

Principle of Design



Study Book

STUDIES OF

CONTRAST

TEXTURE

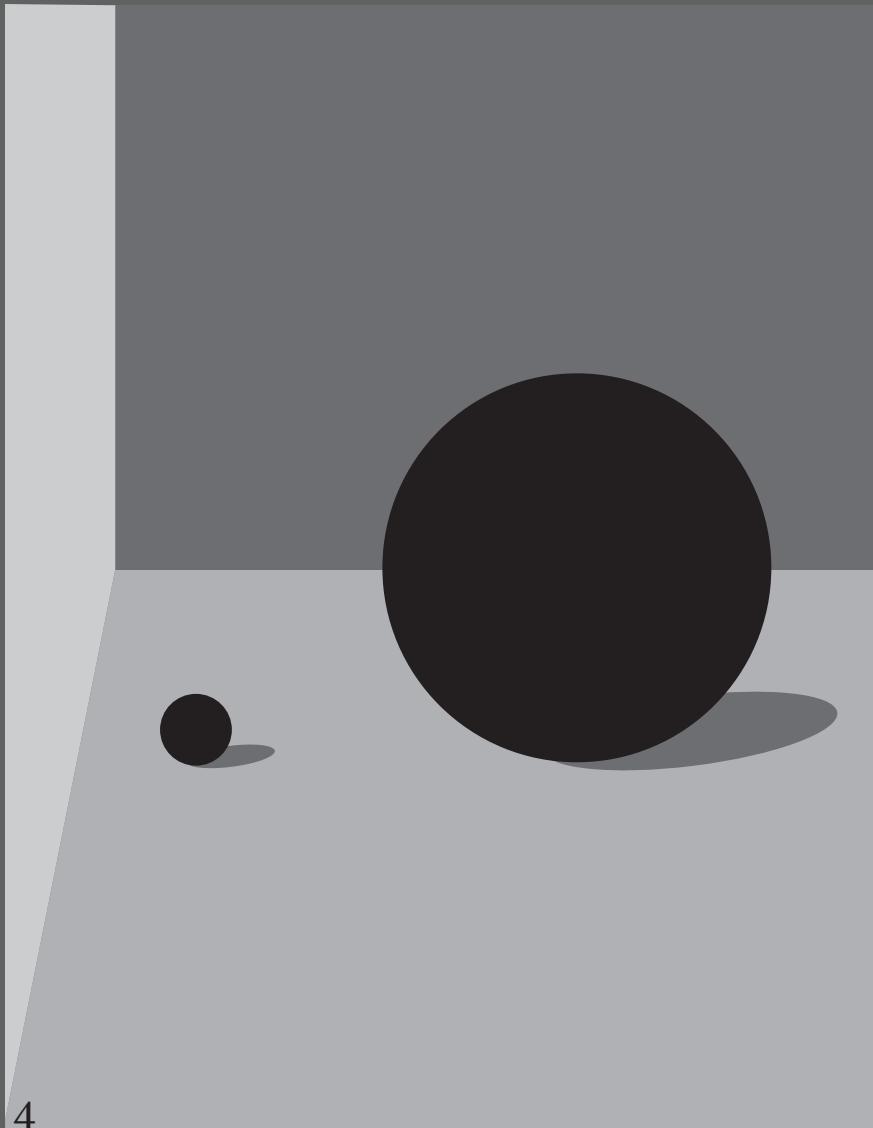
SYMMETRY

