# ¿Qué es el Diseño?



#### **Funcionalidad** Percepción & Estrategia & Estética Arte Diseño Gráfico Marketing Ilustración Publicidad Fotografía Diseño de UI Programación **Productos digitales** Usabilidad Ilustración Ergonomía Materiales Diseño Industrial Producción Acabados en serie Diseño de ...

# COMPOSICIÓN



Arnold Newman

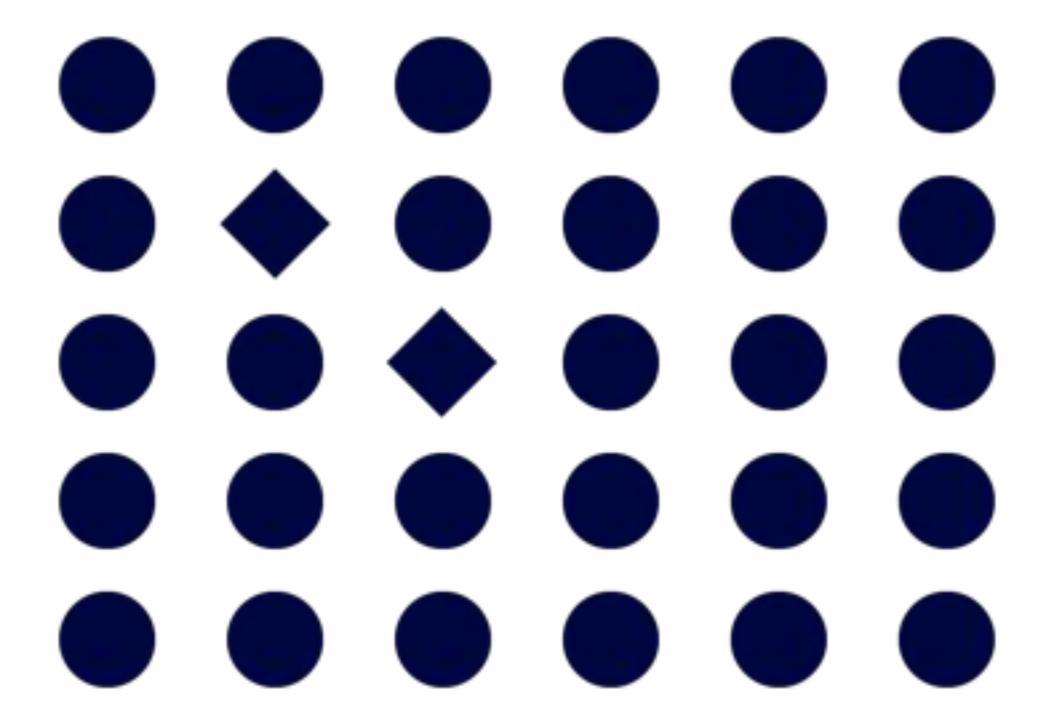


Matthew Metz

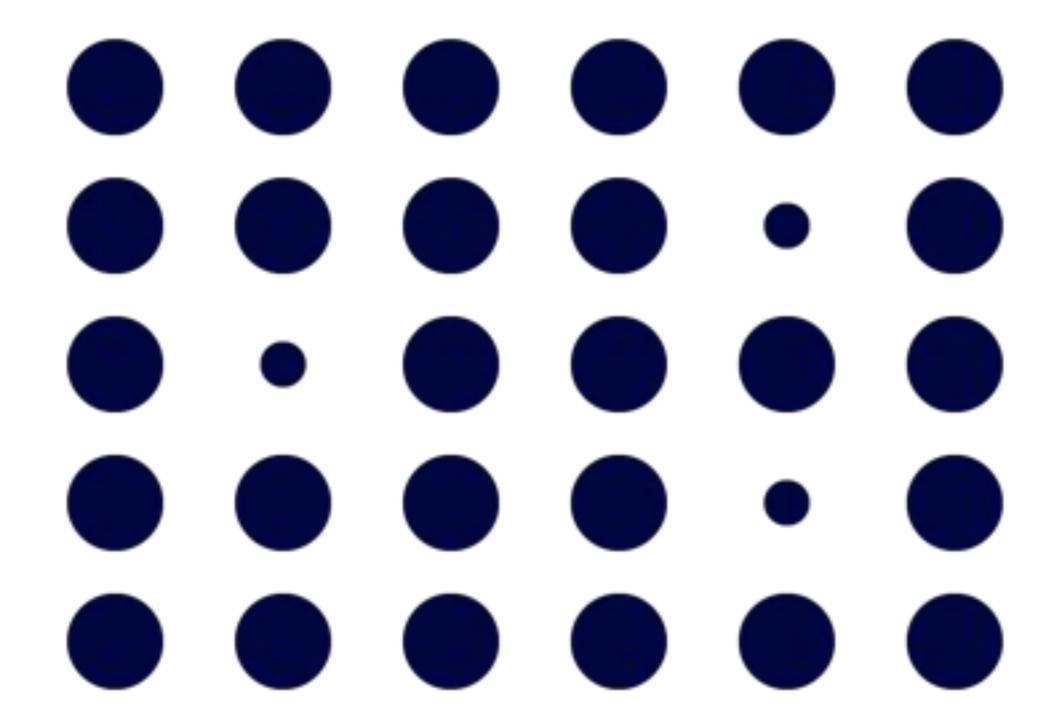
## **UNIDAD VISUAL**

Principios de la Gestalt

#### Semejanza









#### THE BEATLES

#### A