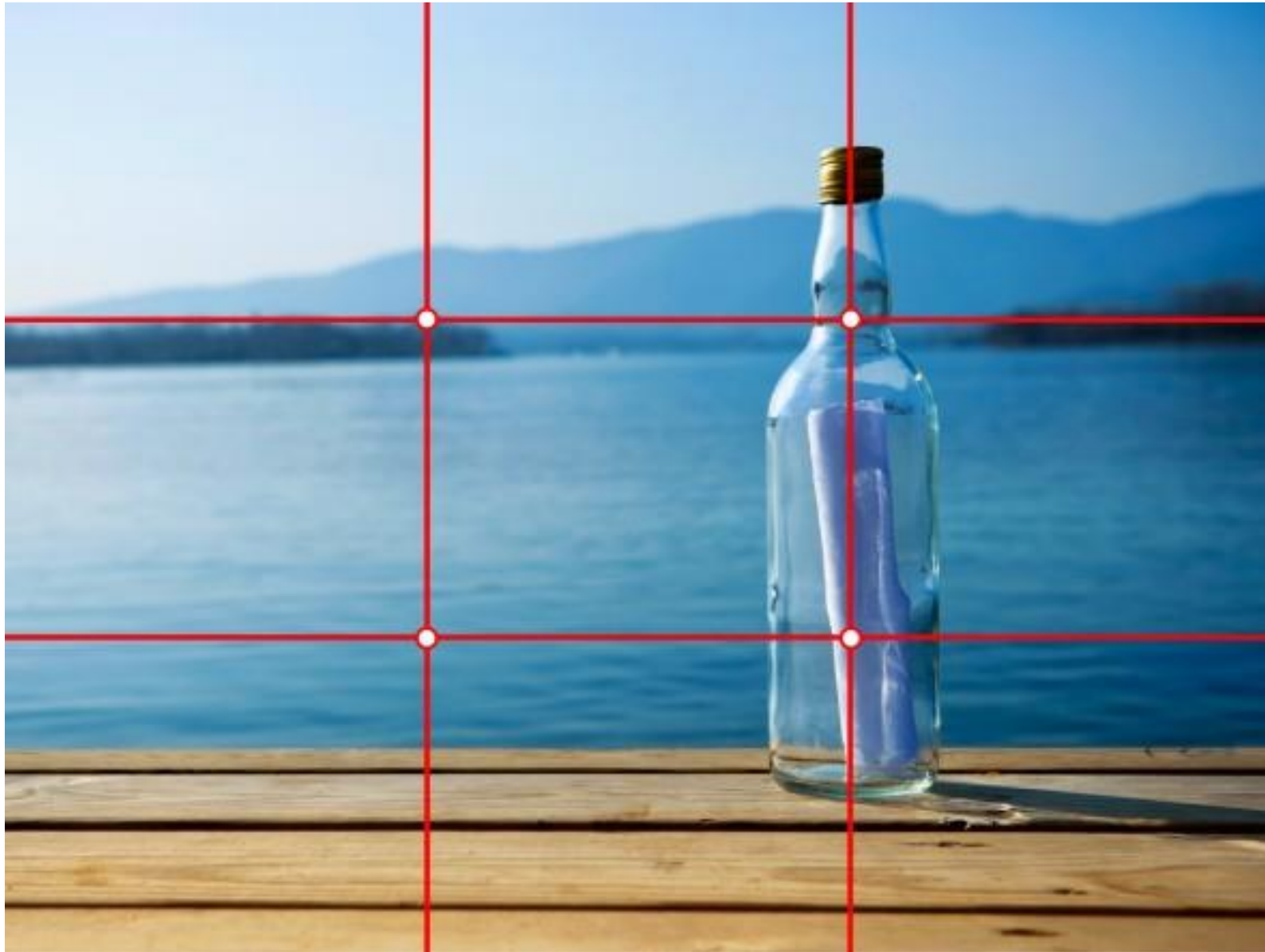


One of the most effective principles in grid design is called the **Rule of Thirds** also known as the **golden grid rule** or **Golden Mean**.

The Rule of Thirds is a technique which is applied by dividing a space into thirds, both vertically and horizontally, creating a grid of rectangles.