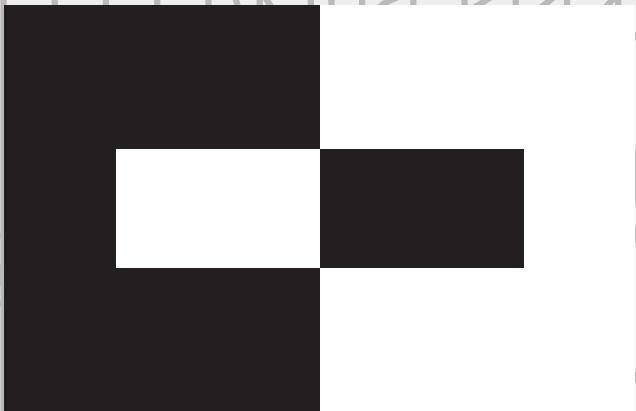
ASYMMETRY

REPETITION

BALANCE

1 CONTRAST





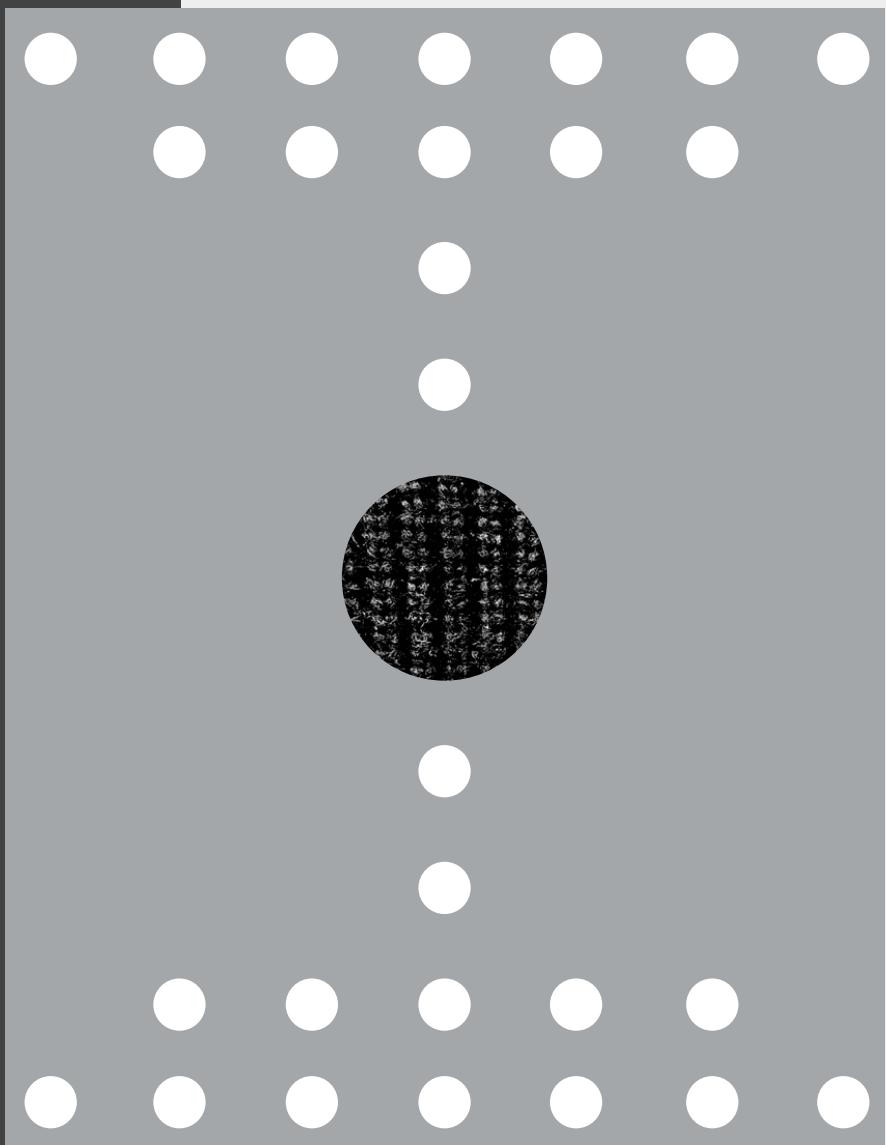
2

TEXTURE

