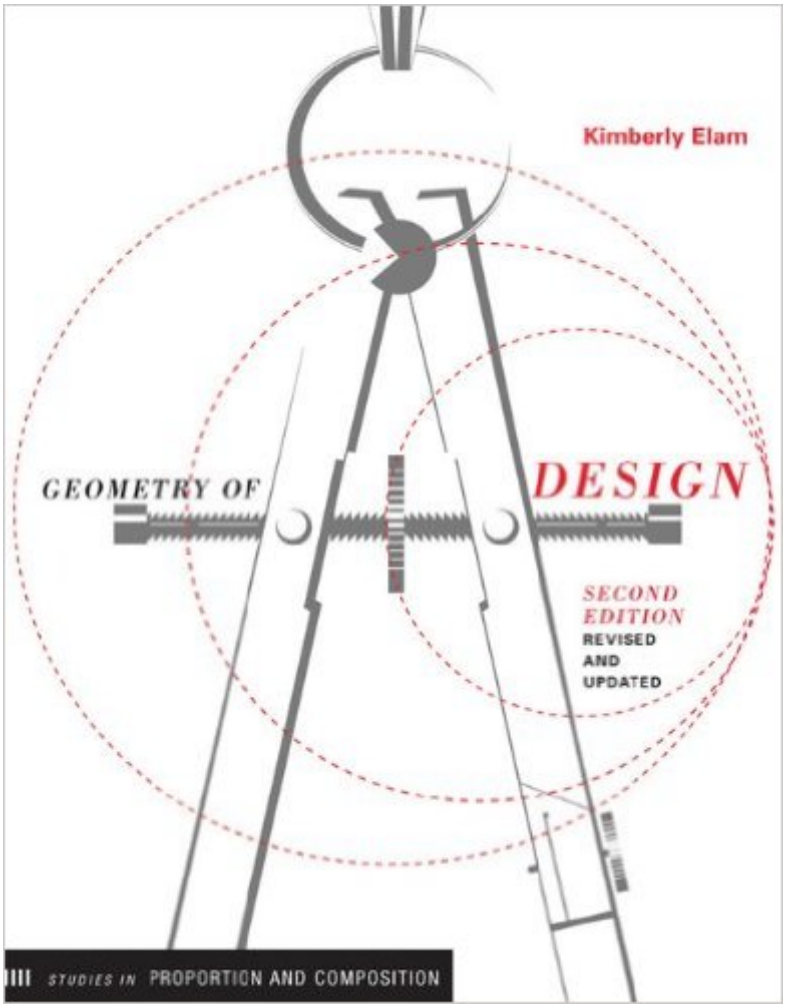
Geometry Of Design, Revised And Updated (Design Briefs)



Synopsis

At last, a mathematical explanation of how art works presented in a manner we can all understand. Kimberly Elam takes the reader on a geometrical journey, lending insight and coherence to the design process by exploring the visual relationships that have foundations in mathematics as well as the essential qualities of life. Geometry of Design takes a close look at a broad range of twentieth-century examples of design, architecture, and illustration (from the Barcelona chair to the paintings of Georges Seurat, from the Braun hand blender to the Conico kettle), revealing underlying geometric structures in their compositions. Explanations and techniques of visual analysis make the inherent mathematical relationships evident and a must-have for anyone involved in art, design, or architecture graphic arts. The book focuses not only on the classic systems of proportioning, such as the golden section and root rectangles, but also on less well known proportioning systems such as the Fibonacci Series. Through detailed diagrams these geometric systems are brought to life giving an effective insight into the design process.

Book Information

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Customer Reviews

This book should be required reading for all design students. Very well written with great illustrations. More design students -- and teachers as well -- need to be aware and familiar with the geometric principles behind, well... everything! Geometry is not just a way to mathematically analyze spacial relationships from works of art or architectural structures, but integral to the study of human interaction with, well... everything! Artwork on a wall, images and type on a page, digital interfaces,

furniture in a room -- geometry is the heart of all understanding of the world around us and how we relate to it.

This book was very strange. It DOES appear that the geometric considerations it talks about are accurate, and apply to the pieces discussed in the book, but for almost every single one I found myself thinking "Noooo. No way. Totally reaching to make a point." Then there would be a page overlaying the structure it was describing which did, indeed, form connections as the text described.If you are an artist, especially a student artist whose critiques often result in criticism of layout or arrangement, I would recommend this book. If you spend some time reading this, and really work on applying what it talks about, you'll see a difference in how your art is received. Even if you're an artist who is generally pretty good at layout, I'd recommend this to you as well just to help crystallize some concepts and maybe inspire some change in focus.I'm only giving this four stars because it feels like this book is missing something, but I can't quite put my finger on what. I absolutely felt like I came away having learned something, but there's this persistent feeling like there was some next step it didn't quite reach. I'll come back and edit/add a comment if I figure out what it is.

Designers and artists will be intrigued by Kimberly Elamâ ™s visually rich investigation of proportion, form, and composition. I tend to draw intuitively, placing elements in a picture where they seem to â œfitâ •. My ability to illustrate was definitely sharpened by my years in design school working with grid systems and analyzing the composition of posters and page layouts. Kimberly Elamâ ™s book echoes that experience by closely examining everything from a Mies van der Rohe Barcelona Chair to a Toulouse-Lautrec poster. She relates the forms in design, architecture, and art to naturally occurring forms such as a Nautilus shell or a pine cone. The authorâ ™s ability to explain complex concepts in an understandable way makes this book approachable, useful, and fun. I am fascinated by Ms. Elamâ ™s use of transparent overlays that allow the reader to see the structure of the work under examination. Judging by the fact that the book has been published in nine languages, apparently other readers are fascinated as well.

Very interesting book. It won't teach you how to use grids and such for your own art... but it will help you learn to analyze existing art... including your own. Ms. Elam writes in a simple clear way that is backed up with strong design examples.

This is an elegant introduction to the topic of ratio & proportion as they correlate to beauty. If its purpose is to convey a deeply rooted esteem and sense of appreciation for the geometry of design, it accomplishes this superbly. This book is an excellent addition to the library of a web developer or designer.

Reveals fundamentals of design that are not readily apparent. Very interesting for anyone who would like to know more about graphic arts and why some patterns and object relationships are appealing and some are not. Paper and printing are of good quality.

This book was helpful for understanding the Golden Mean and other systems, various ways to use the systems, and for seeing how some great prints, paintings, and furniture was designed. Illustrations with overlays specifically show the geometry of the objects, and they are fascinating.

The updated book has valuable information with both graphic photos and structural overlays.A good book for teaching and references for application.

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