

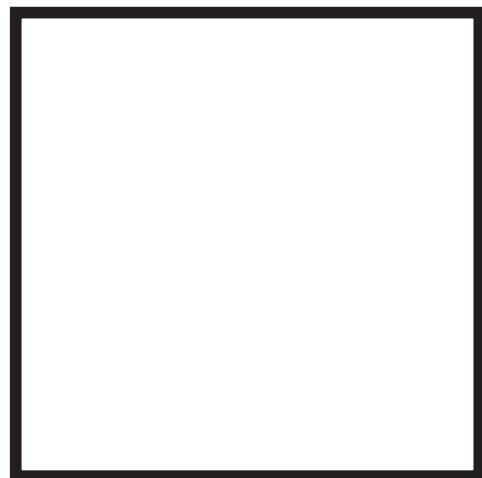


# **Fundamental notions of concept and color**

**(420-NCC-ID)**

**Class 04**

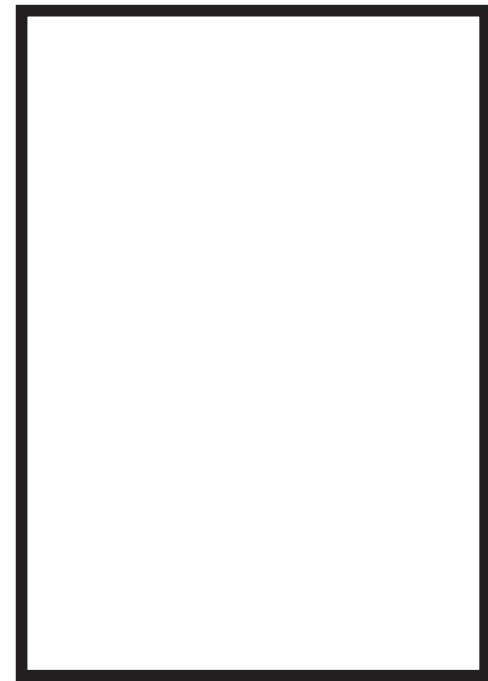
## Composition : frame



Neutral



Landscape



Portrait

## Composition: square frame (neutral)



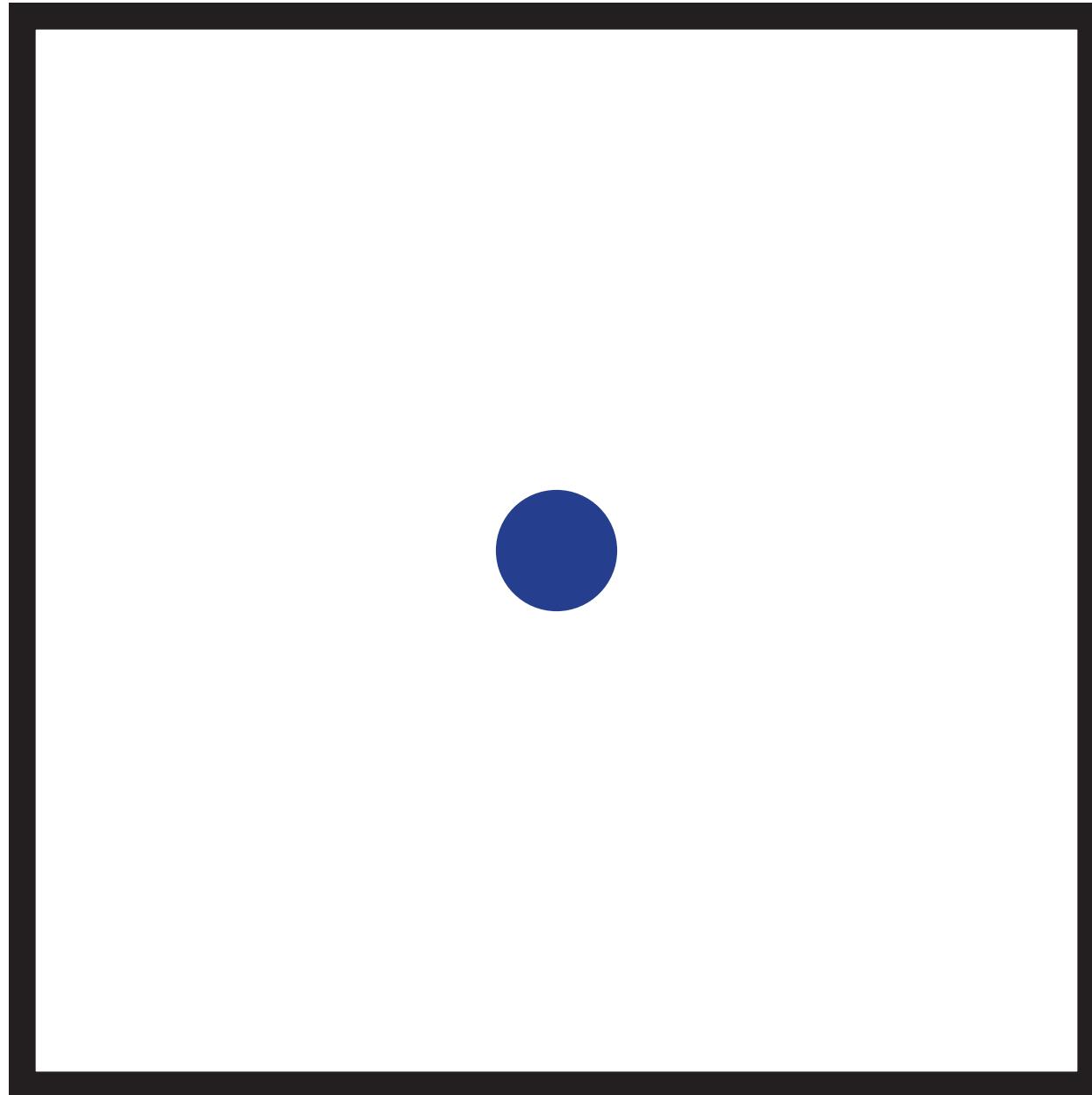
## Composition: landscape frame (peaceful)



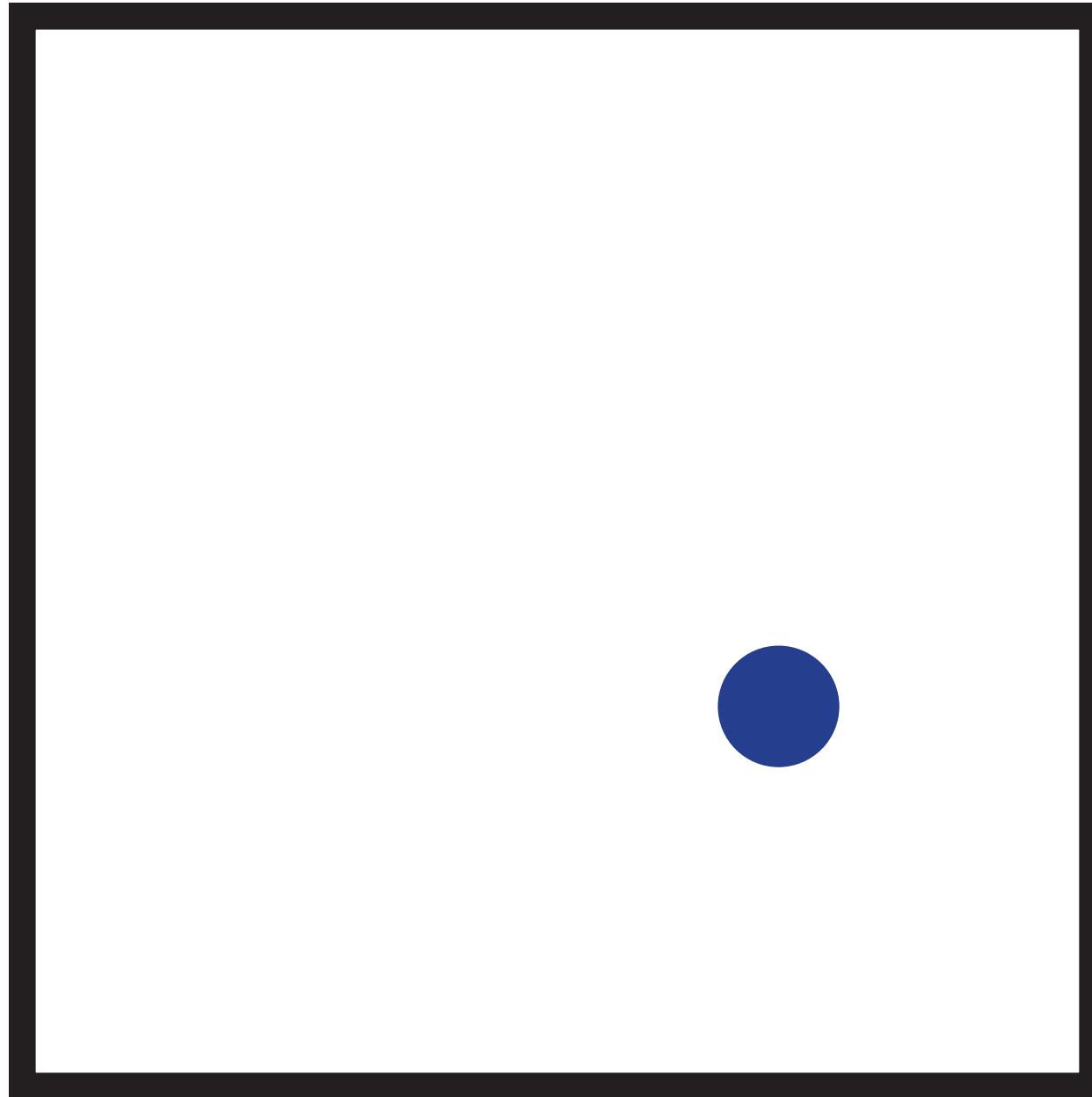
## Composition: portrait frame (dynamic)