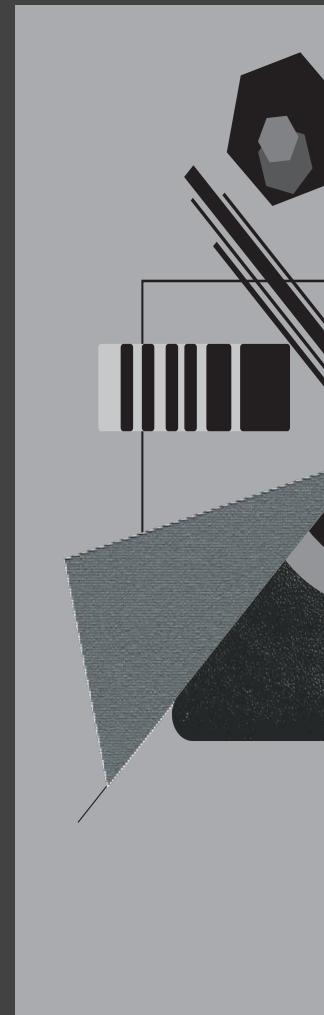
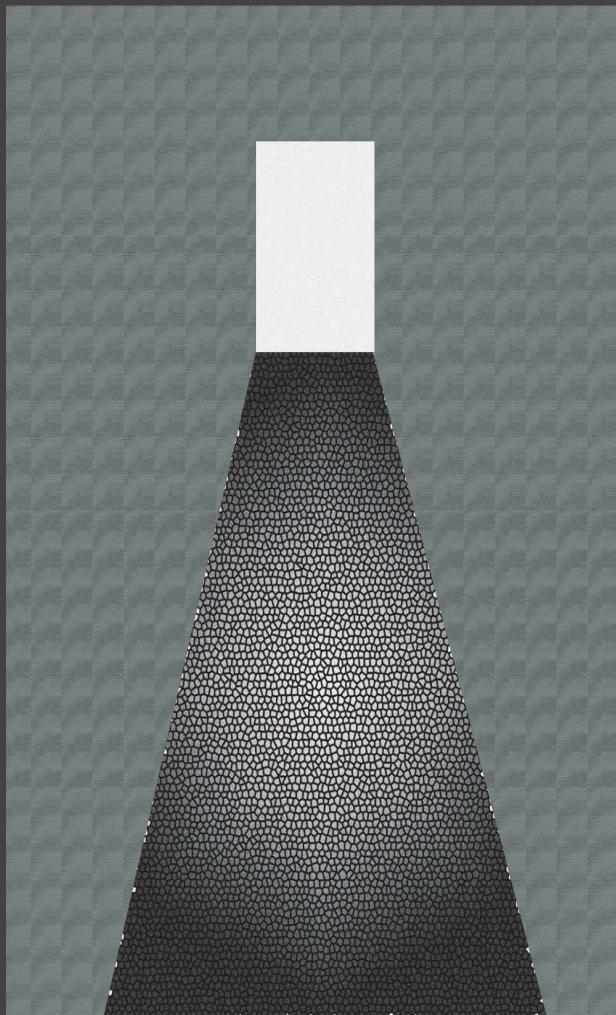
Texture is the tactile grain of surfaces and substances.

