



Visual Harmony: Proportion in Graphic Design (Hardback)

By SendPoints

Gingko Press, Inc, United States, 2016. Hardback. Book Condition: New. 273 x 197 mm. Language: English . Brand New Book. Effective visual communication is not an accidental occurrence, but the result of serious intention on the part the designer to balance all aspects of the design. This is often achieved through careful application of proportion based on certain guiding principles long in existence: the golden ratio, or divine proportion, and the Fibonacci sequence. Both mathematical constructs that mirror patterns found throughout nature, from leaves and shells to sunflowers and pinecones. Artists and designers have made use of these principles for centuries to create work with long lasting appeal, from renaissance paintings to modern logos. Following a practical overview, Visual Harmony presents a survey of contemporary graphic design that all exhibits this masterful use of proportion.



READ ONLINE
[7.72 MB]

Reviews

These kinds of publication is the greatest pdf available. Better then never, though i am quite late in start reading this one. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Lorena Streich**

It becomes an awesome pdf that I have actually read through. It really is full of knowledge and wisdom You may like how the writer compose this book.

-- **Amanda Gleichner**

See Also



[Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. \[Us English\]](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



[Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. \[British English\]](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



[Learning with Curious George Preschool Reading](#)

Cengage Learning, Inc, United States, 2012. Paperback. Book Condition: New. Workbook. 267 x 216 mm. Language: English . Brand New Book. There s no better way to ignite your child s curiosity for learning than with Curious George at the ready, and...



[I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book](#)

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



[America s Longest War: The United States and Vietnam, 1950-1975](#)

McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 5th. 206 x 137 mm. Language: English . Brand New Book. Respected for its thorough research, comprehensive coverage, and clear, readable style, America s Longest War explores the origins of the...



[Do Monsters Wear Undies Coloring Book: A Rhyming Children s Coloring Book](#)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. Mark Smith (illustrator). 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.A #1 Best Selling Children s Book Is Now A Coloring Book! Parents and...