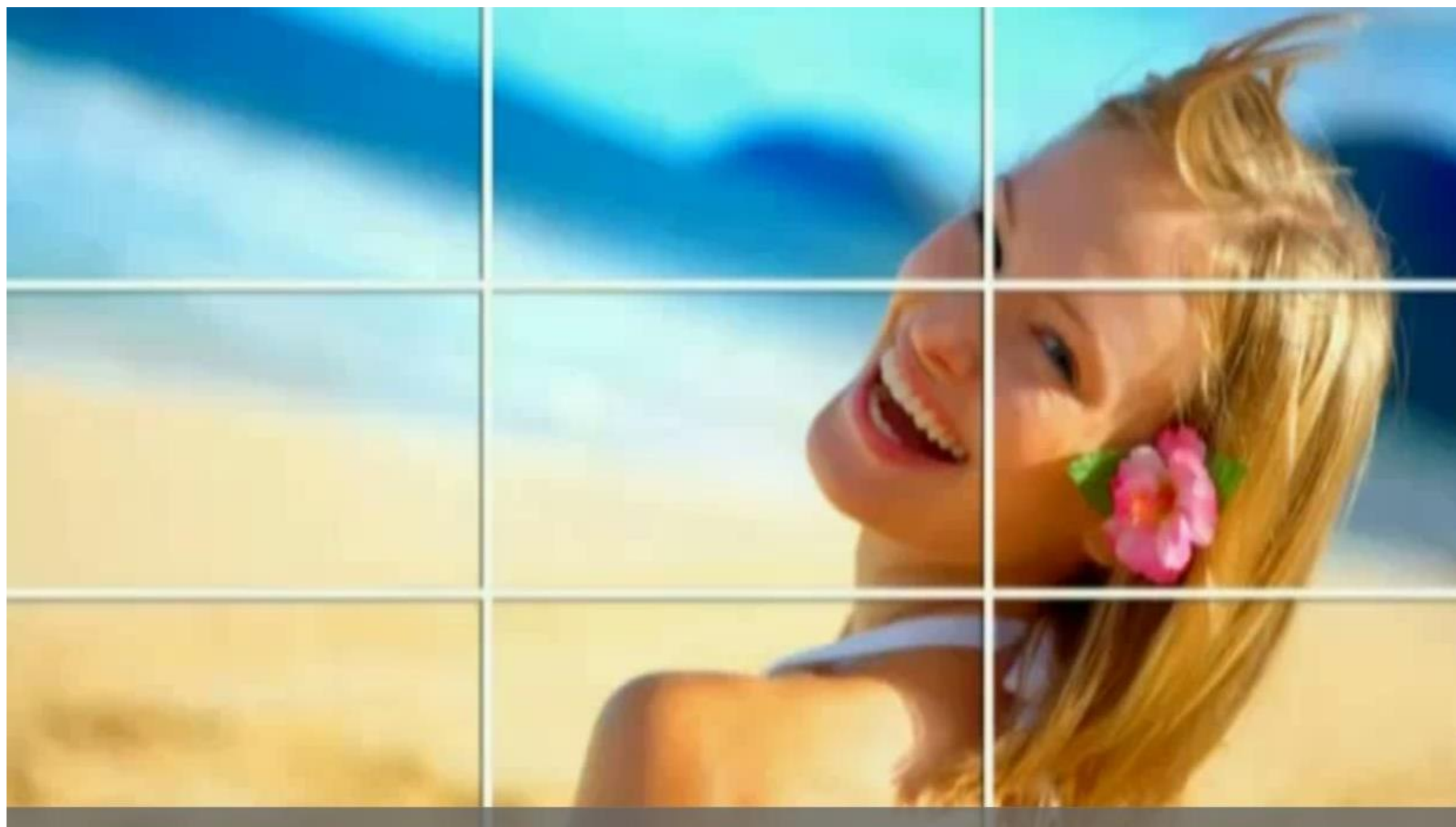


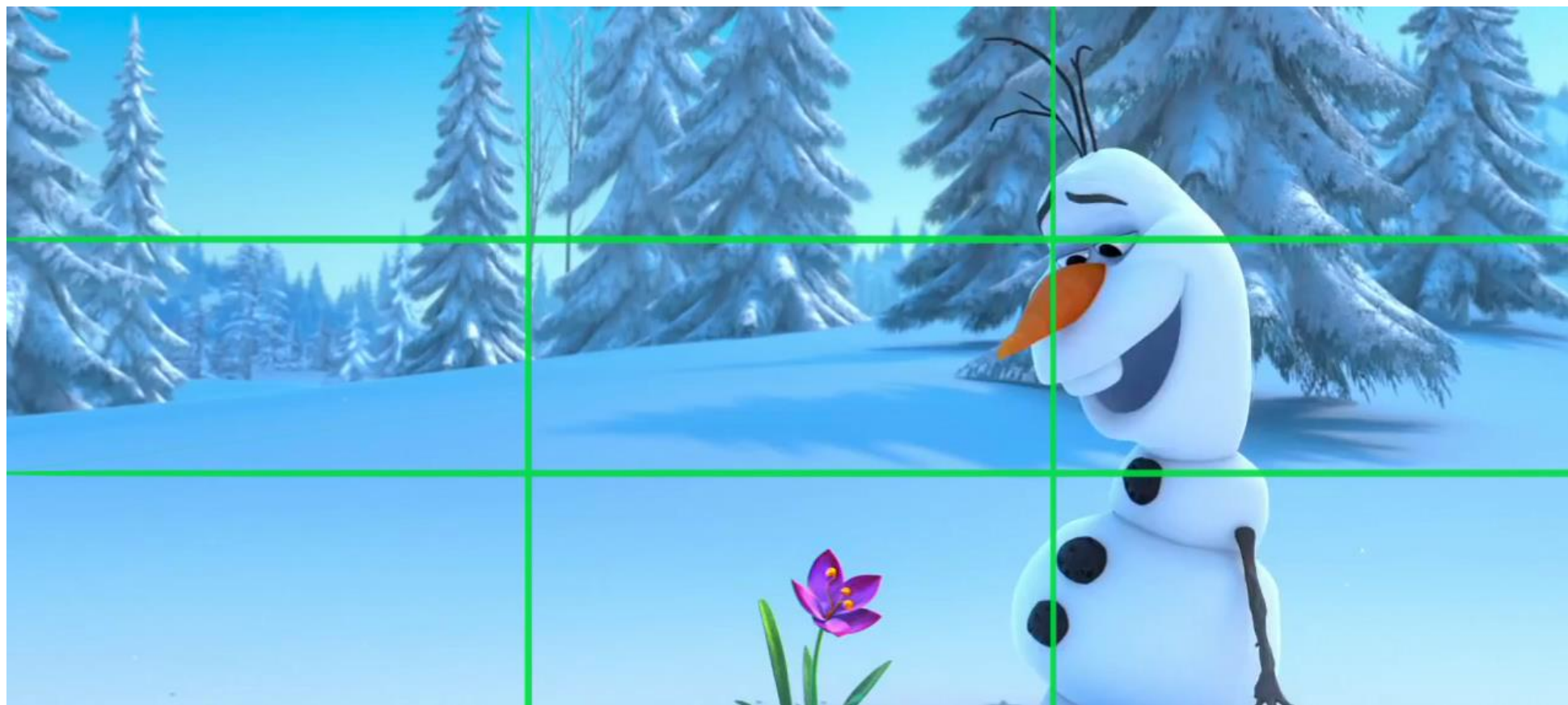
The rule of thirds states that an image is most pleasing when its subjects or regions are composed along imaginary lines which divide the image into thirds both - vertically and horizontally.



It is applied by aligning a subject with the guidelines and their intersection points placing the horizon on