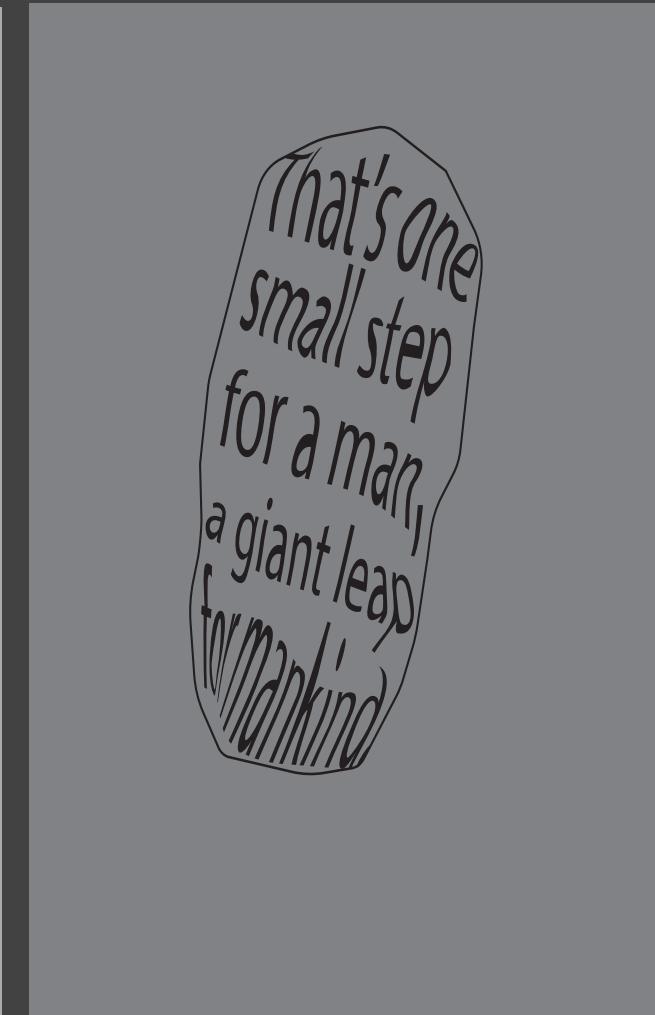
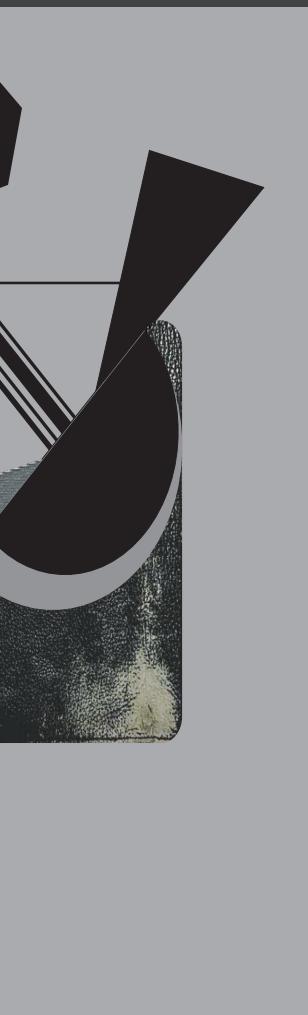
If you touch something (it is likely) someone will feel it.

If you feel something(it is likely) someone will be touched



PRINCIPLE OF DESIGN









3

SYMMETRY

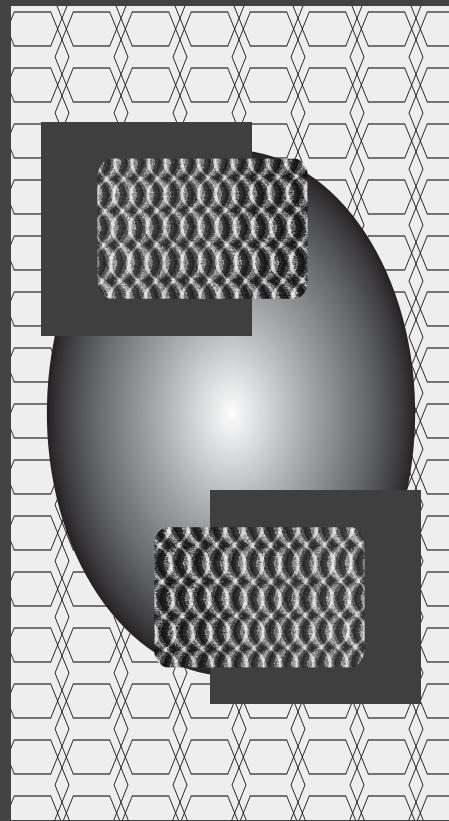
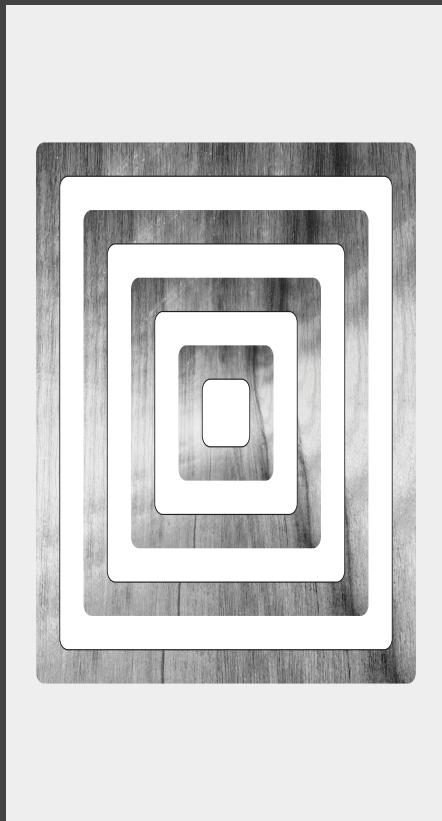
The study on the left demonstrate basic symmetrical balance.

