

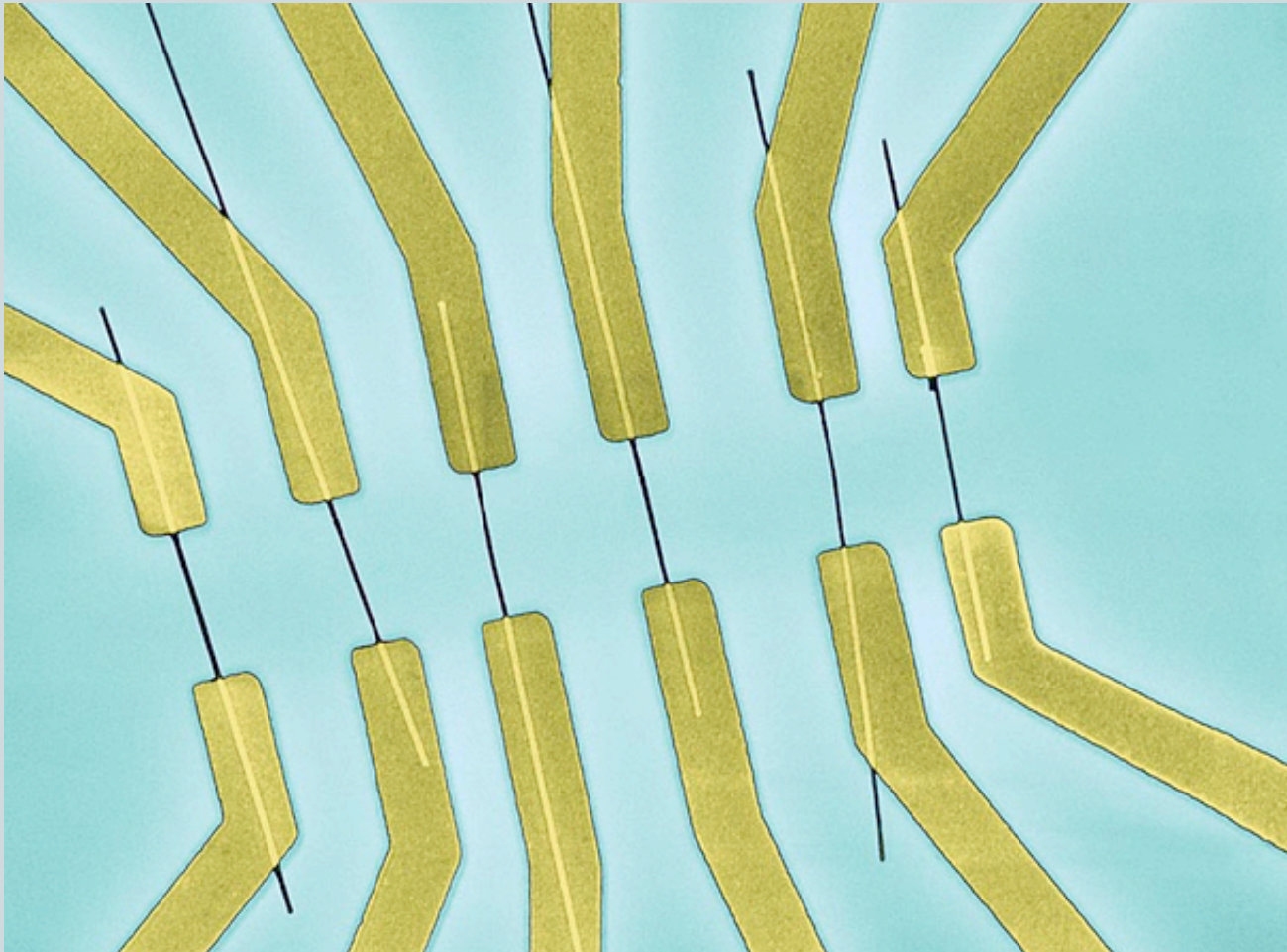
Visual intelligence= Visual literacy



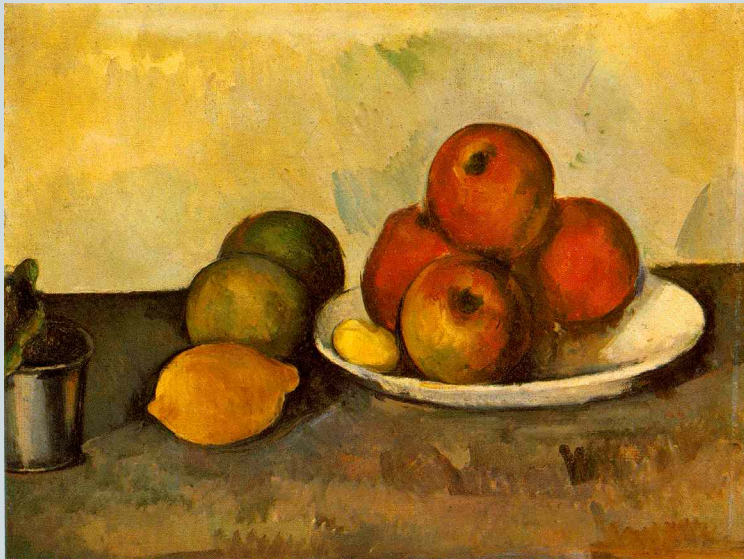
**VISUAL INFORMATION
GIVES US A LEVEL OF UNDERSTANDING WE
CANNOT GET FROM WORDS ALONE**

**ESPECIALLY IF THE INFORMATION IS
COMPLEX♪**

Felice Frankel



What is the difference between fine art and design?



Still Life with Apples, c 1890,
Paul Cezanne



An 18th Century Ottoman Rug

Hmmmmmm...



What makes this Art?



Juan Miro, *La Leçon de Ski*♪

And this design?



Frank Gehry, *The Guggenheim Museum, Bilbao Spain*

What about photography? Or computer-generated art?



Photography by Mikhail Baryshnikov



