

NILS LINDSTROM'S RULES FOR BEAUTIFUL CURVES

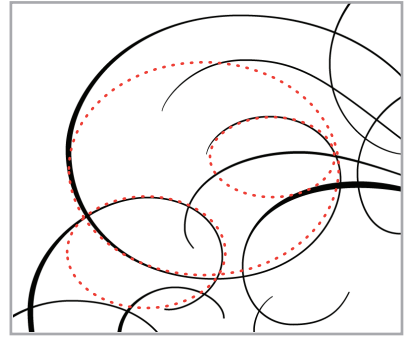
1 Attitude.

Curves should talk to each other. They should appear to share the same elliptical DNA



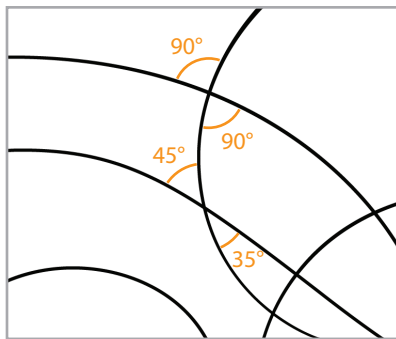
2. Heirarchy.

Not all curves are born equal. Some are Dominate curves, some subordinate curves and some are detail curves



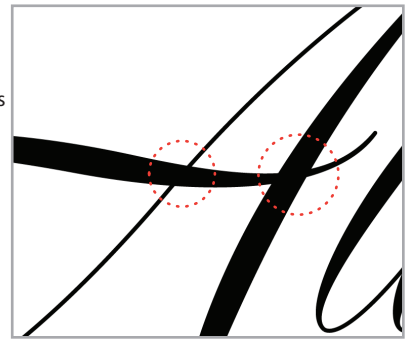
3. Crossing.

Curves should cross at no less than a 35° angle. If it's less than that the eye becomes confused about which curve to follow



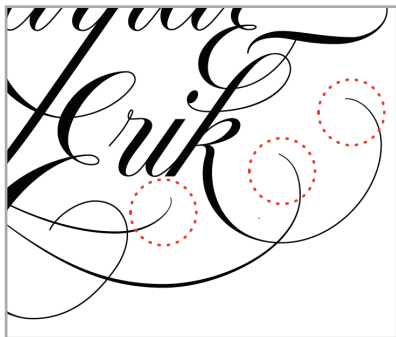
4. Thicks and Thins.

You can cross thin with thin thin with thick but don't cross a thick with a thick.

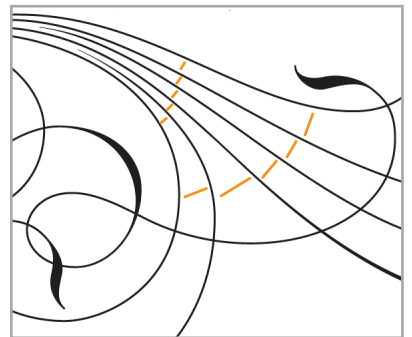


5. Slow down to stop.

Curves have speed; the less a curve bends the faster its speed, the more it bends the slower its speed. when ending curves slow them down.



6. Proximity. Curves should either be separating from each other or coming together. It shouldn't feel like they can't make up their mind.



7. Changing direction.

Be careful about changing the direction of a curve, say from clockwise to counter clockwise, more than once. If you want to continue the curve in another direction you should loop it or stop it first.



8. Overall Shape.

Consider the balance of the design when decorative elements are added. Generally, it should fit within a simple cohesive shape.

