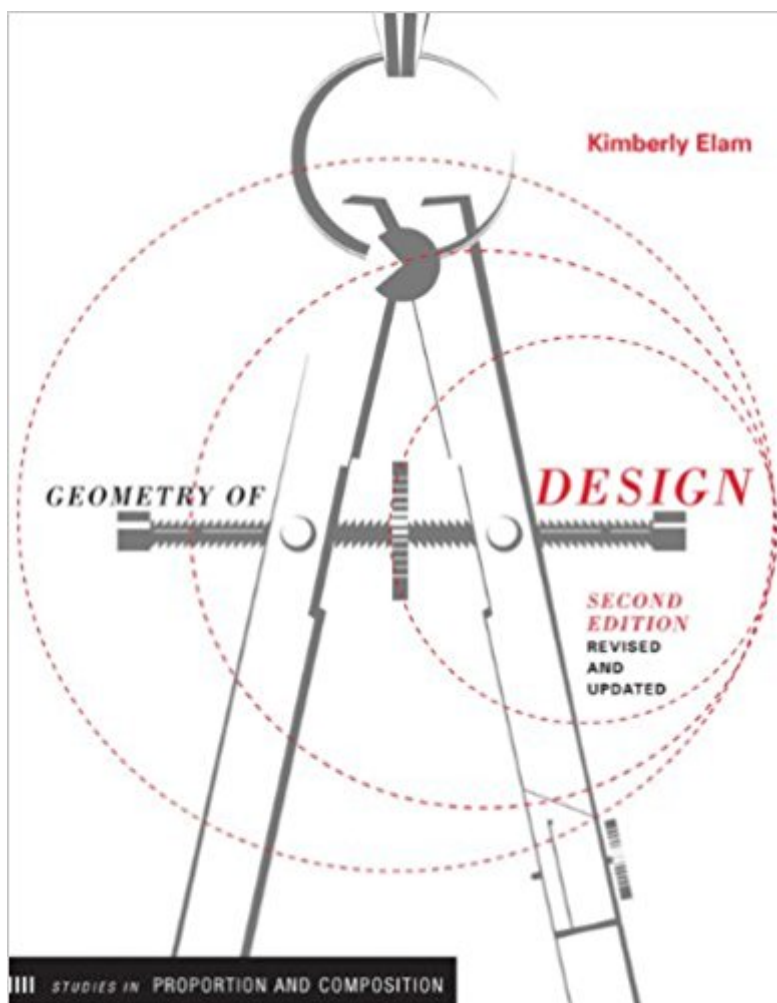


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# Geometry Of Design, Revised And Updated (Design Briefs)



## 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

Kimberly Elam is chairperson of the Graphic and Interactive Communication Department at the Ringling School of Art and Design in Sarasota, Florida. Her books *Geometry of Design* and *Grid Systems* have become standard reference works for students and practicing designers.

Designers and artists will be intrigued by Kimberly Elam's visually rich investigation of proportion, form, and composition. I tend to draw intuitively, placing elements in a picture where they seem to fit. 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 Elam'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 author's ability to explain complex concepts in an understandable way makes this book approachable, useful, and fun. I am fascinated by Ms. Elam'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.

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 spatial 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.

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.

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.

Just okay. Some useful information but not that practical.

Finally, a book that explains in mathematical and scientific terms why we find certain things beautiful. I love how the author overlays geometric lines over well designed furniture, architecture, objects, posters, to help readers understand the origins of good design. A must-read for every

designer.

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.

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.

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