Triangles are oriented along a center axis.

The work shown here are symmetrical from left to right

PRINCIPLE OF DESIGN

SYMMETRY

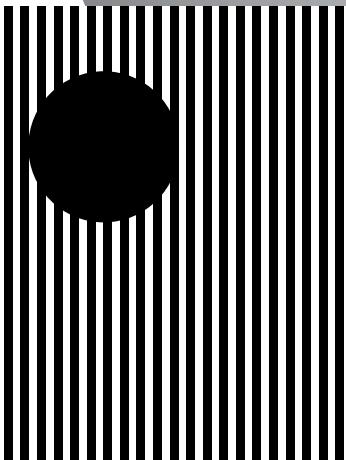


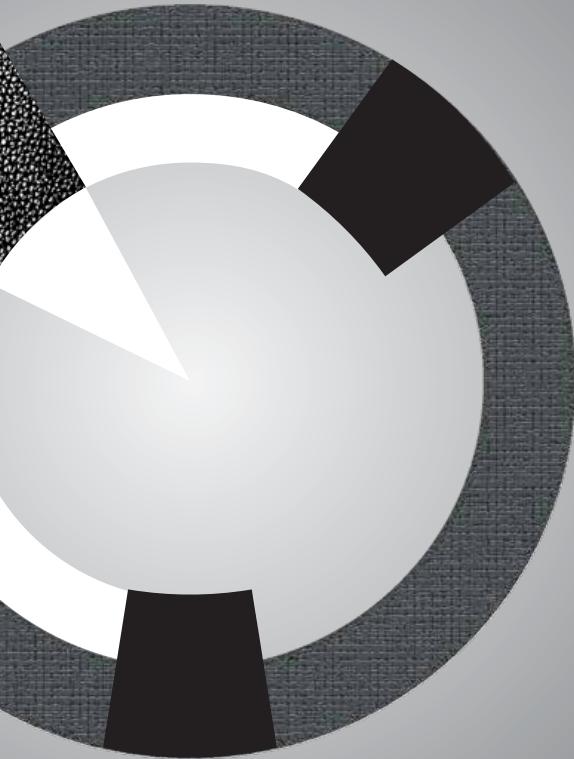
Q
URW
VIEW

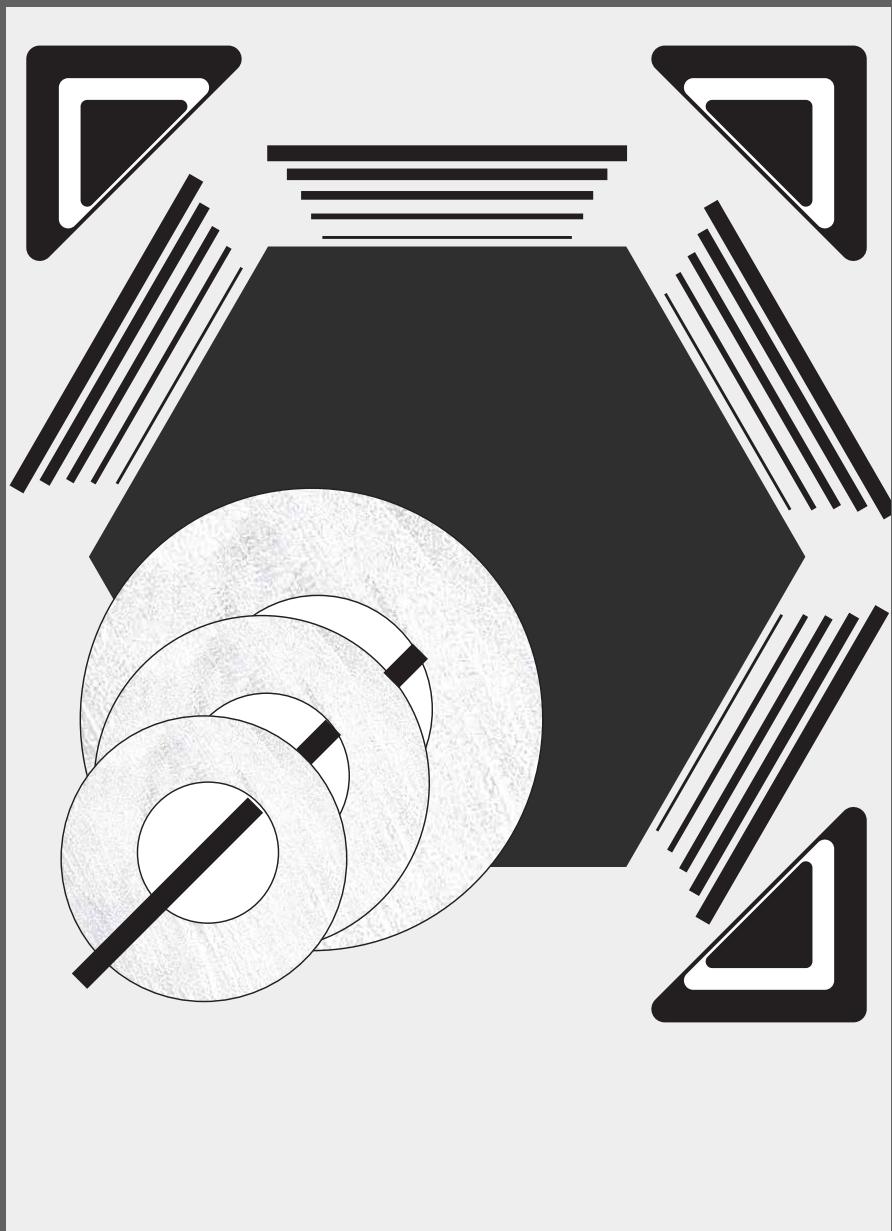
JAY
LEE

4