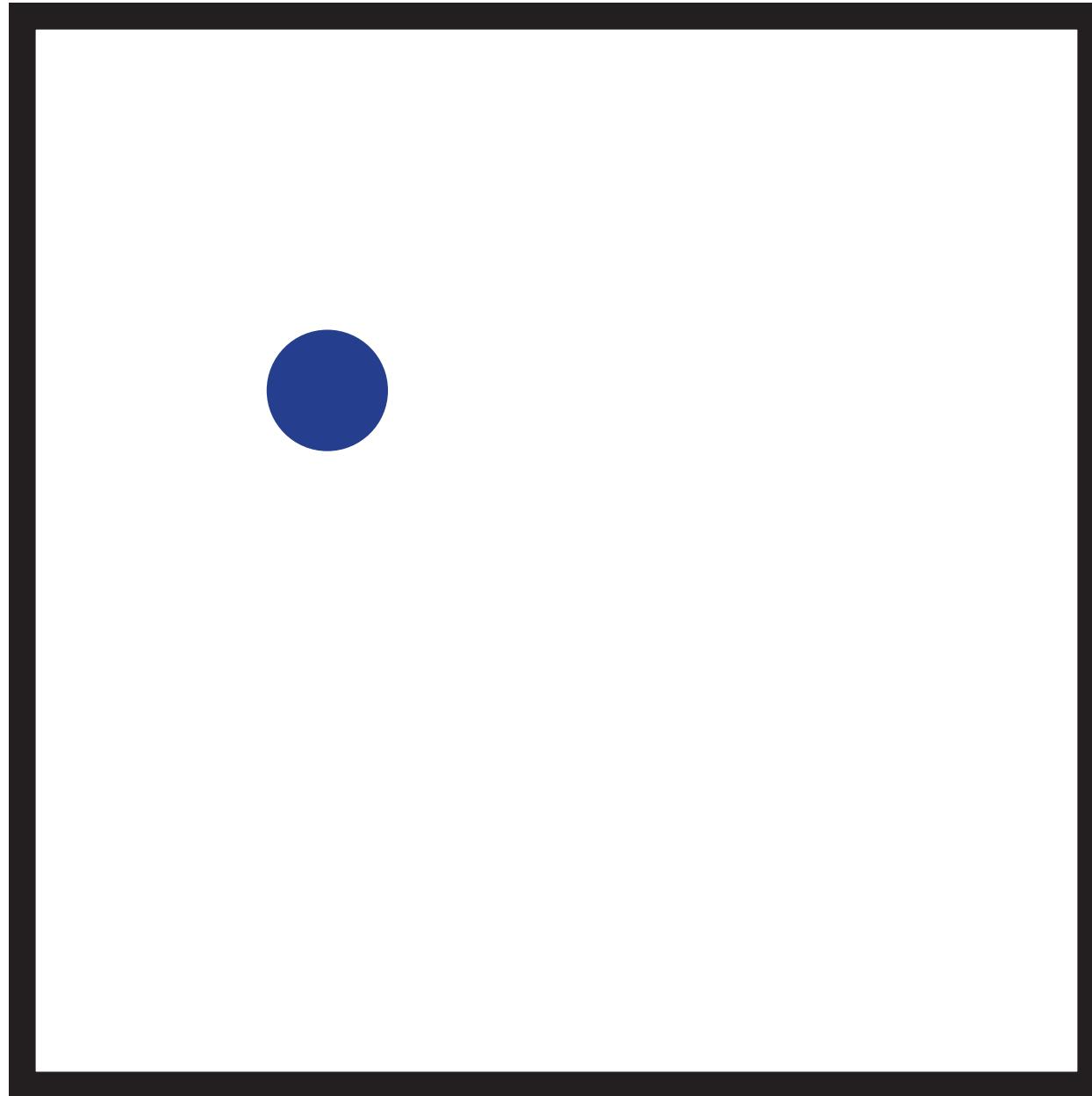
## Composition: Positioning elements (central: no effect)



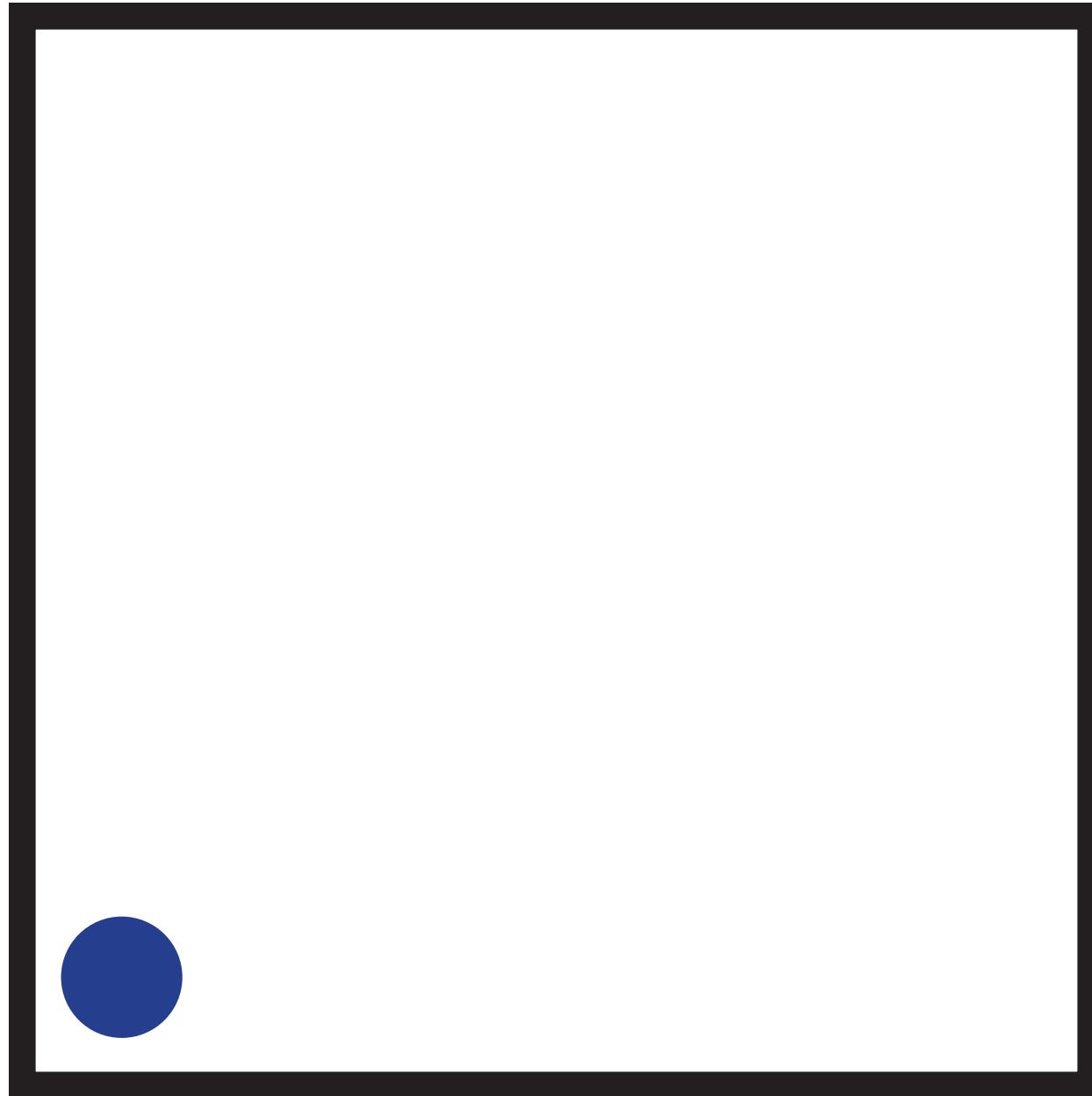
## Composition: Positioning elements (creating tension)