HARD DAY'S NIGHT

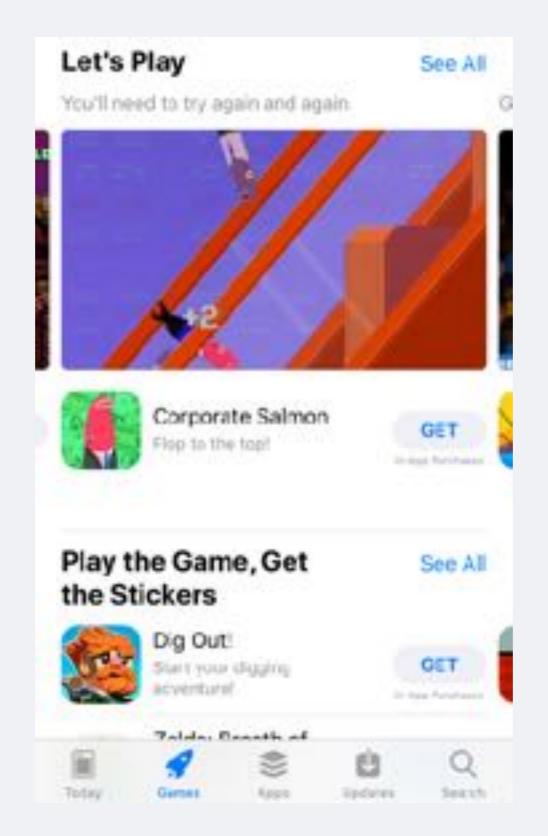




#### Continuidad







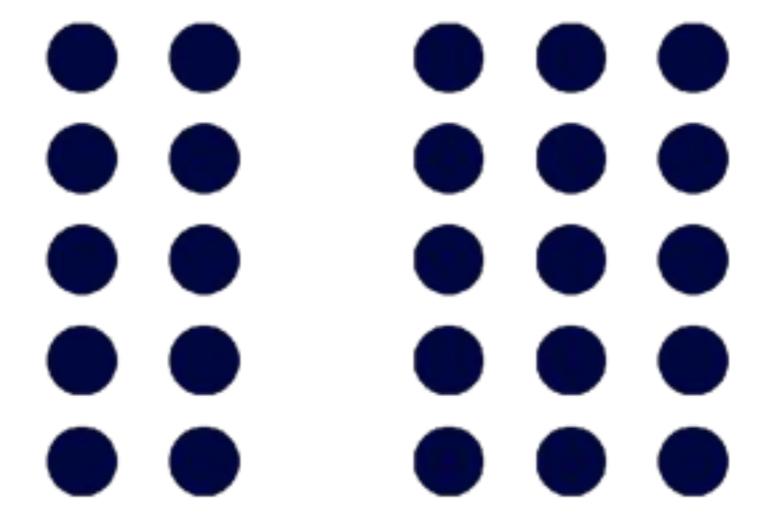
### Cerramiento







#### **Proximidad**



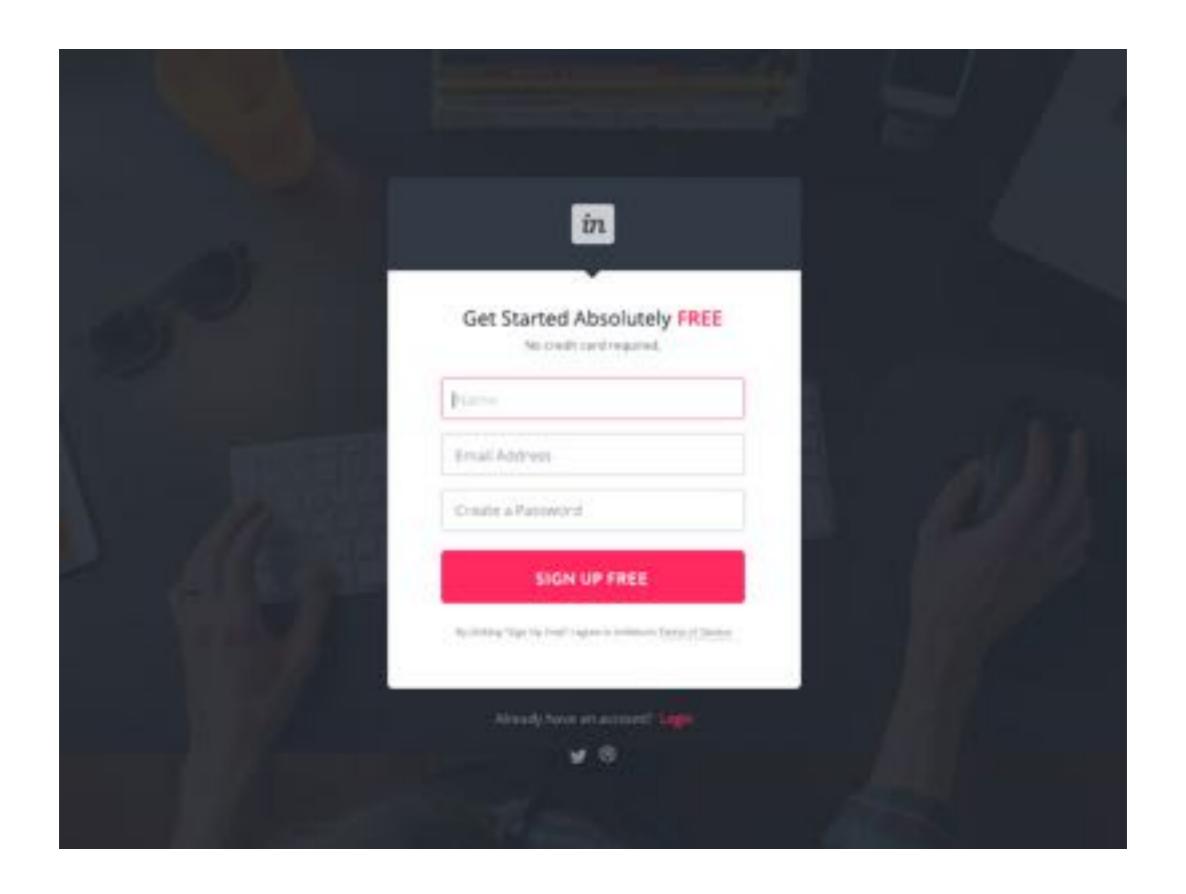




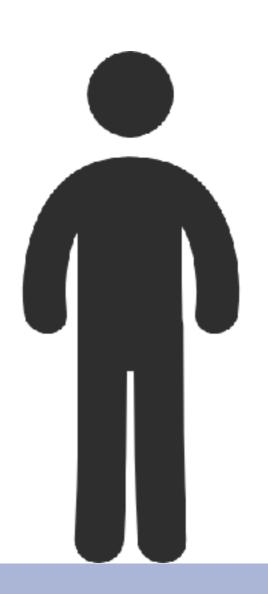