ASYMMETRY







Je t'aime

kocham cię

Aloha

τέλεος

ik hou van jou

愛してる

mi amas bien

Ich liebe dich

मैं तुमसे प्यार करता हूँ

사랑해

မမှုက်မှု

Я Вас Люблю

我爱你、

All of them are called "I love you"
Love has all different form

ENDLESS

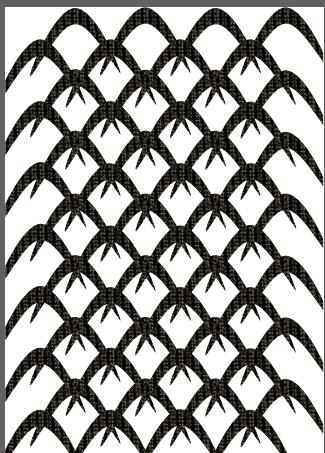
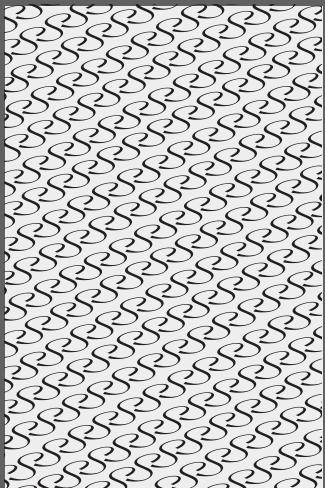
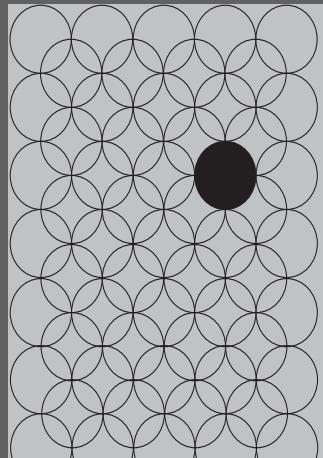
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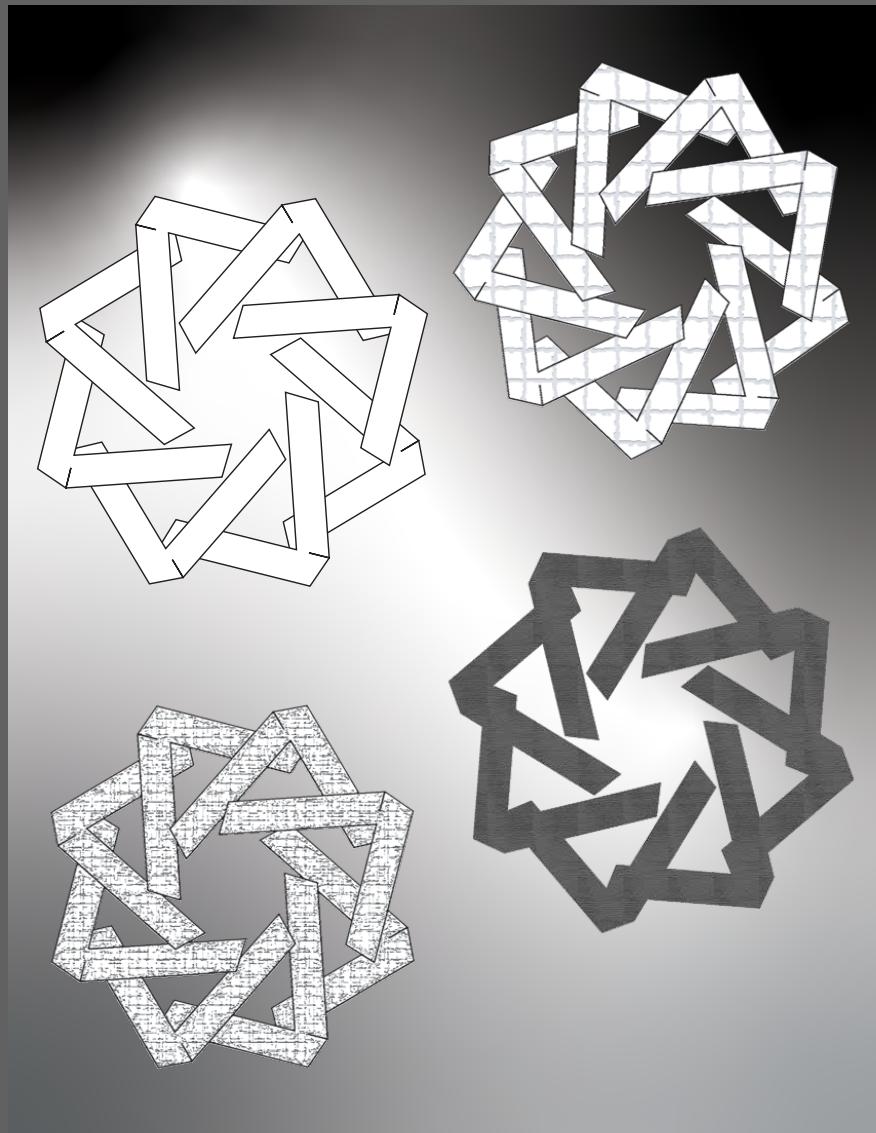
ENDLESS

ENDLESS

ENDLESS

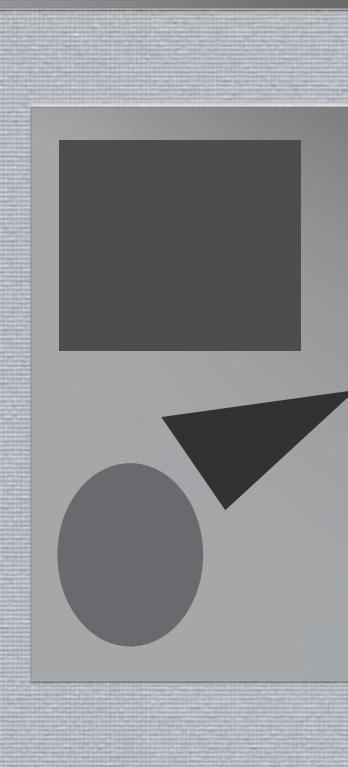
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4