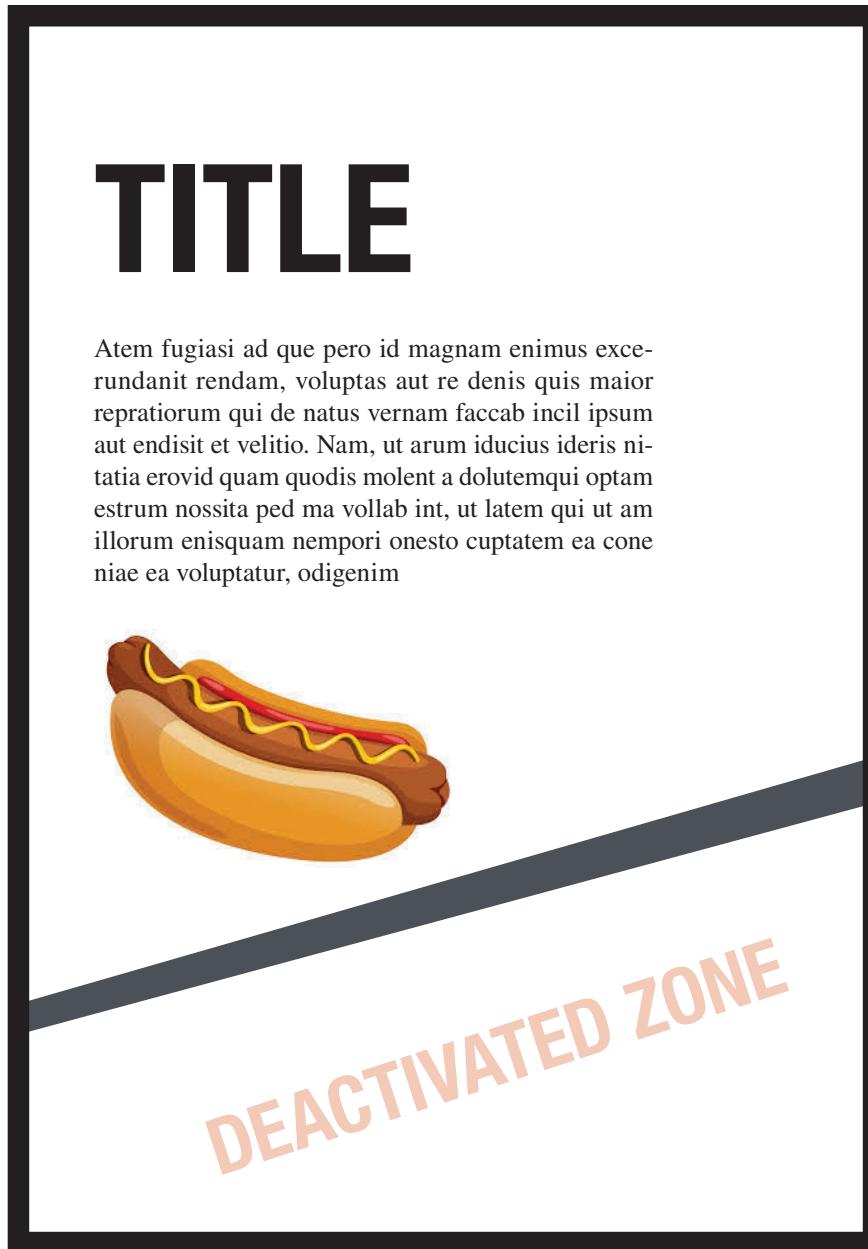
## Composition: Positioning elements (creating tension)



## Composition: Positioning elements (creating tension)



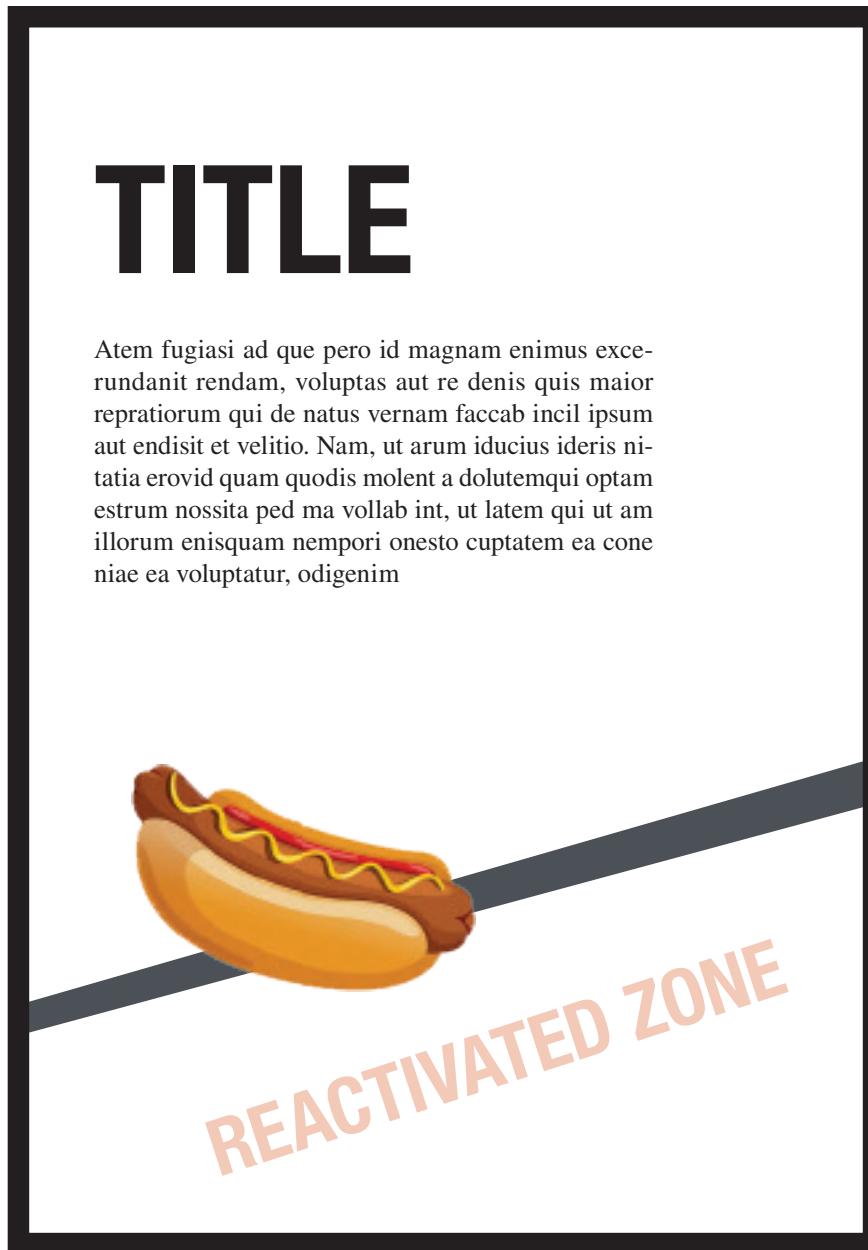
# Composition: Positioning elements (deactivated zone)



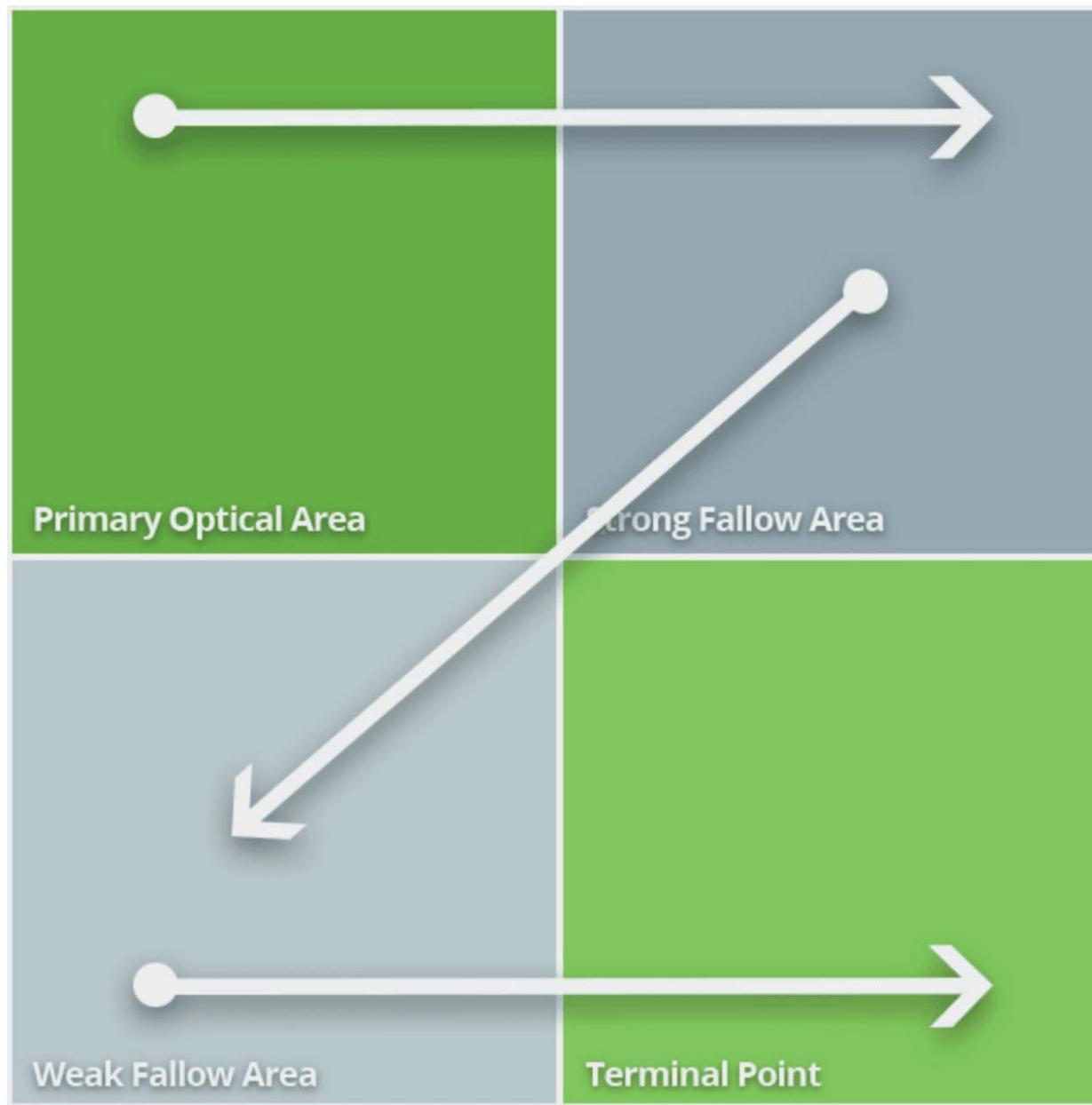
# Composition: Positioning elements (reactivated zone)