the top or bottom line or allowing linear features in the image to flow from section to section.









The rule of thirds also known as rule of thumb applies to the process of composing visual images such as designs, films, paintings and photographs.

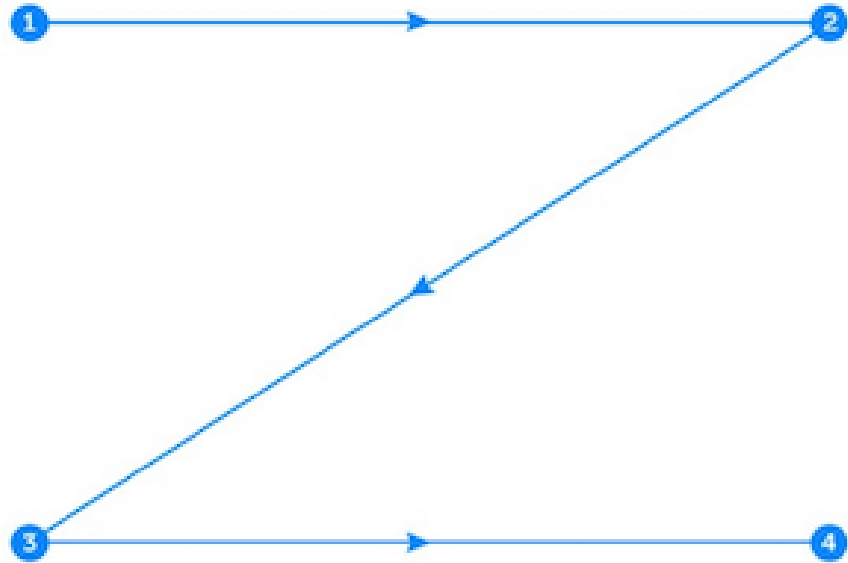
**“A good designer understands
how users view information in
Online and Offline media.”**