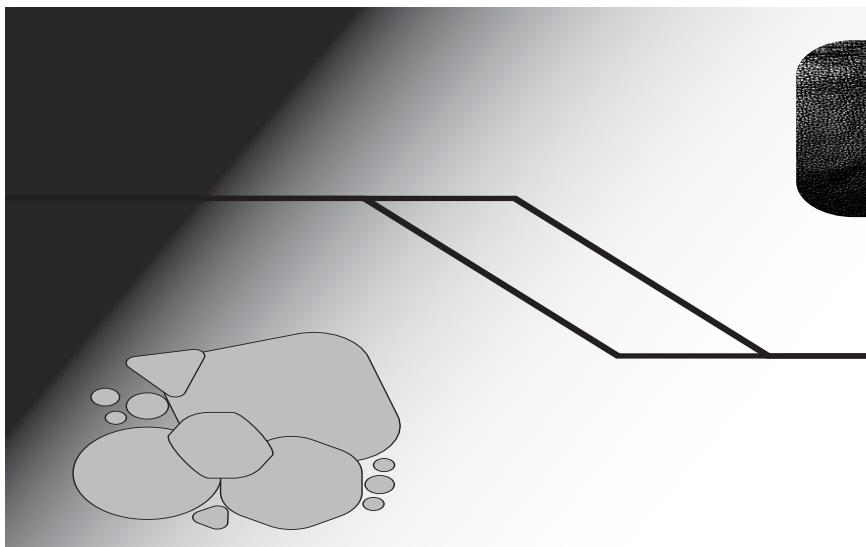
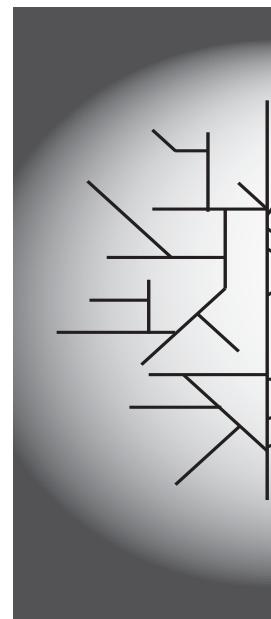
REPITITION



6

BALANCE

**Balance acts as
a catalyst for the form**





ART MINOR

When my father asked, "Why not join a cultural exchange program in America?" I enthusiastically accepted, not realizing its profound complexity. At the age fifteen, I committed myself on a journey where I flew to the United States alone where everything was new, beyond the parental protection for the first time in my life. Over time, my ties to my home country faded. Despite this, I can now reflect and confidently say that this experience significantly broadened my perspective, exposing me to diverse places and people.

As I trace my academic journey, I have evolved into a computer science student who deeply values cross-cultural identity. I have come to appreciate the paramount significance of human interaction, transcending cultural, educational, or socio-economic boundaries. This newfound understanding, combined with my pursuit of computer science, has ignited a passionate desire within me to create a digital ecosystem where individuals from diverse backgrounds can be catered to more effectively.

Art and design transcend beauty and aesthetics. They gratify our visual senses, conveying a multitude of emotions shaped by history and cultural backgrounds. They also articulate thoughts that words often fail to capture. I firmly believe that art's true power lies in its ability to influence people through a medium of communication. By studying the nuances of visual language and its adaptability, I aspire to provide services that meet the unique needs of individuals from different cultural backgrounds.

In today's interconnected world, the role of a multidimensional intermediary is indispensable. Looking ahead to the distant future, I envision myself as a vital component within this intricate system, bridging the gaps that inevitably emerge by offering valuable services. In order to forge

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Typeface

Helvetica

Helvetica Neue

Book Study

Graphic Design The New Basic (2nd Edition)

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College of Fine Arts.