# Composition: Positioning elements (creating tension)



## Composition: Gestalt (Z shape reading)



# Composition: Gestalt (Z shape reading)

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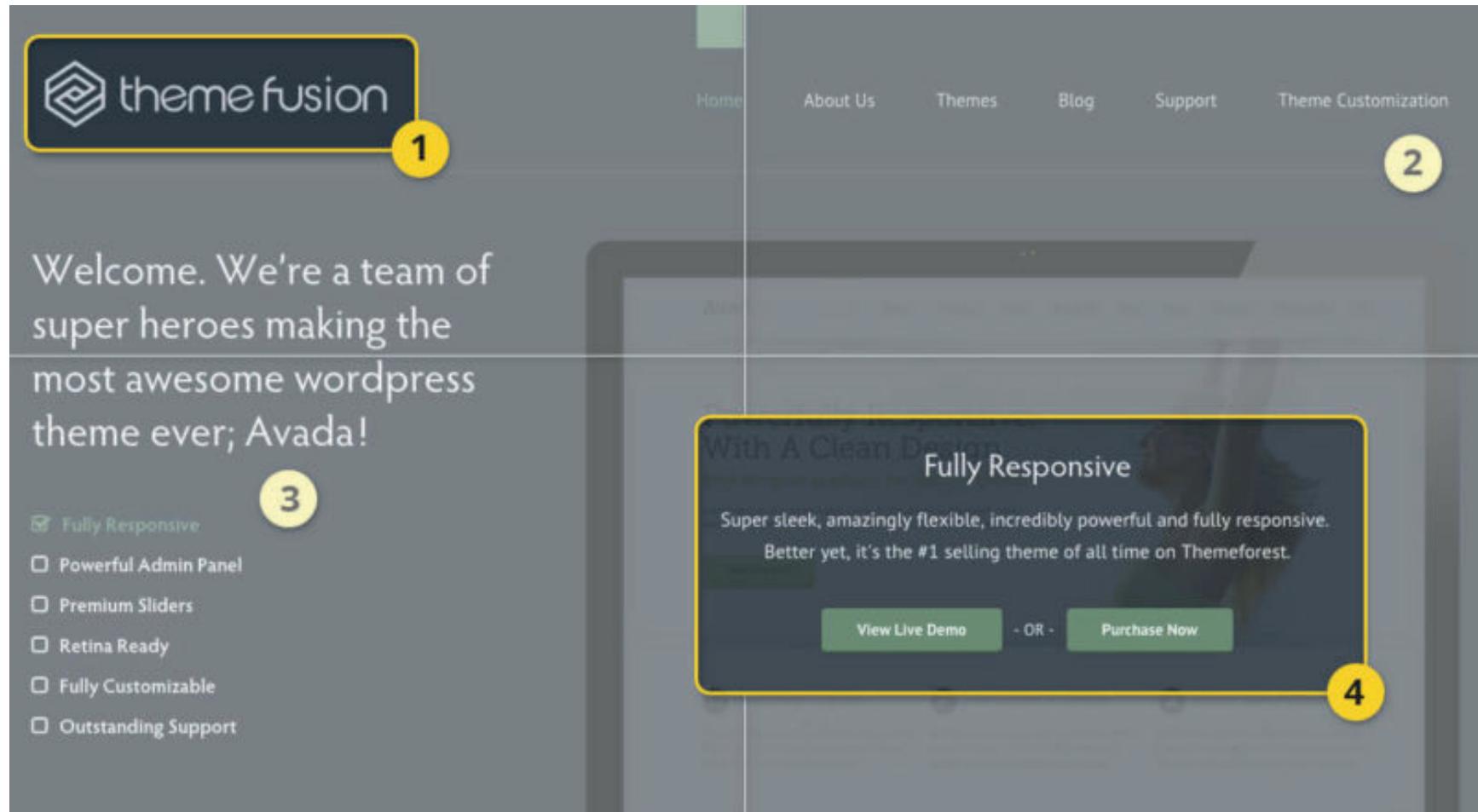
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# Composition: Gestalt (Z shape reading)



# Composition: Gestalt (F shape reading)

## Implications of the F Pattern

The F pattern's implications for Web design are clear and show the importance of following the [guidelines for writing for the Web](#) instead of repurposing print content:

- **Users won't read your text thoroughly** in a word-by-word manner. Exhaustive reading is rare, especially when prospective customers are conducting their initial research to compile a shortlist of vendors. Yes, some people will read more, but most won't.
- **The first two paragraphs must state the most important information.** There's some hope that users will actually read this material, though they'll probably read more of the first paragraph than the second.
- **Start subheads, paragraphs, and bullet points with information-carrying words** that users will notice when scanning down the left side of your content in the final stem of their F-behavior. They'll read the third word on a line much less often than the first two words.

## Detailed Scanning Behaviors

It's fascinating to watch the slow-motion replay of users' eye movements as they read and scan across a page. Every page has reading issues beyond the dominant F pattern I'm discussing here. For example, users scan in a different, more directed way when they're looking for prices or other numbers, and an interesting hot-potato behavior determines how users look at a list of search engine ads. We also have many findings on how people look at website images.

The biggest determinant for content usability is how users read online — and because people read differently, you have to write differently.

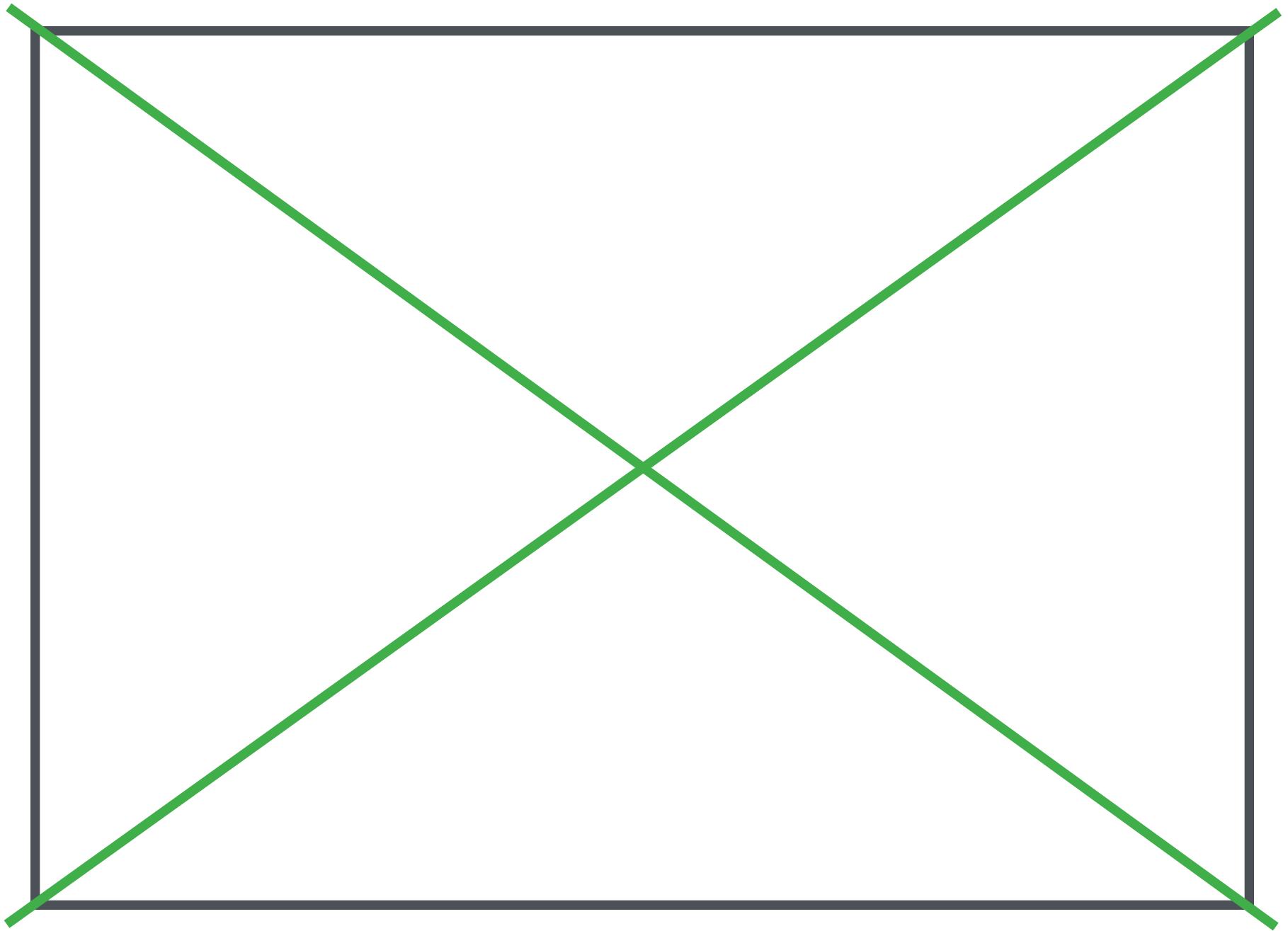
## **Composition: composition lines (Frame)**