# Fondo y Figura

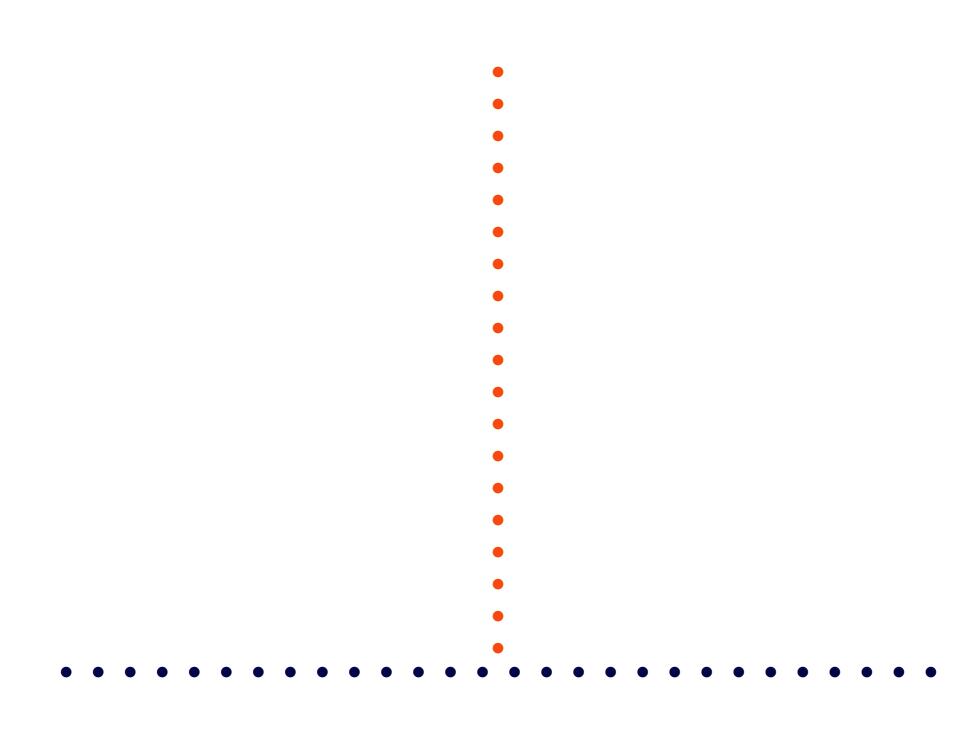


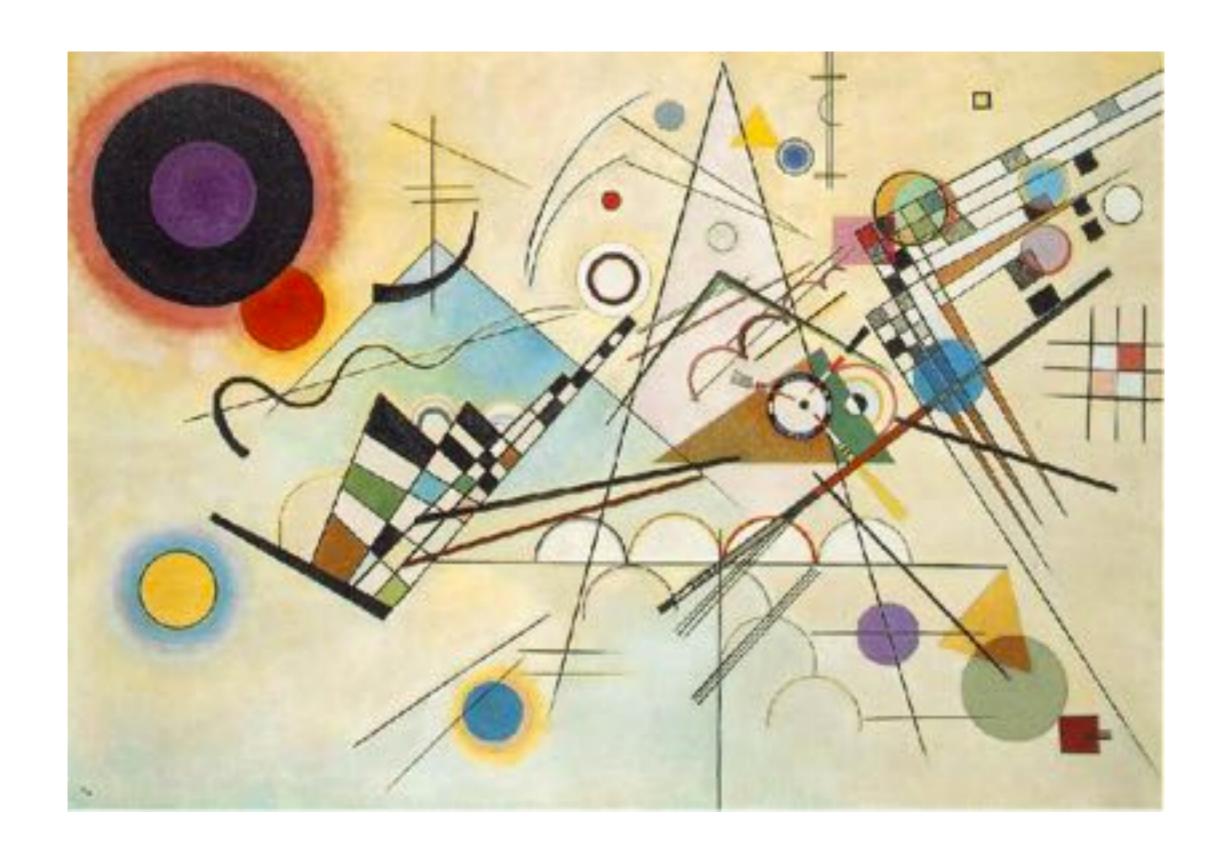
# SIFT

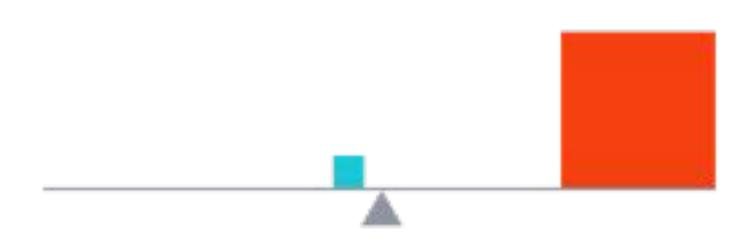


## **BALANCE VISUAL**







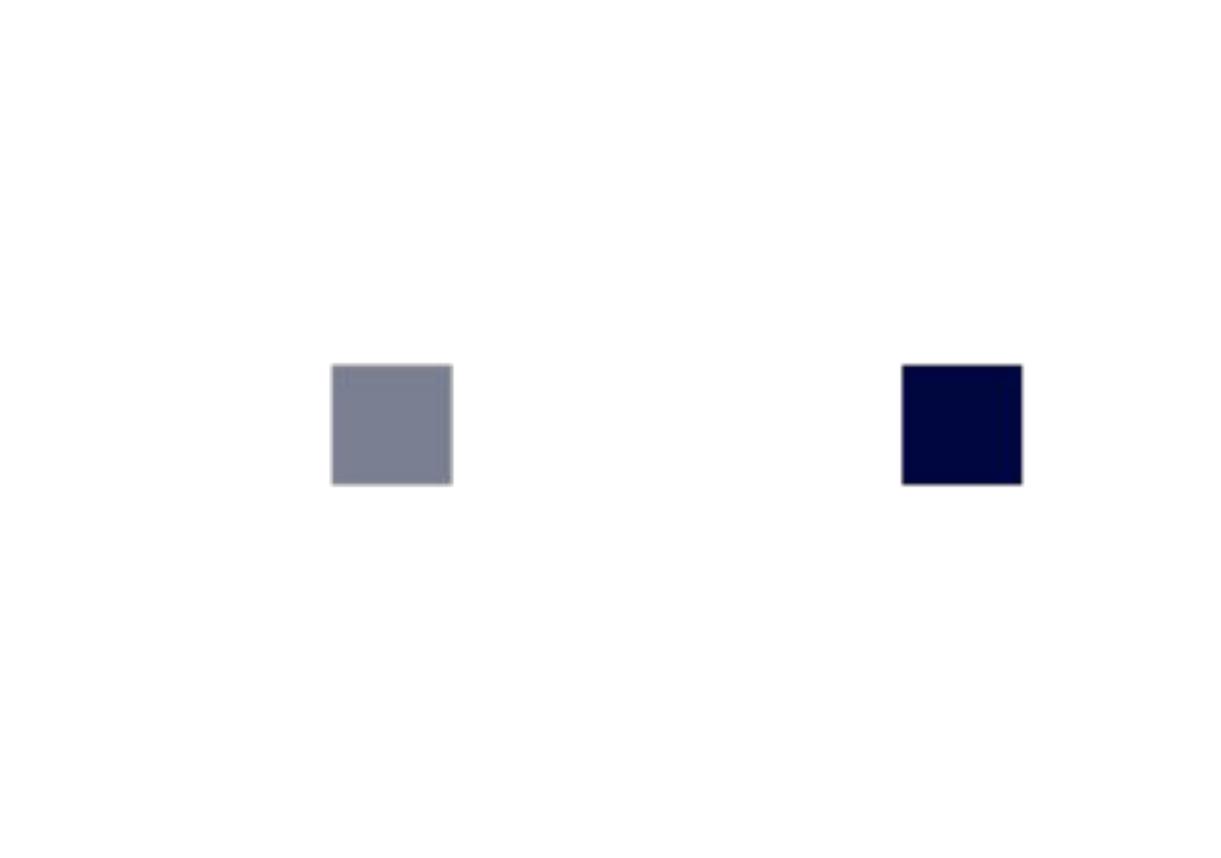


# Componentes del balance

1. Peso Visual