Z LAYOUT

Z-Pattern design traces the route the human eye travels when they read — left to right, top to bottom.

One of the primary ways designers influence users and draw attention to a page's **most important elements** is to design the page using the Z-Pattern.

- Organized visual hierarchy
- Make design decisions and leads designers to place the most essential elements in a way that they will get noticed.



- First, people scan from the top left to the top right, forming an imaginary horizontal line
- Next, down and to the left side of the visible page, creating an imaginary diagonal line
- Last, back across to the right again, forming a second horizontal line
- When viewers' eyes move in this pattern, it forms an imaginary "Z" shape

Learn the ABCs of CXO

Everything You Need to Know About A/B & Multivariate Testing



To A/B Test, or to Multivariate Test?



Now, that is the question.

Both A/B and multivariate testing (MVT) should be in every Modern Marketer's toolbox. The trick is knowing when to deploy one over the other.

Compared to MVT, A/B testing is fast and straightforward. You learn which of two possible versions performs better. A/B's upside is simplicity in process and concept. But the downside can be simplicity in results.

MVT takes more time to execute than A/B testing, but it can generate more actionable insights. Multivariate tests compare at least four versions of an experience simultaneously.



Ready to learn more? Download **Everything You Need to Know About A/B & Multivariate Testing** to learn more about the similarities and differences between these two powerful forms of optimization testing.

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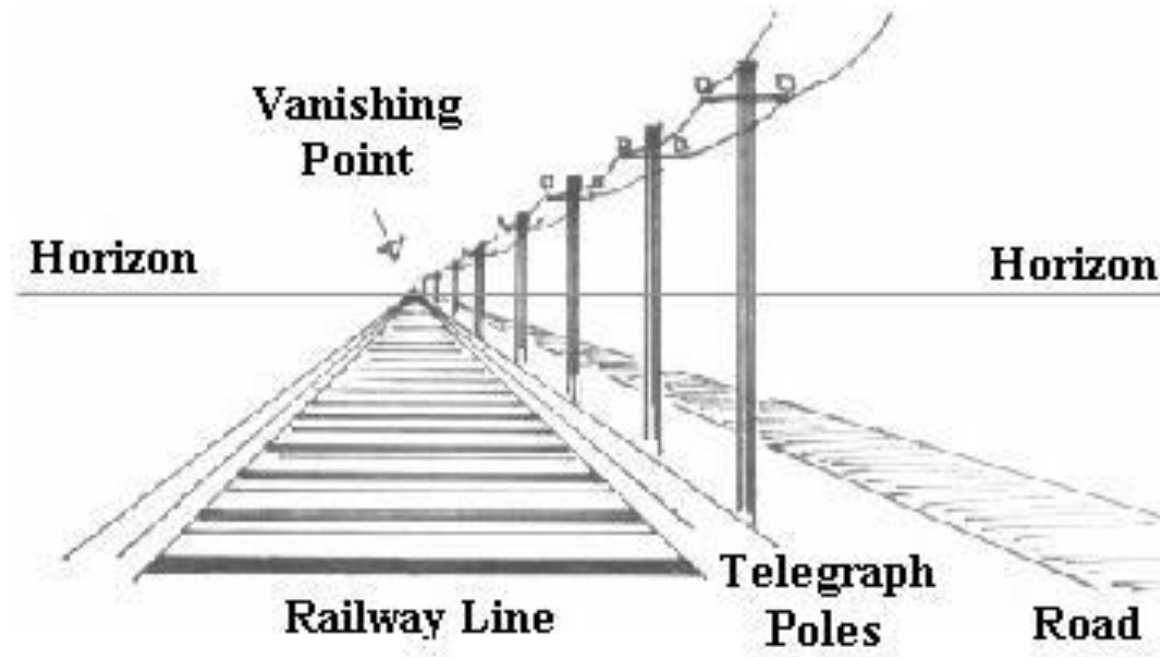
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PERSPECTIVE

Latin word means 'to see through'.

