

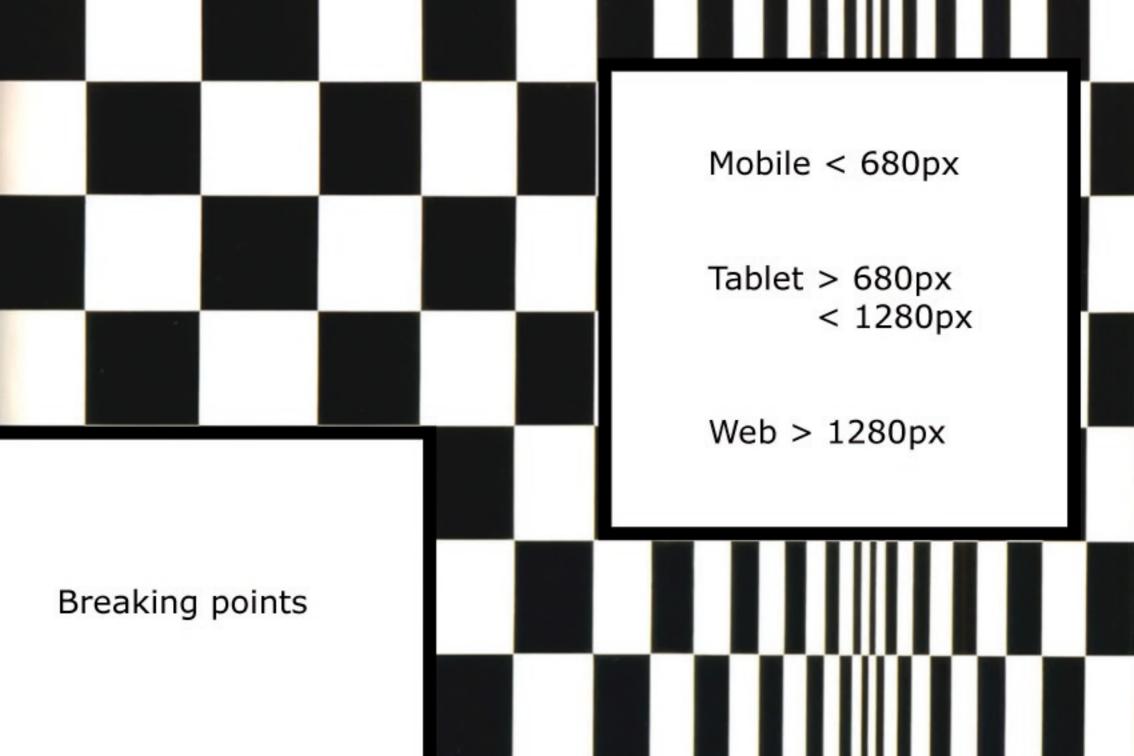
Mobile

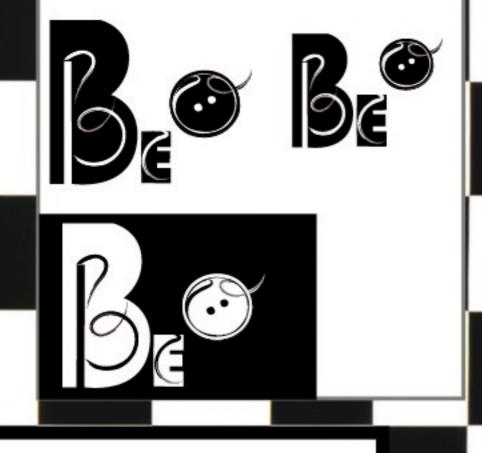
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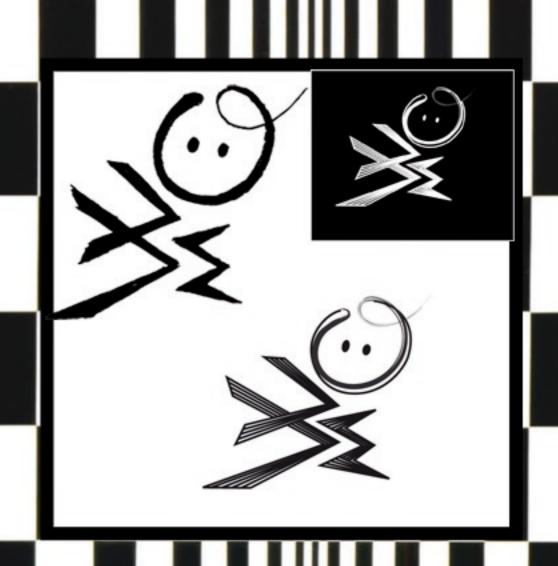
Web