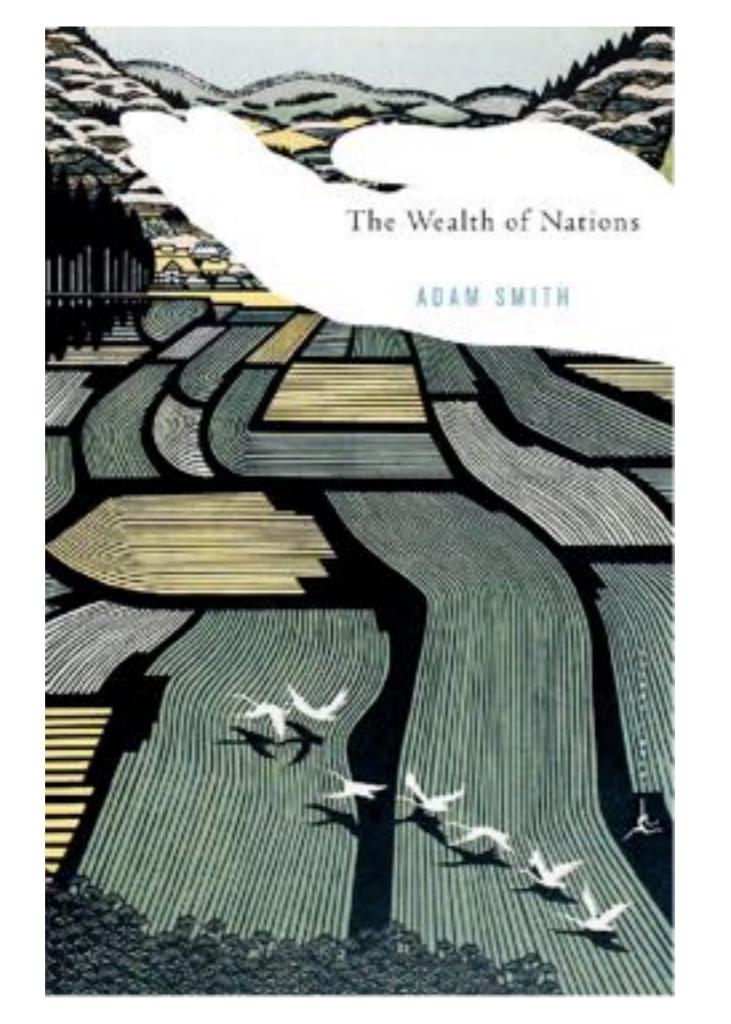


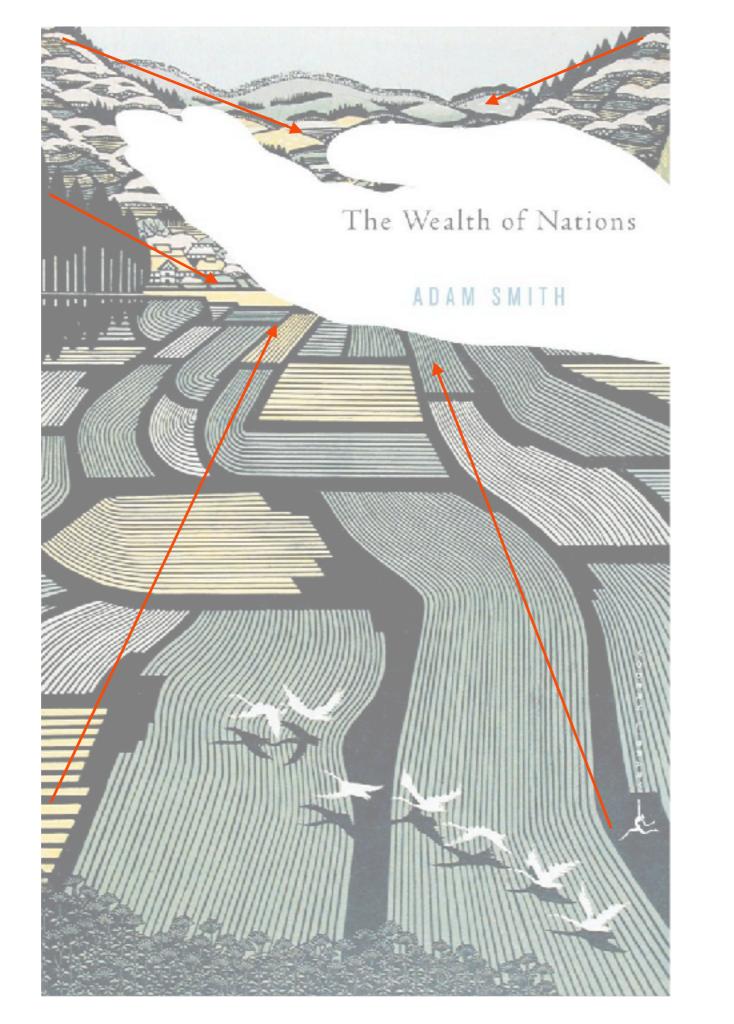


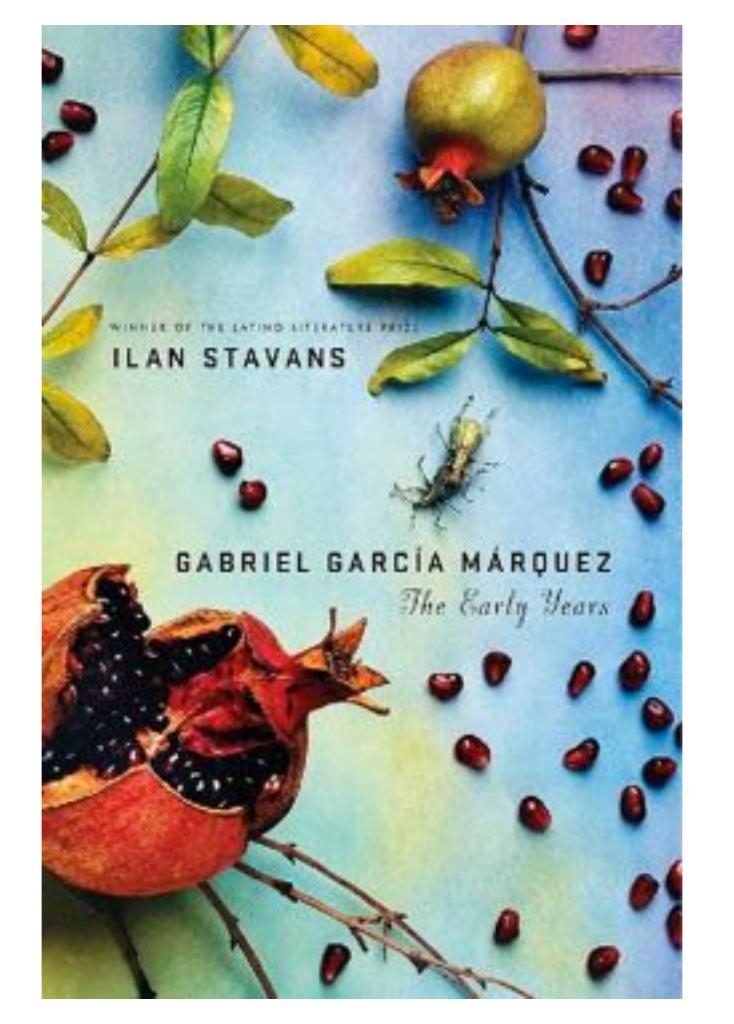
# Componentes del balance

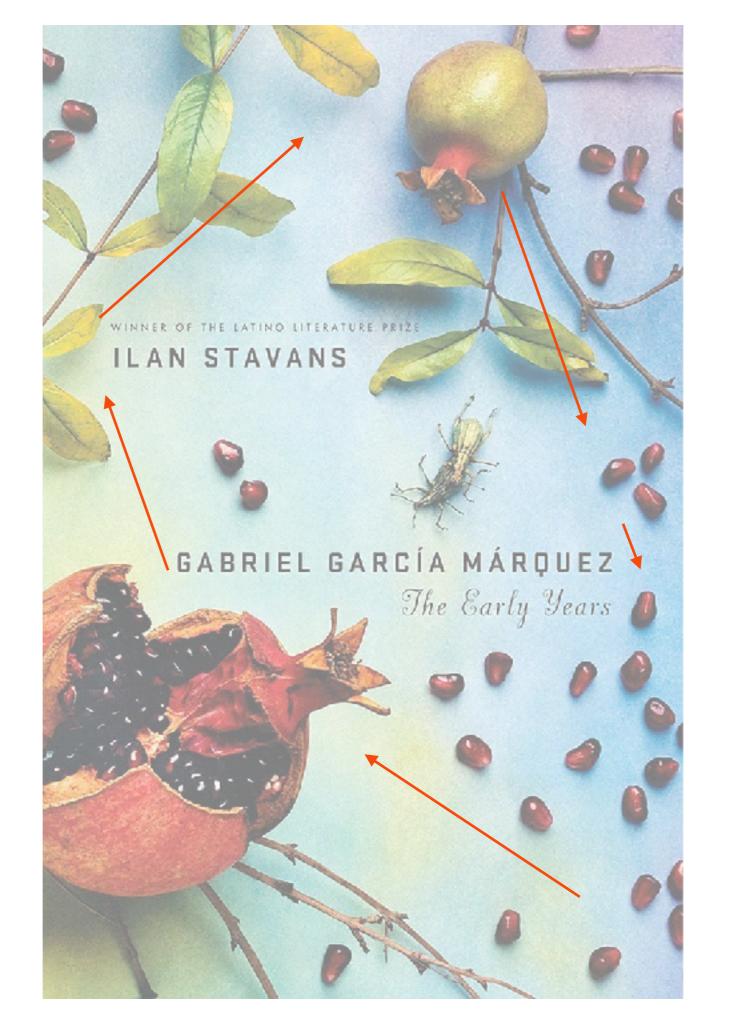
2. Dirección Visual

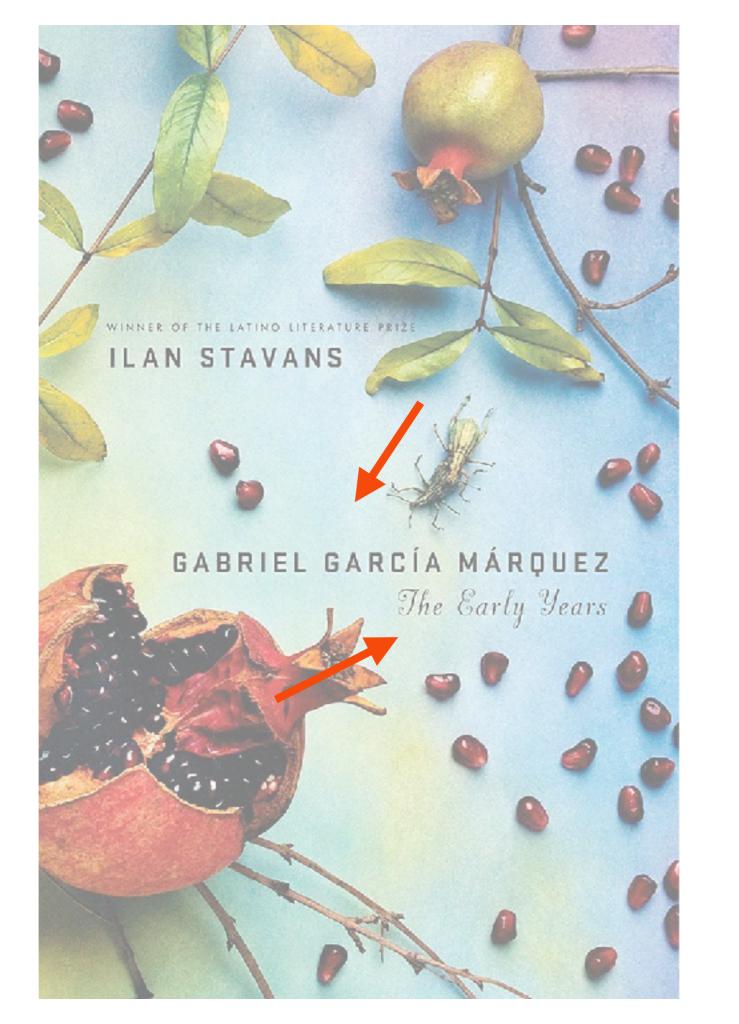