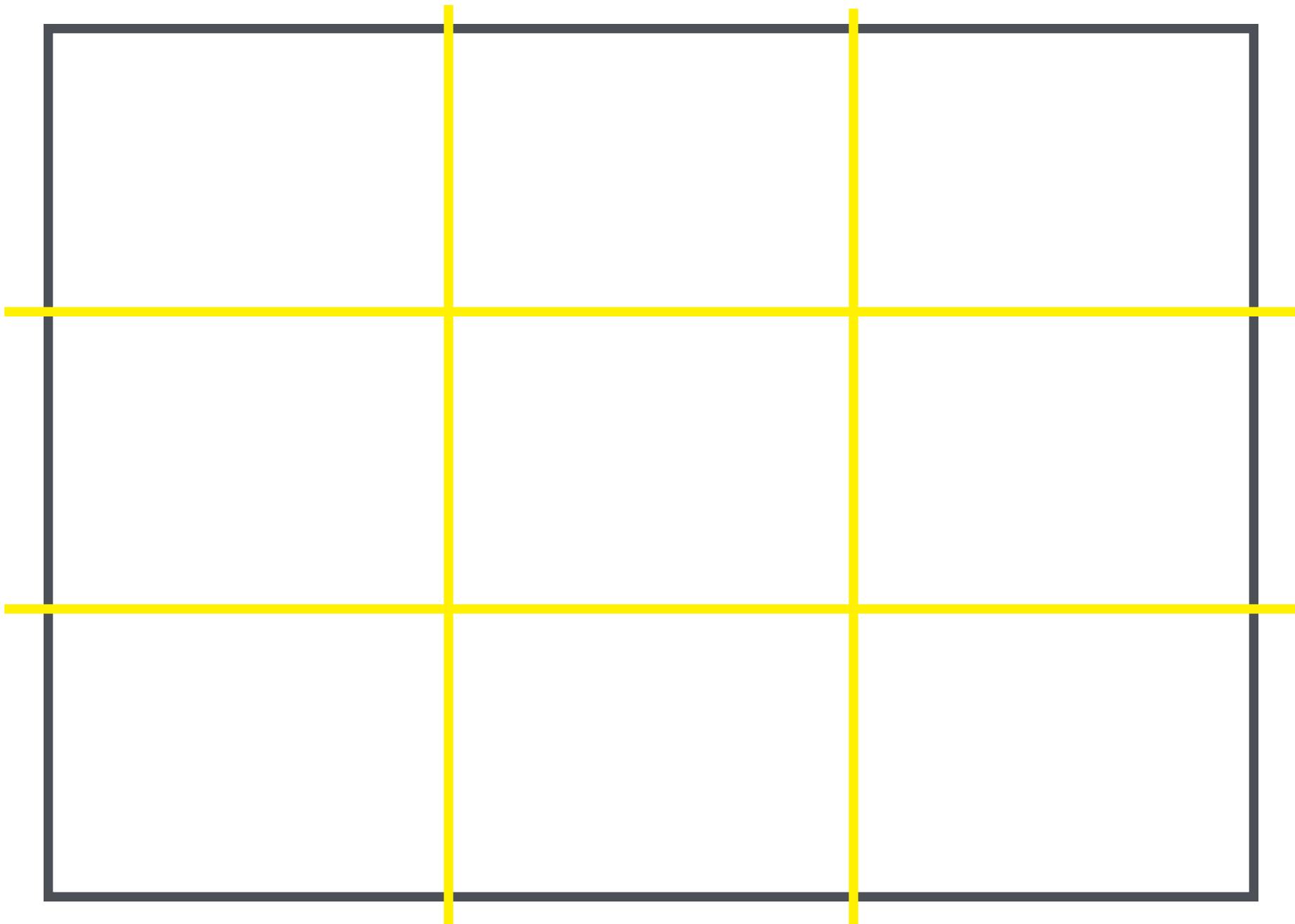
## Composition: composition lines (Centers)



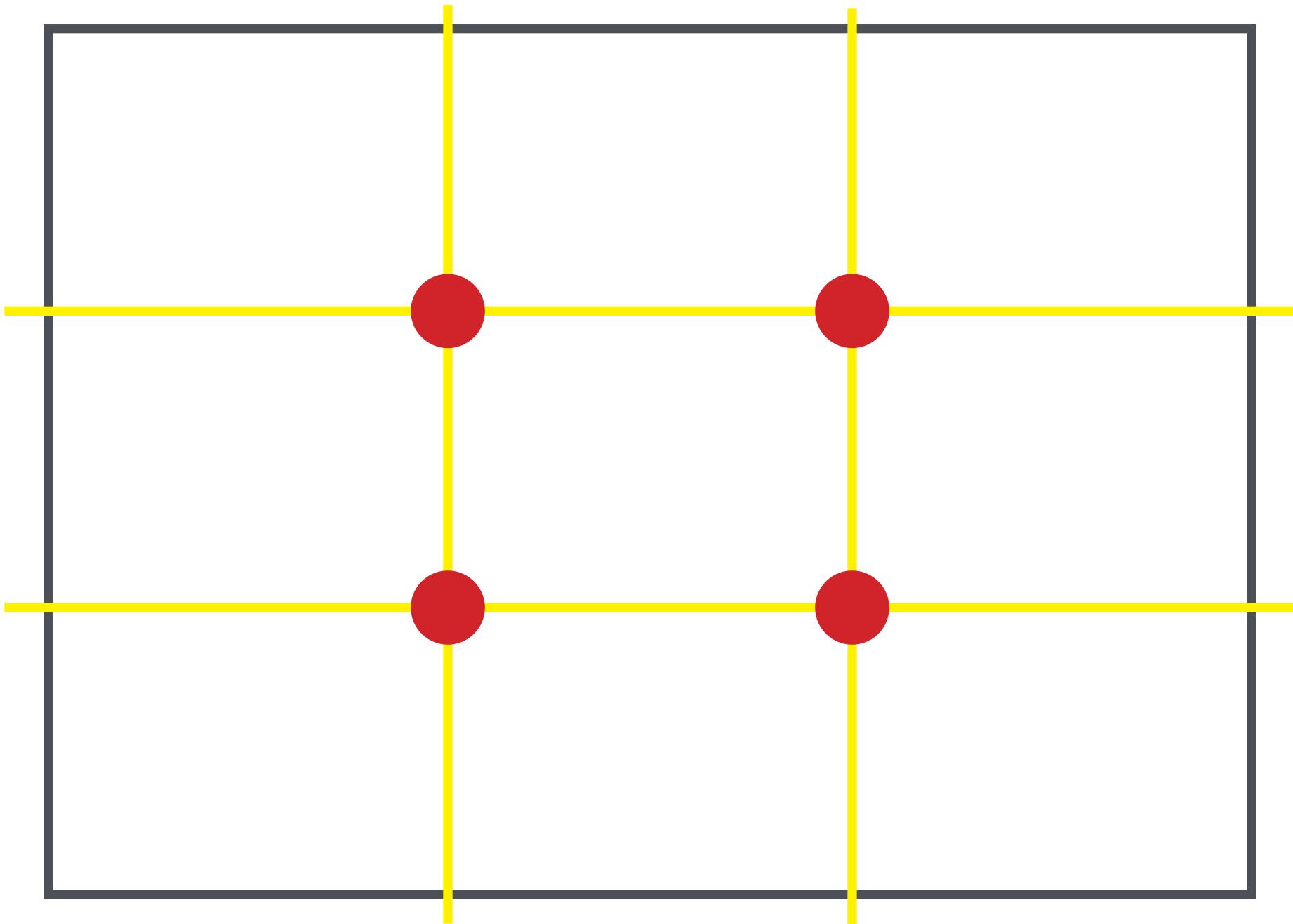
## Composition: composition lines (Descending & ascending)



