



# 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.



#### Reviews

Undoubtedly, this is the greatest operate by any article writer. It is actually writter in straightforward words instead of confusing. Your life period is going to be change as soon as you complete looking over this book.

-- Karina Ebert

This book will never be easy to start on reading but quite exciting to see. It is actually rally intriguing through looking at period of time. Your daily life span will be convert once you total looking over this book.

-- Torrance Vandervort

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