# Tipos de balance

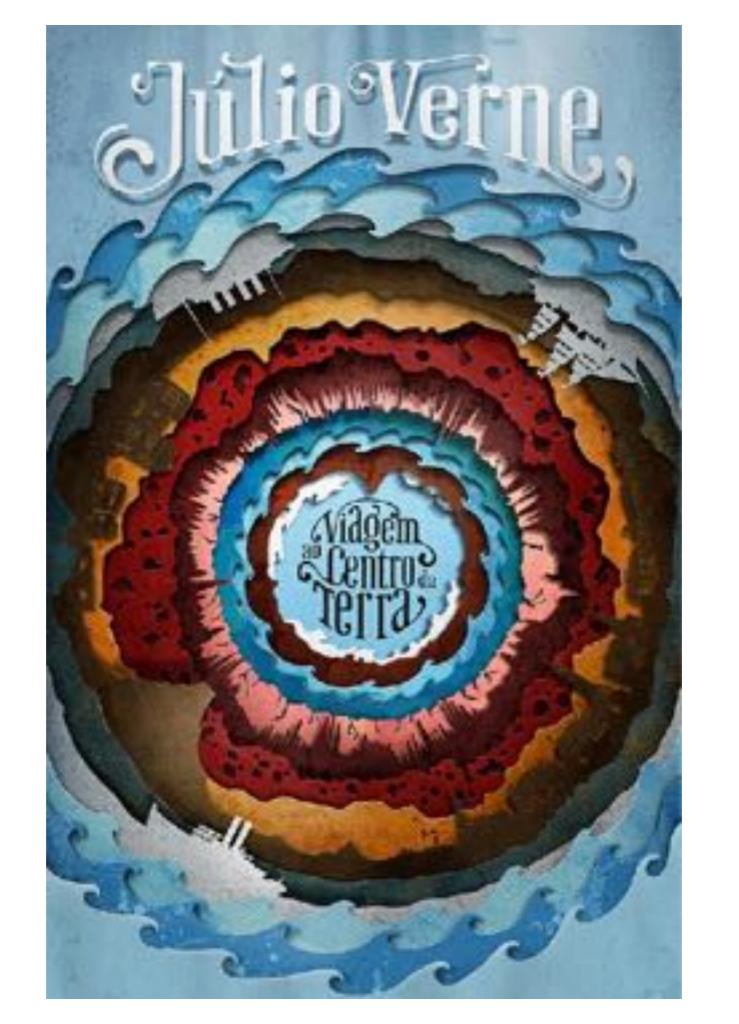








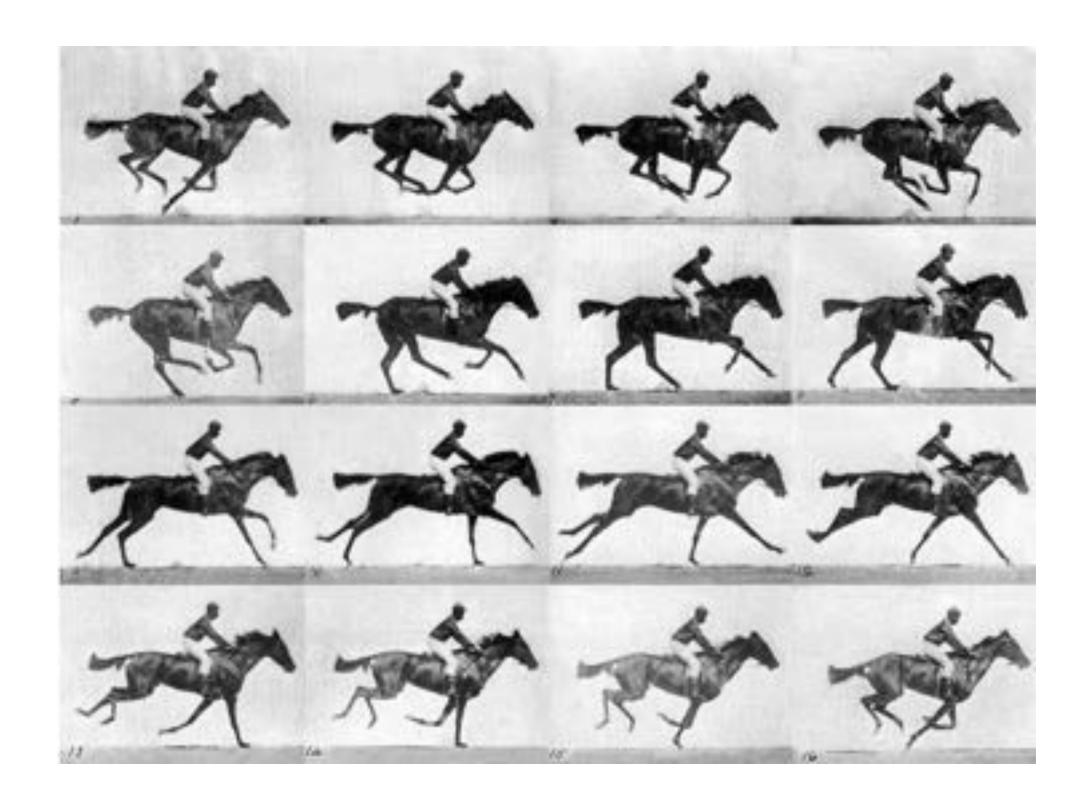






## **MOVIMIENTO**





Churiday coplember 15 1983 # the venue 160-162 violatia alreet, landan with special guests the go-betweens and felt.

