

a 3×4 grid

output PDFs, which Thomas Gaskin imported into Adobe Illustrator to design the poster.

Rules for generating variations The rule system that generated the variations in the poster was suggested by Bill Drenttel and Jessica Helfand who noted its relationship to the tatami mat system used in Japanese buildings for 1300 years or more. In 2006, Drenttel and Helfand obtained U.S. Patent 7124360 on this

out based on recombinant geometric modular structure".

non-overlapping rectangles. The large figures indicate the beginning of each group. The sequence begins in the upper left and proceeds from left to right and top to bottom. Each group is further divided into sub-groups sharing the same set of elements. The sub-groups are arranged according to the size of their largest element from largest to smallest. Squares precede rectangles of the same area; horizontals precede verticals of the same dimensions. Within subgroups, variations are arranged according to the position grid system—"Method and system for computer screen lay- of the largest element, preceding from left to right and top to bottom. Variations themselves are oriented so that the

> largest rectangle is in the top left. Black dots separate groups by size. Gray dots separate groups by orientation.

Algorithms: Patrick Kessler Patent: William Drenttel + Jessica Helfand Copyright © 2011 **Dubberly Design Office**

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180° rotation.

 $76 \times Orange$ Left-right symmetry Changed by vertical reflection and 180° rotation. 26 × Magenta All three symmetries combined Unchanged by horizontal reflection, vertical reflection, or