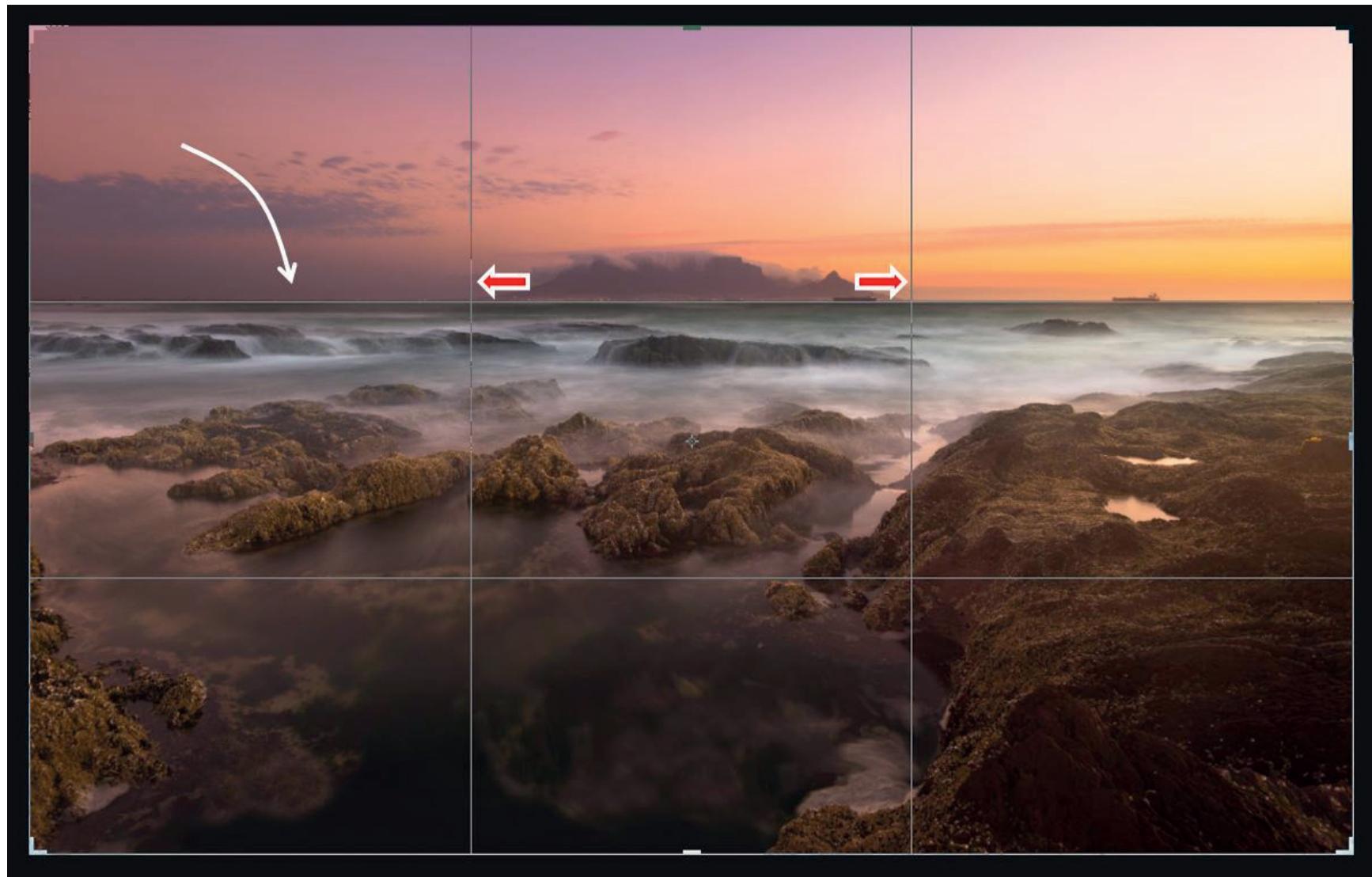
## Composition: Rule of thirds (power axis)



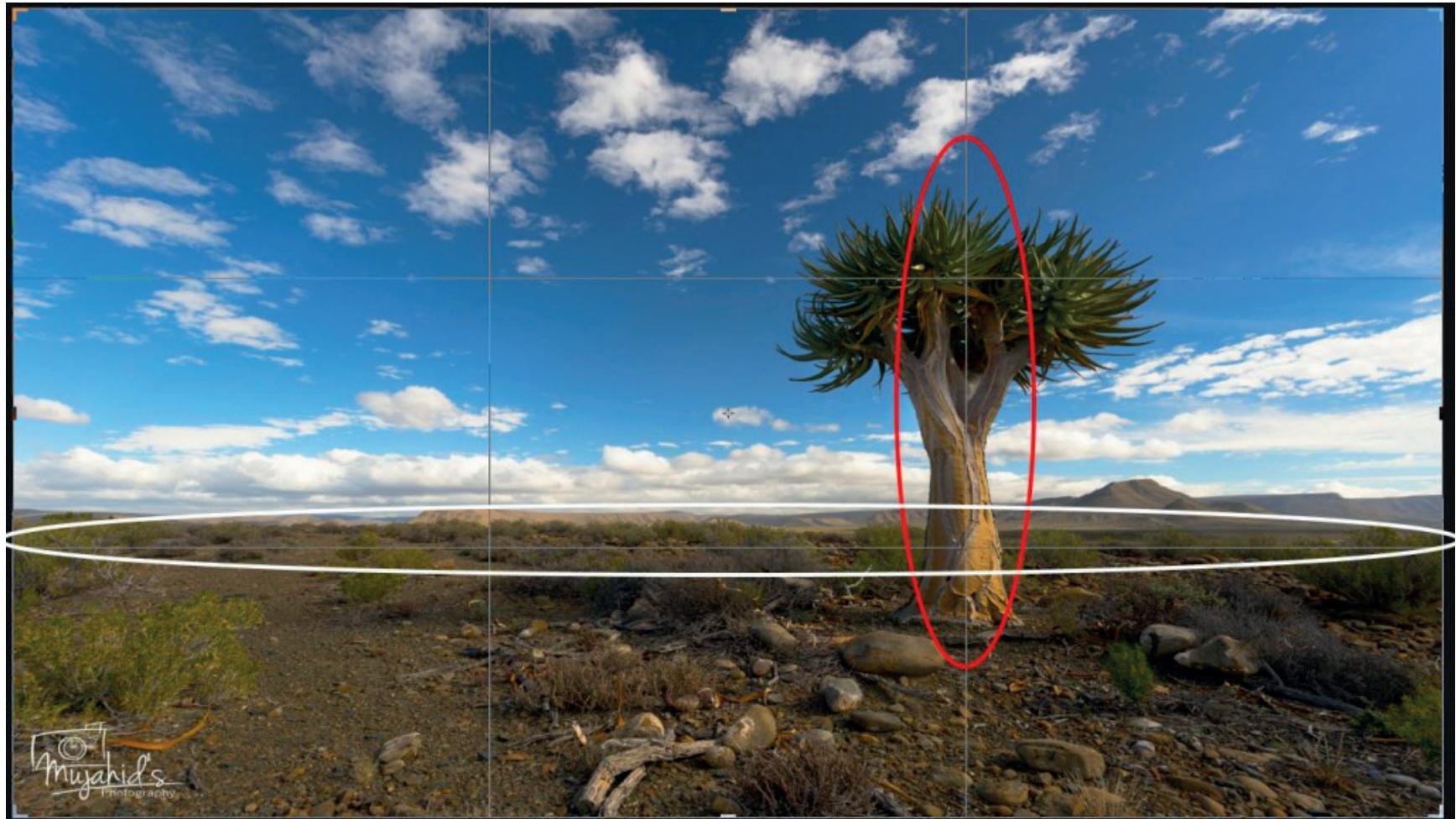
## Composition: Rule of thirds (point of interest)



## Composition : Rule of thirds (horizontal lines)



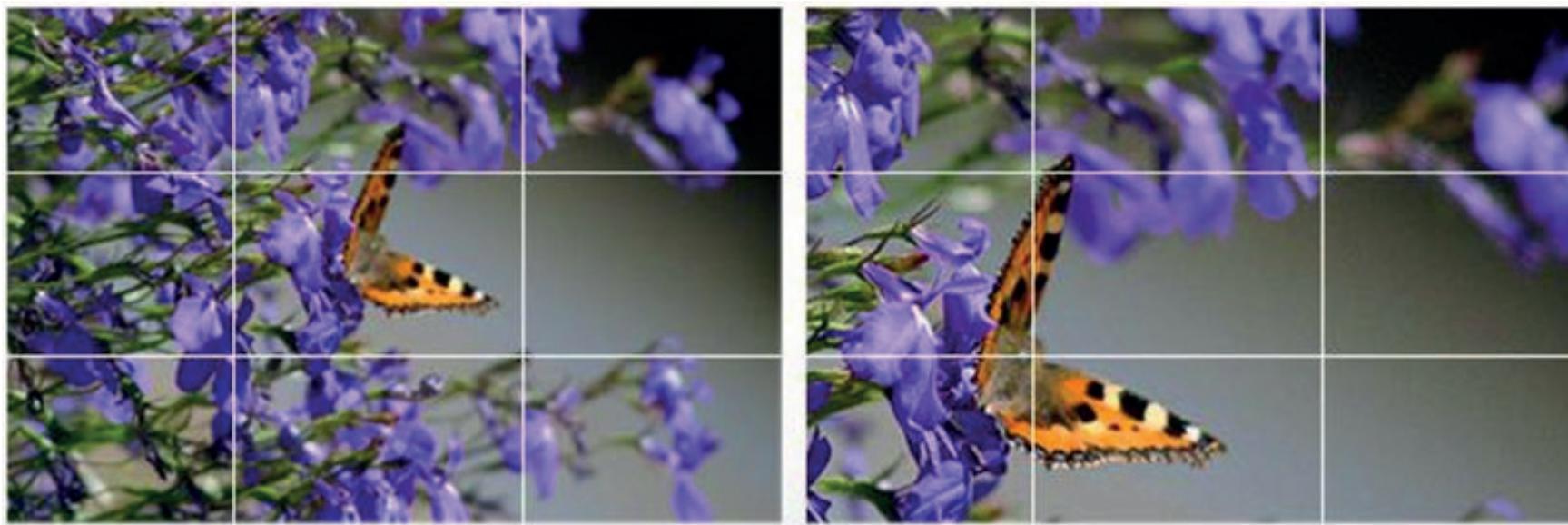
# Composition: Rule of thirds (vertical lines)



