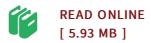




## Visual Harmony: Proportion in Graphic Design (Hardback)

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

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

## -- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon