

# THE GOLDEN SECTION

The golden section is a that is pleasing to the sides in proportion 1 to pleasing to the eye. We as a guide that makes though most people guides.

mathematical proportion eye. A rectangle that has 1.16 It is just visually can use this in design everything look “right” won’t measure the

## NEGATIVE SPACE

Space is very important, whether it’s your roommate leaving his stuff in the living room, or when the eye is given a break between elements. Where the space is located is also important and can convey meaning.

## BALANCE & TENSION

The space between the photograph and this orange block creates tension. Think of design elements as having actual gravity, and

pulling one another. This gully looks dangerous to fall down.

“Design is not

crafting a beautiful textured button with breathtaking animation.

It’s figuring out if there’s a way to get rid of the button altogether.”

**Edward Tufte**

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Shun redundancy! Make your accompanying title to an image mean the opposite as the image.

Contrast the two so that a playful question is created. How is a graffiti artist an engineer? One must read more to find out.

# ENGINEER