

Table of contents

- **Part 1 Design Principles** (p. 1)
- **1 Design Process** (p. 3)
- **Introduction** (p. 4)
- **Design Defined** (p. 4)
- **Procedures** (p. 6)
- **Steps in the Process** (p. 6)
- **Thinking** (p. 8)
- **Getting Started** (p. 8)
- **Form and Content** (p. 10)
- **Looking** (p. 12)
- **Sources: Nature** (p. 12)
- **Sources: History and Culture** (p. 14)
- **Doing** (p. 16)
- **2 Unity** (p. 19)
- **Introduction** (p. 20)
- **Harmony** (p. 20)
- **Visual Unity** (p. 22)
- **Gestalt** (p. 24)
- **Ways to Achieve Unity** (p. 26)
- **Proximity** (p. 26)
- **Repetition** (p. 28)
- **Continuation** (p. 30)
- **Continuity** (p. 32)
- **Unity with Variety** (p. 34)
- **The Grid** (p. 34)
- **Varied Repetition** (p. 36)
- **Emphasis on Unity** (p. 38)
- **Emphasis on Variety** (p. 40)
- **Chaos and Control** (p. 42)
- **3 Emphasis/Focal Point** (p. 45)
- **Introduction** (p. 46)
- **Ways to Achieve Emphasis** (p. 48)
- **Emphasis by Contrast** (p. 48)
- **Emphasis by Isolation** (p. 50)
- **Emphasis by Placement** (p. 52)
- **Degree of Emphasis** (p. 54)
- **Absence of Focal Point** (p. 56)
- **4 Scale/Proportion** (p. 59)
- **Introduction** (p. 60)
- **Scale of Art** (p. 62)
- **Human Scale Reference** (p. 62)
- **Context** (p. 64)
- **Scale within Art** (p. 66)
- **Internal Proportions** (p. 66)

- **Contrast of Scale** (p. 68)
- **Scale Confusion** (p. 70)
- **Proportion** (p. 72)
- **Notions of the Ideal** (p. 72)
- **5 Balance** (p. 75)
- **Introduction** (p. 76)
- **Horizontal and Vertical Placement** (p. 78)
- **Symmetrical Balance** (p. 80)
- **Architectural Examples** (p. 80)
- **Examples from Various Art Forms** (p. 82)
- **Asymmetrical Balance** (p. 84)
- **Introduction** (p. 84)
- **Balance by Value and Color** (p. 86)
- **Balance by Shape and Texture** (p. 88)
- **Balance by Position and Eye Direction** (p. 90)
- **Analysis Summary** (p. 92)
- **Radial Balance** (p. 94)
- **Crystallographic Balance** (p. 96)
- **Allover Pattern** (p. 96)
- **6 Rhythm** (p. 99)
- **Introduction** (p. 100)
- **Rhythm and Motion** (p. 102)
- **Alternating Rhythm** (p. 104)
- **Progressive Rhythm** (p. 106)
- **Rhythmic Sensations** (p. 108)
- **Part II Design Elements** (p. 111)
- **7 Line** (p. 113)
- **Introduction** (p. 114)
- **Line and Shape** (p. 116)
- **Types of Line** (p. 118)
- **Line Direction** (p. 120)
- **Contour and Gesture** (p. 122)
- **Line Quality** (p. 124)
- **Line as Value** (p. 126)
- **Line in Painting** (p. 128)
- **Outline of Forms** (p. 128)
- **Explicit Line** (p. 130)
- **Lost-and-Found Contour** (p. 132)
- **8 Shape/Volume** (p. 135)
- **Introduction** (p. 136)
- **Volume/Mass** (p. 138)
- **Naturalism and Distortion** (p. 140)
- **Naturalism and Idealism** (p. 142)
- **Abstraction** (p. 144)
- **Nonobjective Shapes** (p. 146)
- **Rectilinear and Curvilinear** (p. 148)

- **Positive/Negative Shapes** (p. 150)
- **Integration** (p. 152)
- **Confusion** (p. 154)
- **9 Texture** (p. 157)
- **Introduction** (p. 158)
- **Tactile Texture** (p. 160)
- **Collage** (p. 162)
- **Visual Texture** (p. 164)
- **Trompe L'oeil** (p. 166)
- **Texture and Pattern** (p. 168)
- **10 Illusion of Space** (p. 171)
- **Introduction** (p. 172)
- **Devices to Show Depth** (p. 174)
- **Size** (p. 174)
- **Overlapping** (p. 178)
- **Vertical Location** (p. 180)
- **Aerial Perspective** (p. 182)
- **Linear Perspective** (p. 184)
- **One-Point Perspective** (p. 186)
- **Two-Point Perspective** (p. 188)
- **Multipoint Perspective** (p. 190)
- **Amplified Perspective** (p. 192)
- **Multiple Perspective** (p. 194)
- **Isometric Projection** (p. 196)
- **Open Form/Closed Form** (p. 198)
- **Transparency** (p. 200)
- **Equivocal Space** (p. 200)
- **Spatial Puzzles** (p. 202)
- **11 Illusion of Motion** (p. 205)
- **Introduction** (p. 206)
- **Anticipated Motion** (p. 208)
- **Ways to Suggest Motion** (p. 210)
- **Figure Repeated** (p. 210)
- **Blurred Outlines** (p. 212)
- **Multiple Image** (p. 214)
- **12 Value** (p. 217)
- **Introduction** (p. 128)
- **Value Pattern** (p. 220)
- **Value as Emphasis** (p. 222)
- **Value and Space** (p. 224)
- **Techniques** (p. 226)
- **13 Color** (p. 229)
- **Introduction** (p. 230)
- **Color Characteristics** (p. 232)
- **Properties of Color** (p. 234)
- **Hue** (p. 234)

- **Value** (p. 236)
- **Intensity/Complementary Colors** (p. 238)
- **Visual Color Mixing** (p. 240)
- **Cool/Warm Colors** (p. 242)
- **Color as Emphasis** (p. 244)
- **Color and Balance** (p. 246)
- **Color and Space** (p. 248)
- **Color Schemes** (p. 250)
- **Monochromatic, Analogous, Complementary, and Triadic** (p. 250)
- **Color Discord and Vibrating Colors** (p. 254)
- **Color Uses** (p. 256)
- **Local, Optical, Arbitrary** (p. 256)
- **Emotional Color** (p. 258)
- **Color Symbolism** (p. 260)
- **Color versus Value** (p. 262)
- **Glossary** (p. 264)
- **Bibliography** (p. 267)
- **Photographic Sources** (p. 268)
- **Index** (p. 270)