over 10's only

63 admission

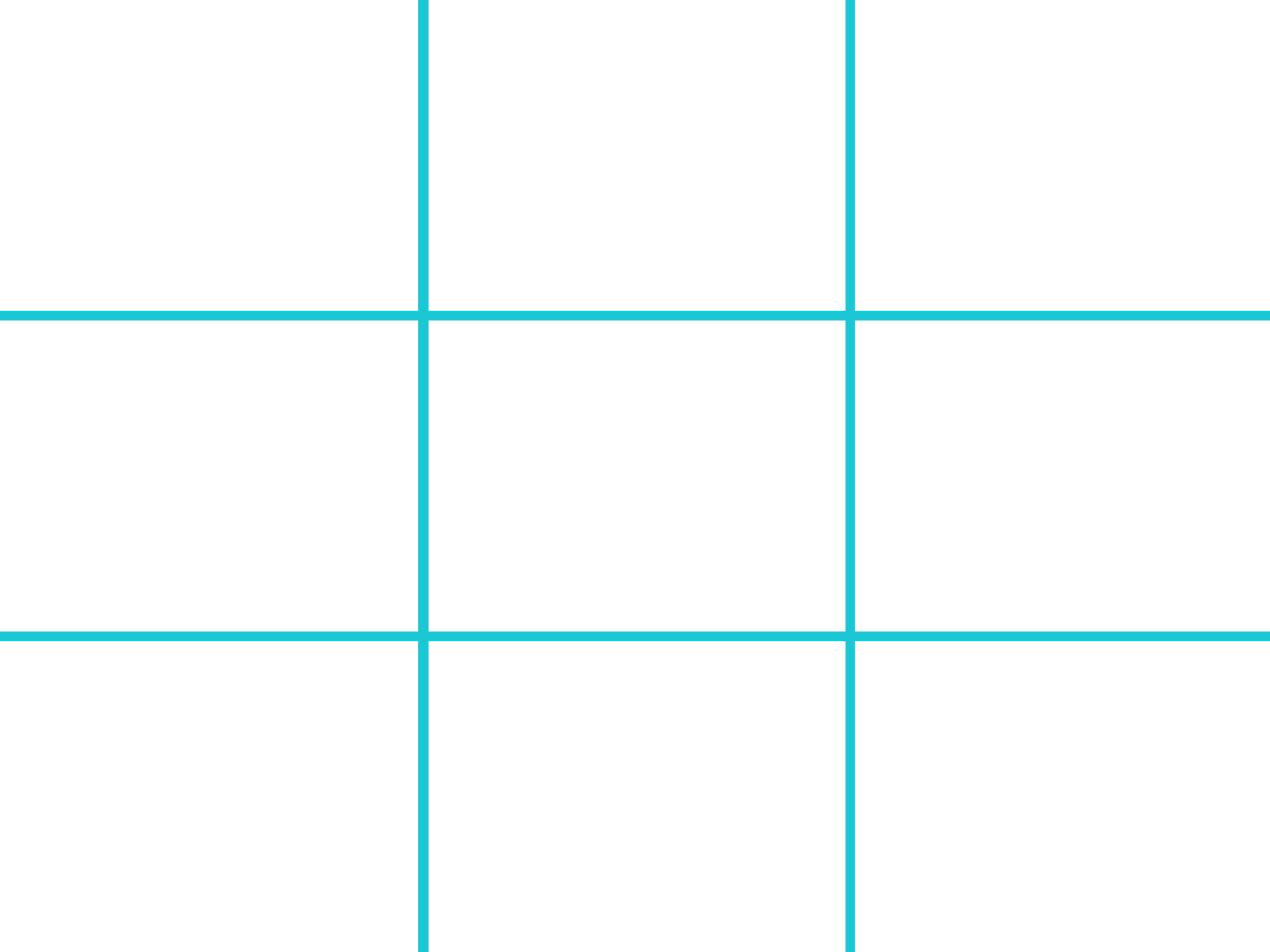
mein band on at 9:30

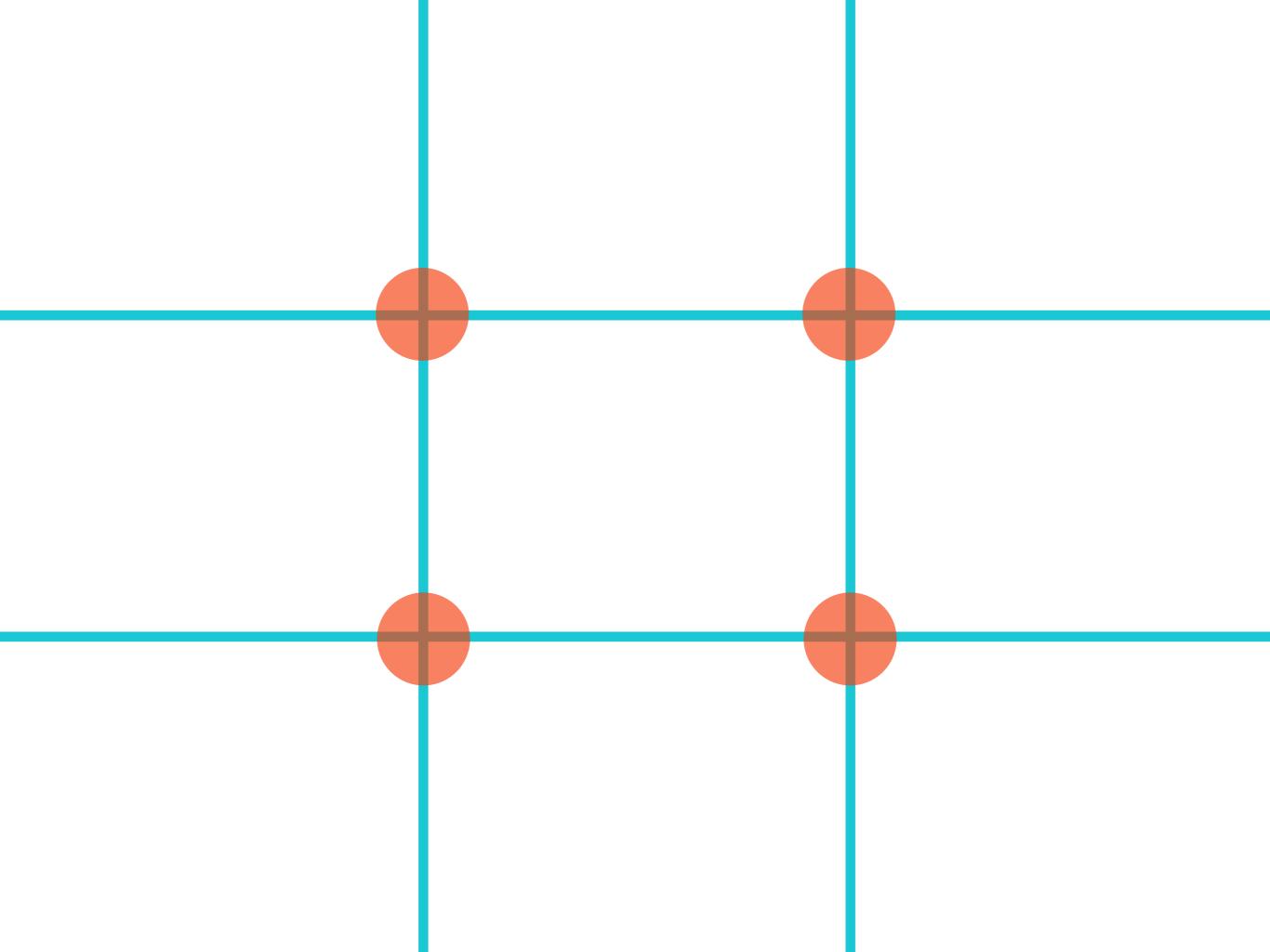