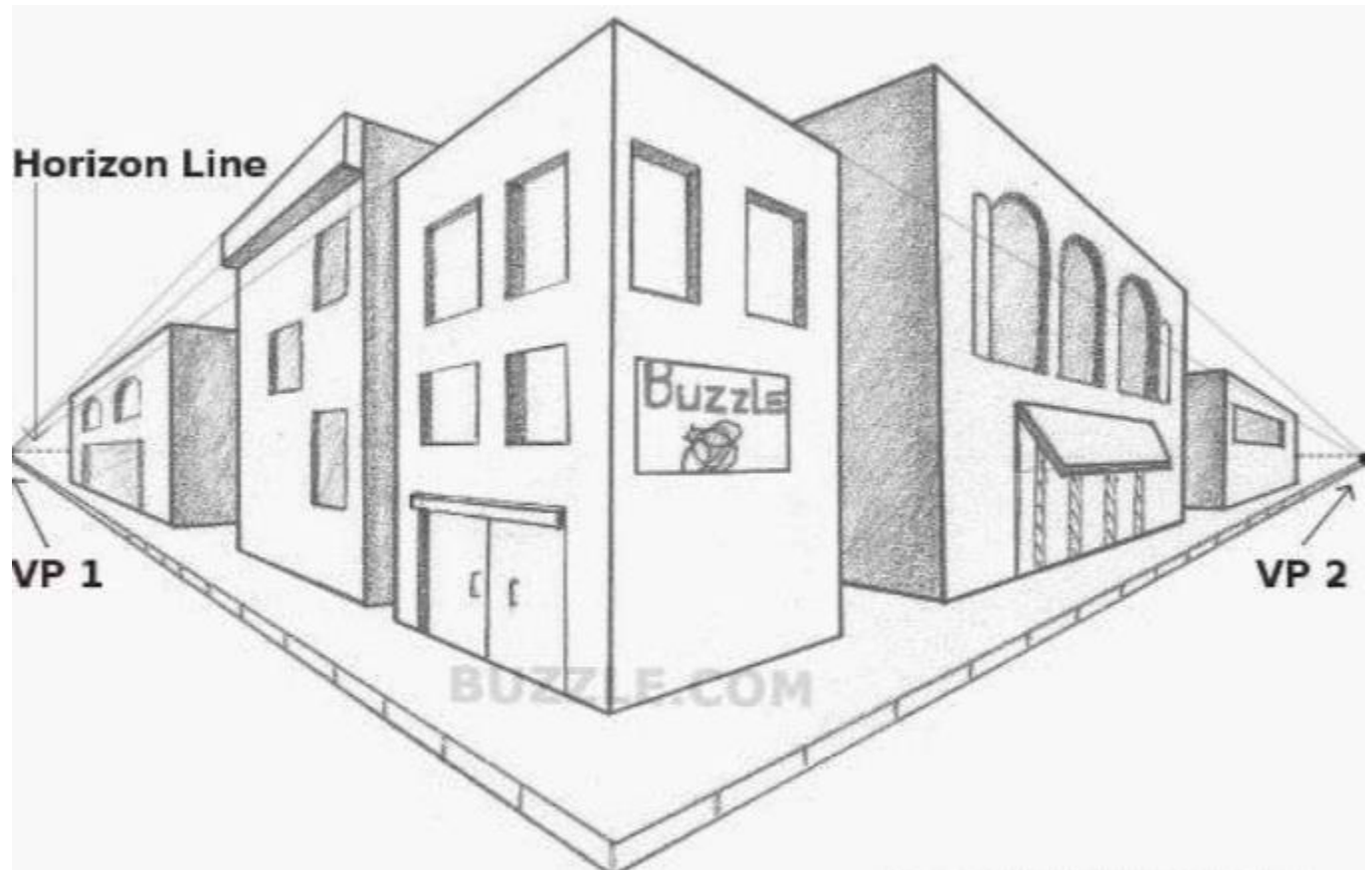
- **One point perspective**



PERSPECTIVE

Latin word means 'to see through'.

