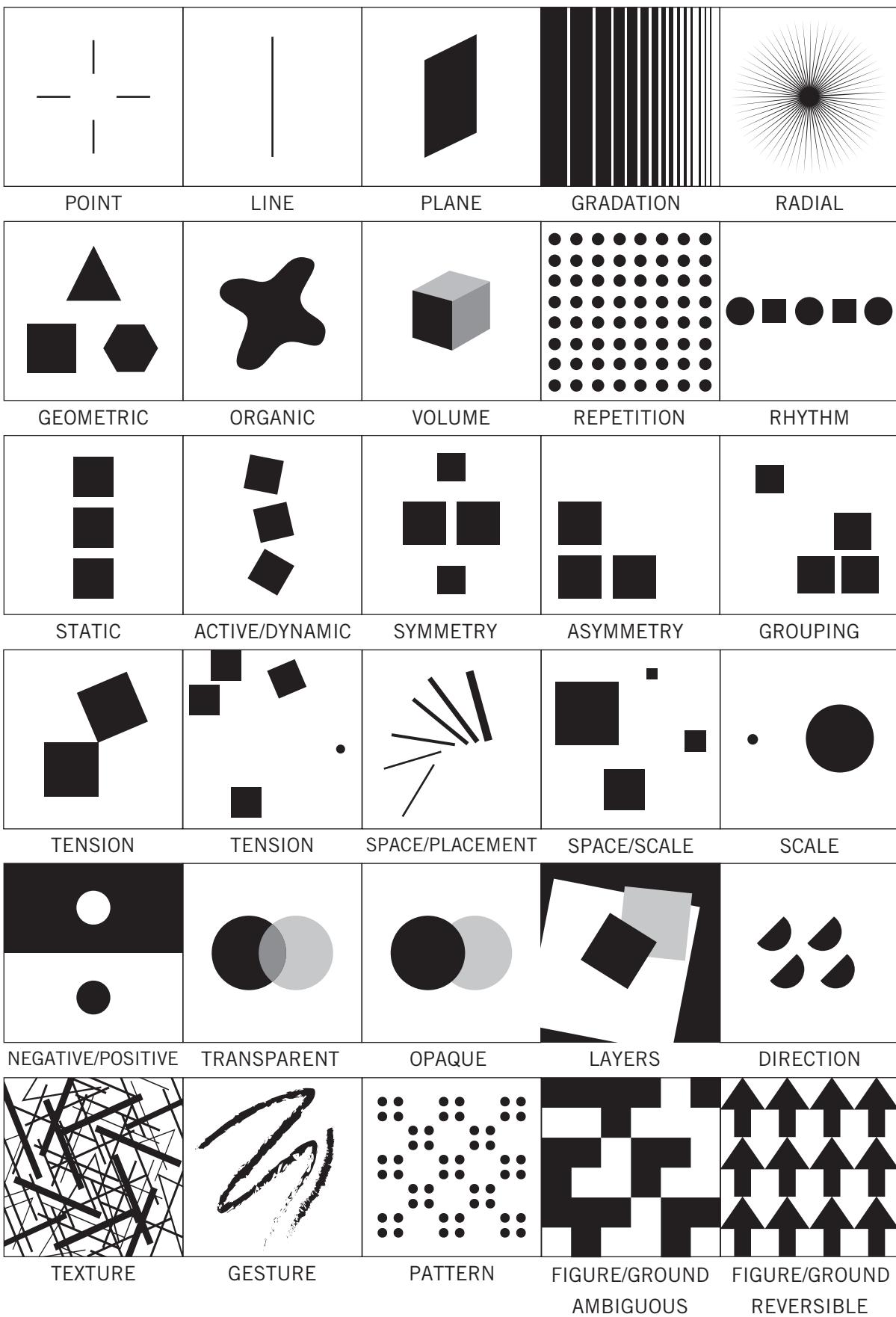
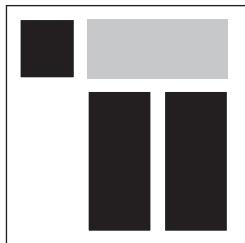


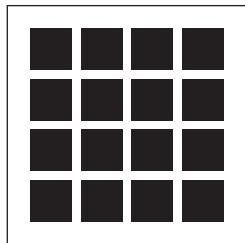
PRINCIPLES OF FORM AND DESIGN



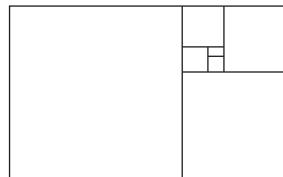
PRINCIPLES OF FORM AND DESIGN



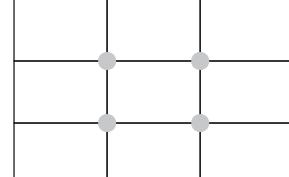
GRID



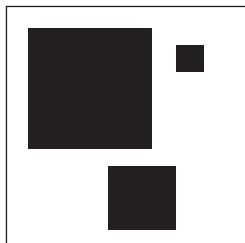
MODULAR GRID



GOLDEN RATIO
1.61803399
GOLDEN RECTANGLE

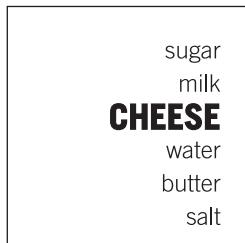


RULE OF THIRDS
align focal point to one of the four circles



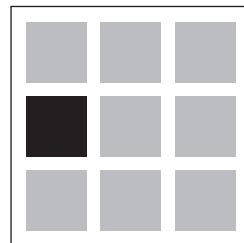
HIERARCHY

WEIGHT AND SCALE



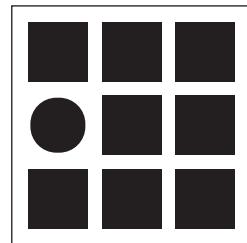
HIERARCHY

WEIGHT AND SCALE



HIERARCHY

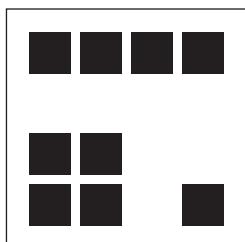
COLOR CONTRAST



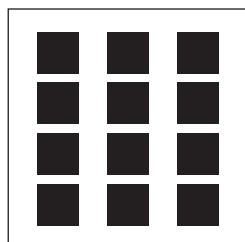
HIERARCHY

SHAPE CONTRAST

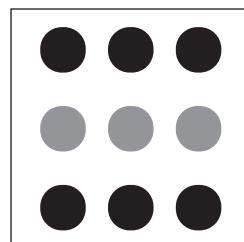
GESTALT PRINCIPLES OF GROUPING



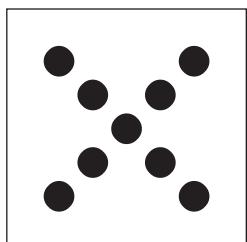
PROXIMITY



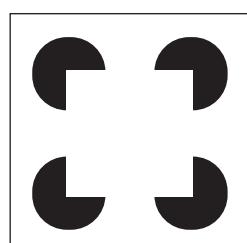
PROXIMITY



SIMILARITY



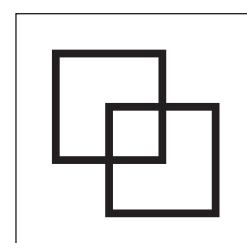
CONTINUITY



CLOSURE



AREA



SYMMETRY