# the smiths



#### **ESTRUCTURAS "NATURALES"**

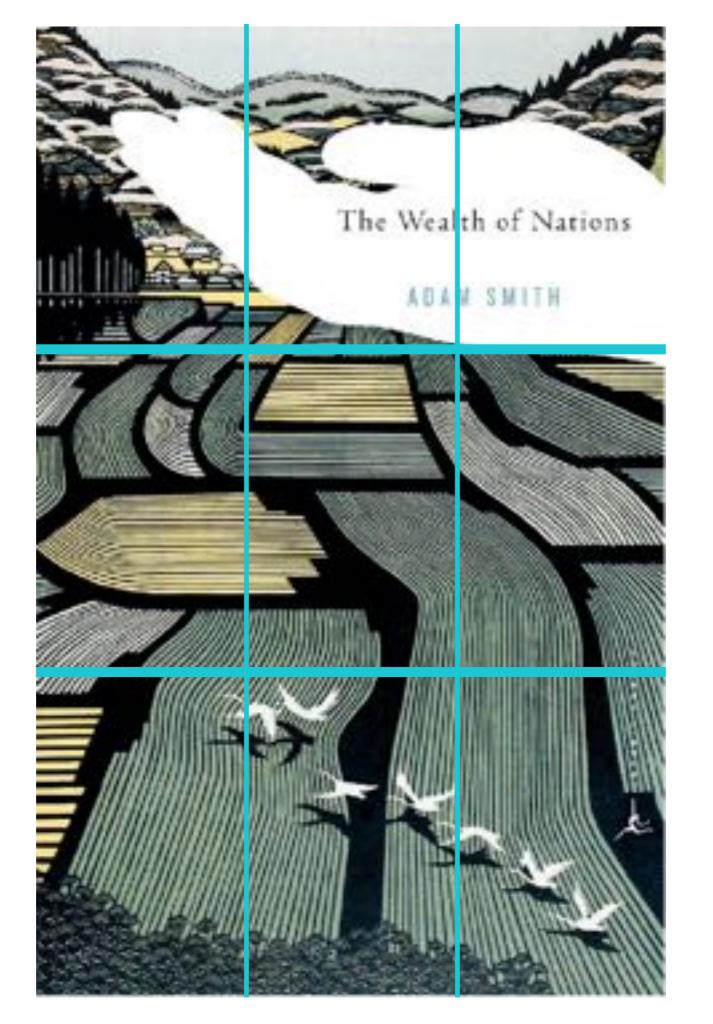
## **Tercios**











#### Patrones de lectura



every staff, such