- **Two point perspective**

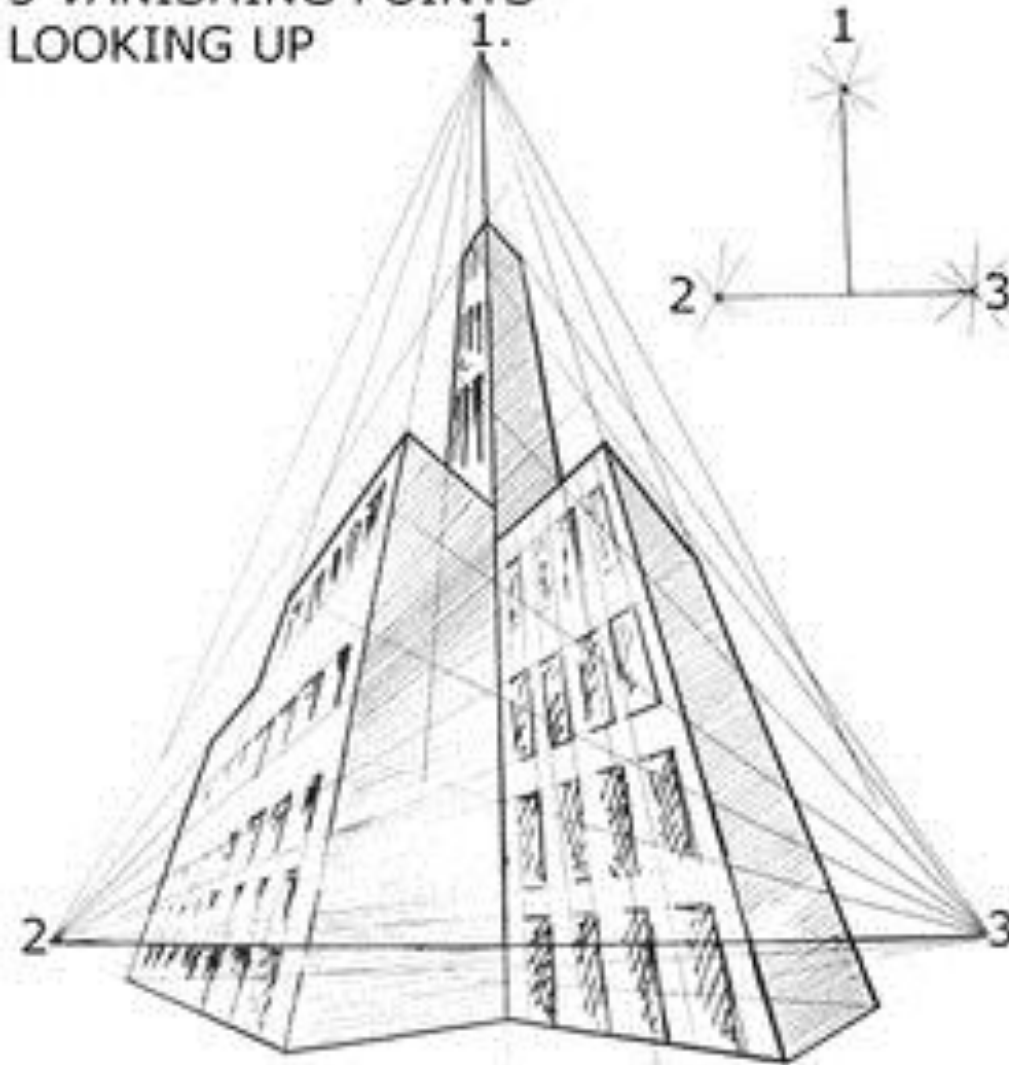


PERSPECTIVE

Latin word means 'to see through'.

- **Three point perspective**

3 VANISHING POINTS -
LOOKING UP



Foreshortening

The visual effect or optical illusion that causes an object or distance to appear shorter than it actually is because it is angled toward the viewer.

Foreshortening, method of rendering a specific object or figure in a picture in depth

<https://www.britannica.com/art/foreshortening>



Foreshortened figure of Christ, *The Mourning over the Dead Christ*, SCALA/Art Resource, New York



To shorten the lines of (an object) in a drawing or other representation so as to produce an illusion of projection or extension in space.