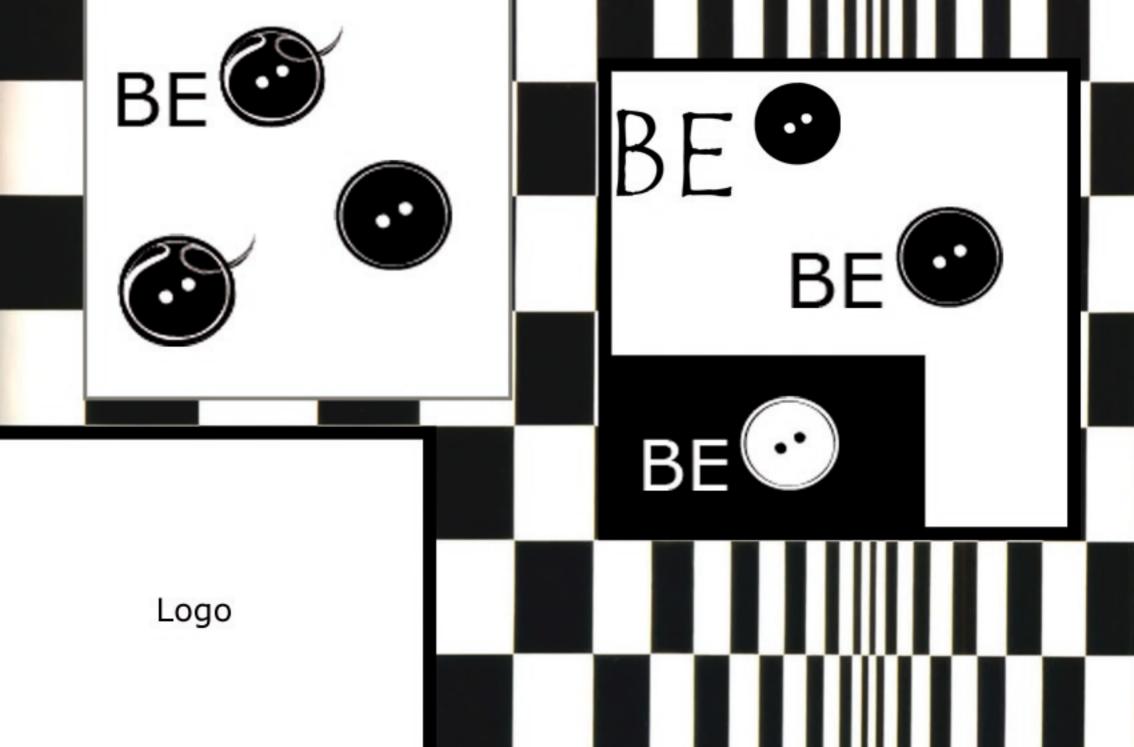


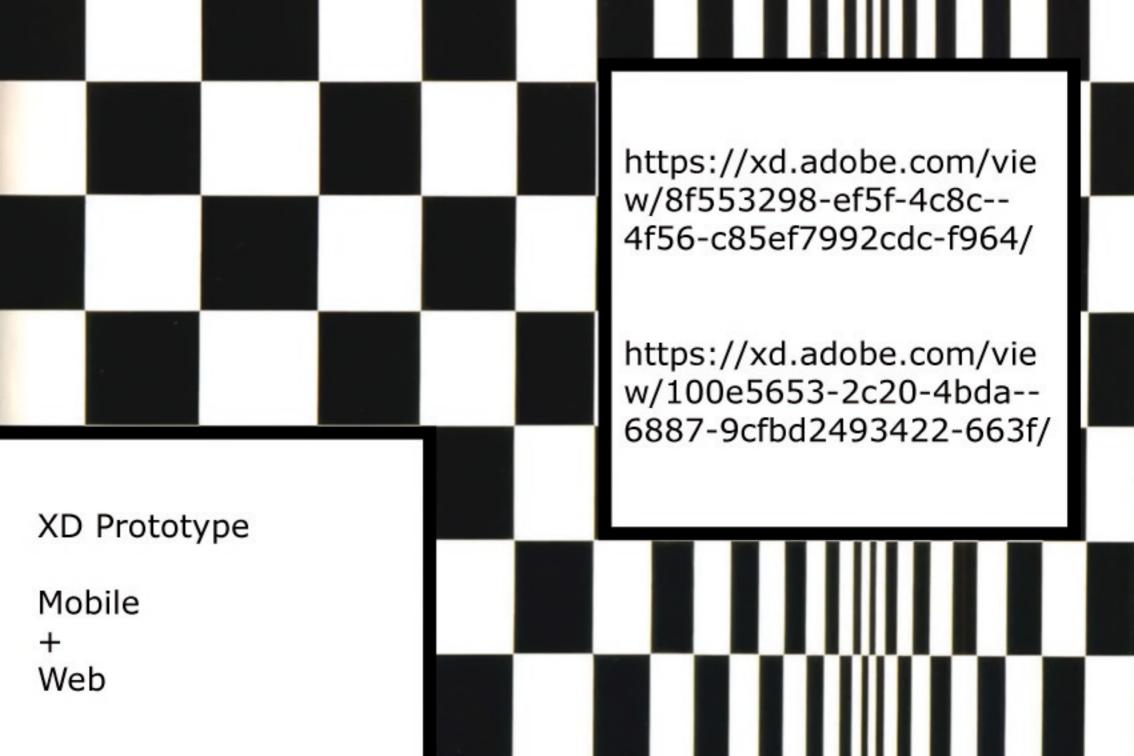


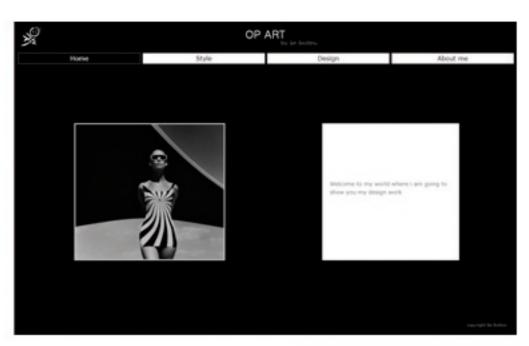




Logo







Design Principles

Composition: Symmetrical

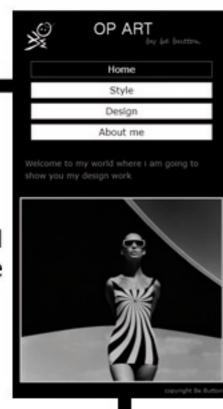
Contrast:

Color Position

Figre/Ground Negative Space

Gestalt Laws:

Closure Proximity Similarity



OP ART

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erception.

Op art (short. for Optical Art) Is a visual art that uses optical flusion, such as impression of motion, vibration, flashing, swelling or varping. Op art works are abstract and geometrical others with only use of black and white color.

It is a style that works directly on our cognitive sensor - eye. That means that it is not referring to the traditional values of art, such as, for example, illustrating beauty. But it is playing with perception itself and provising the question; what is real?

Op Art - Eye Attack Art that goes straight to our visual sensors.

The movement had its inception in the middle of the 1950s and its glory days in the 1960s, when it established itself internationally across political and cultural contexts. The artists were preoccupied with science, the psychiology of perception and the new technology of the time - and turned their backs on old-fashioned storytelling

A dynamic sensing of the world

Dynamic changes in the world became an essence in the socalled Kinetic Art, which broadly describes works of art with incorporated movement, whether literally or as an illusion. Optical and Kinetic Art developed hand in hand in an abutnet; geometrical language of form, using new industrial materials and techniques, and shared a strong interest for the artis static and the direct sensory experience.

Optical art always on time

Although Optical Art belongs to a particular time, the