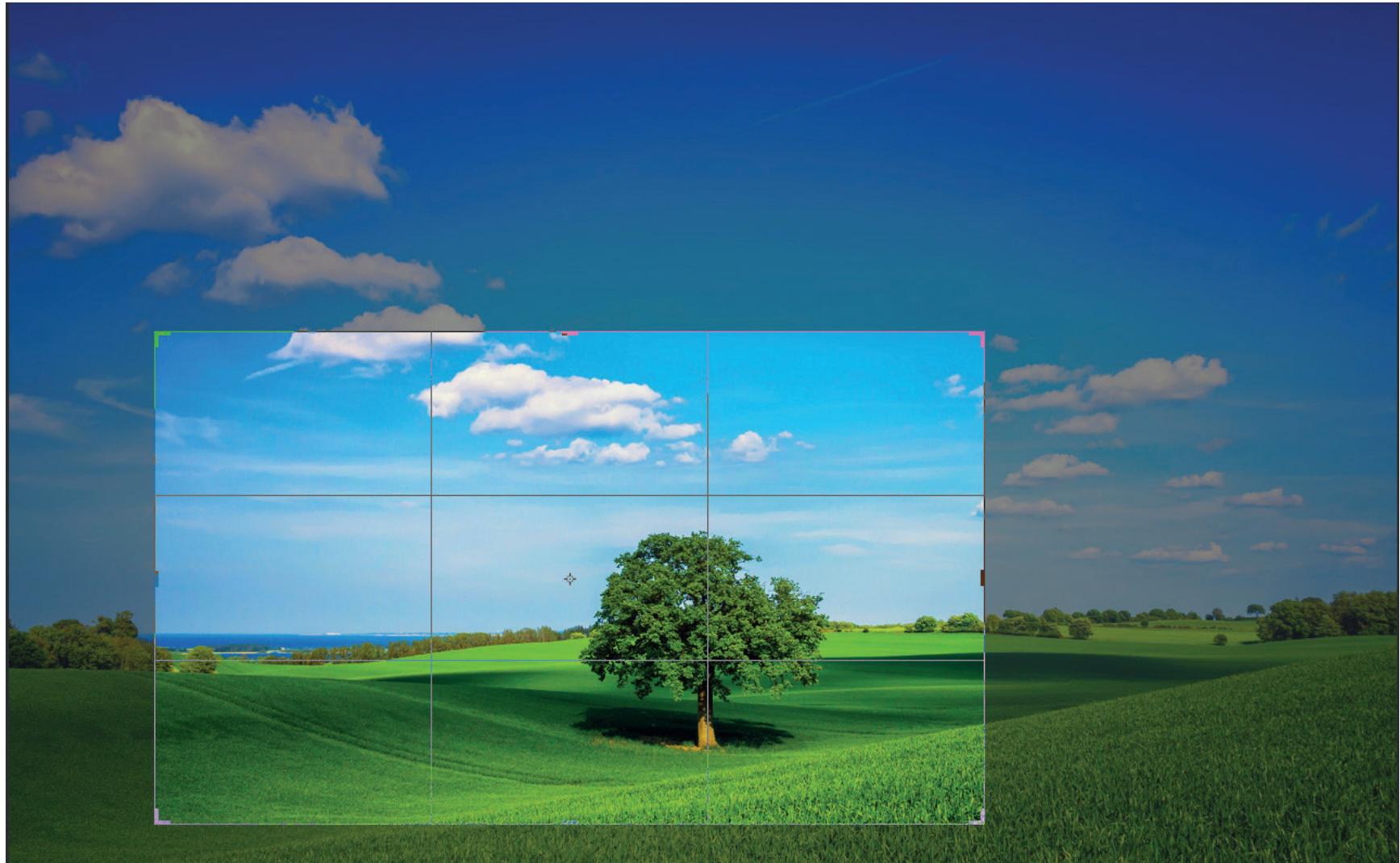
# Composition : Rule of thirds (points of interest)



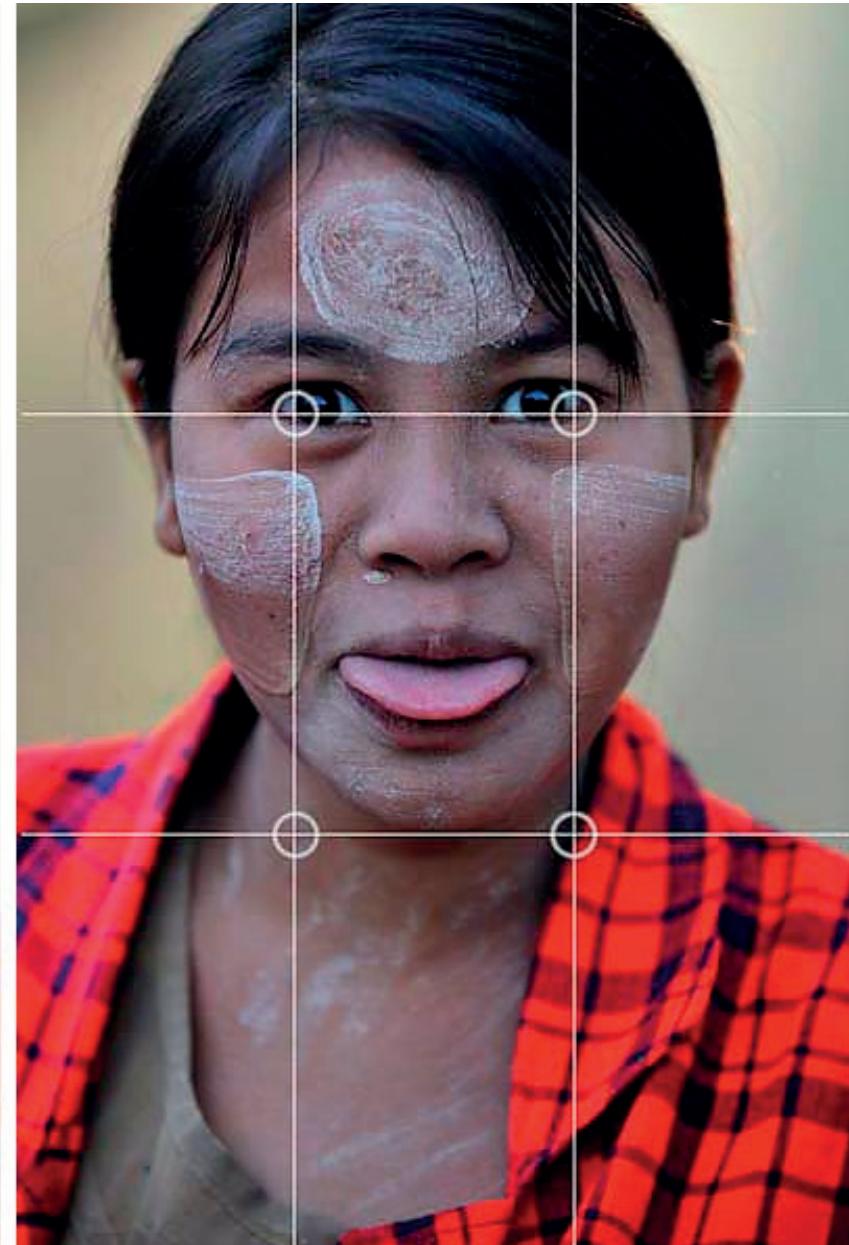
## Composition: Rule of thirds (before and after)



# Composition: Rule of thirds (before and after)



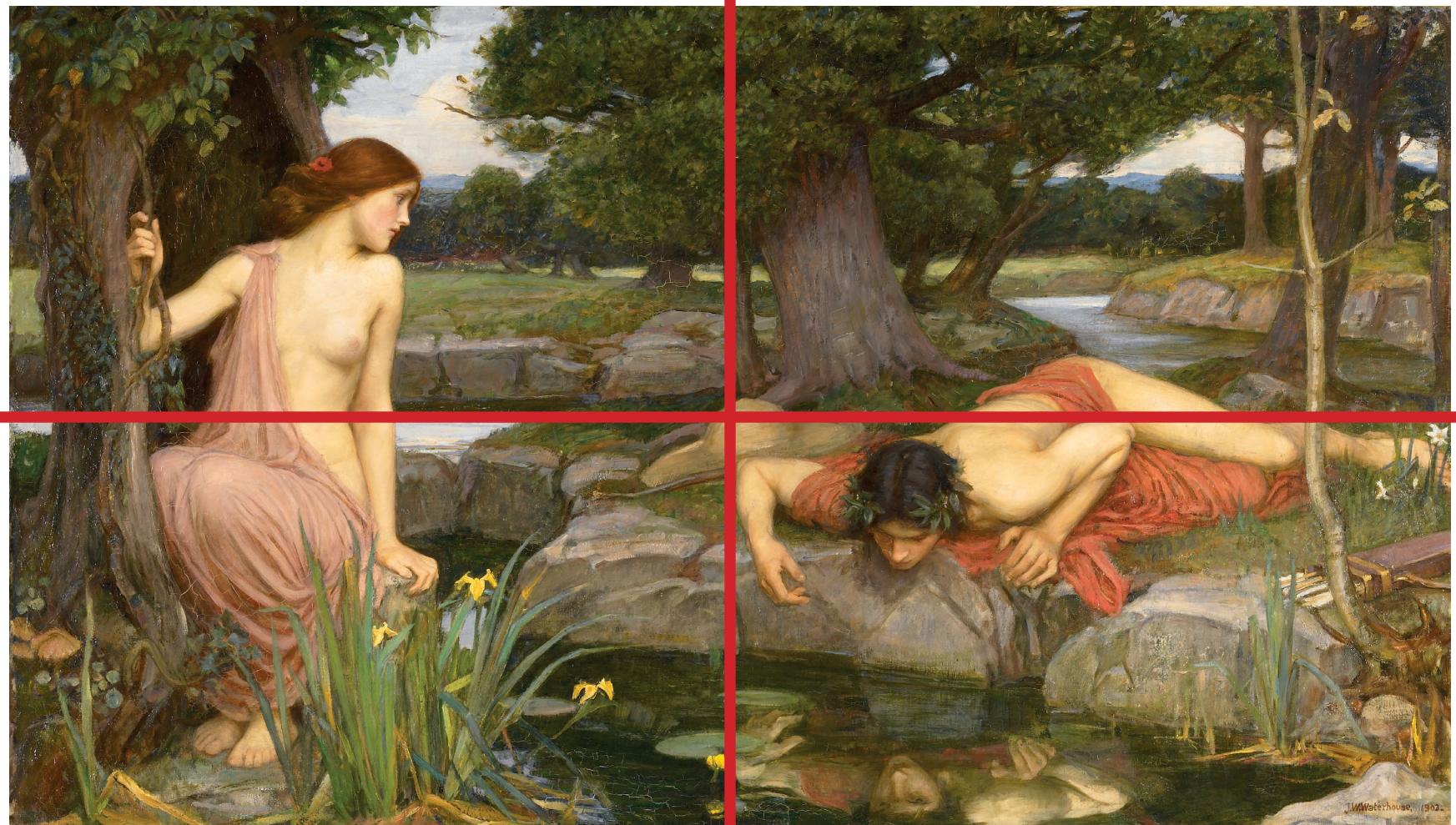
## Composition: Rule of thirds (before and after)



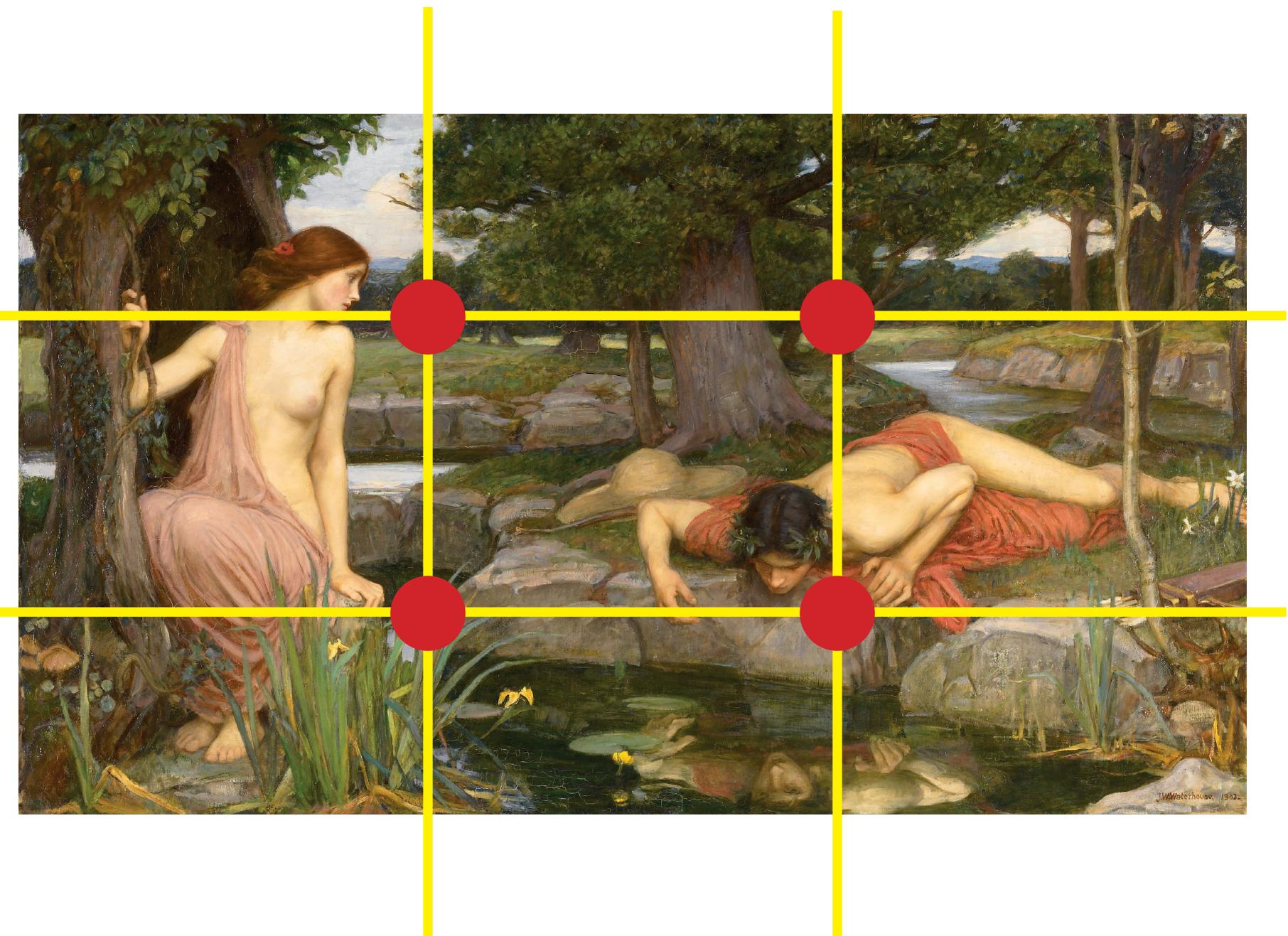
# Composition: Reading an image (Echo and Narcissus)



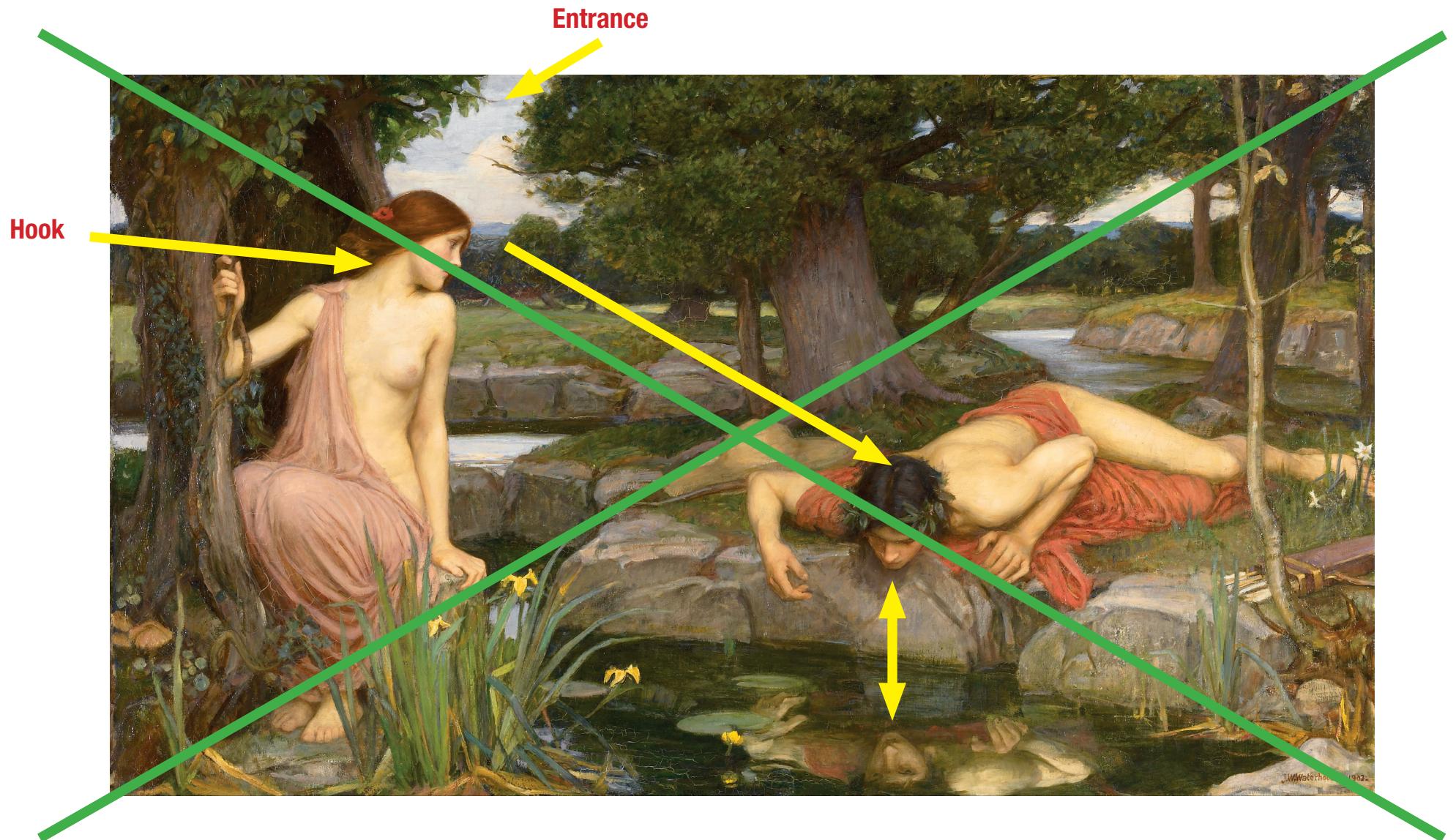
# Composition: Reading an image (Centers)



# Composition: Reading an image (Rule of thirds)



# Composition: Reading an image (Ascending & descending)



## Composition : Subordination principle

Subordinate

Predominant

Dominant