Tones of Silence. Computer generated landscape Art by William Preeze.

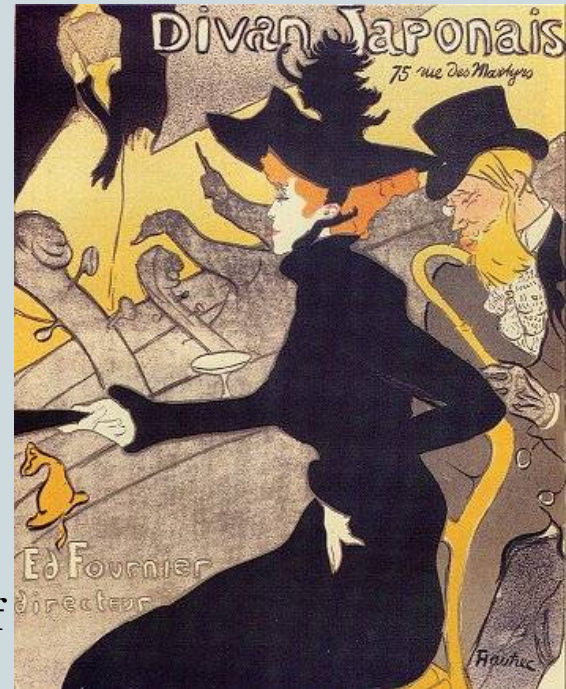
Here's another question



- How do we use the arts to communicate?
- Do we use design to communicate too?



Henri Toulouse-Lautrec
December 17, 1892 cover of
Harper's Bazar Magazine



Visual Language helps us to communicate



- It is communication through symbols and images



David Smith sculptures from the artist's estate
photograph by David Smith



Pablo Picasso,
Les Femmes d'Alger (O. J. R. Version O), 1907

What is design?



Greg Payce, Apparently series, 1900-1995, ceramic, 40 to 70cm.♪

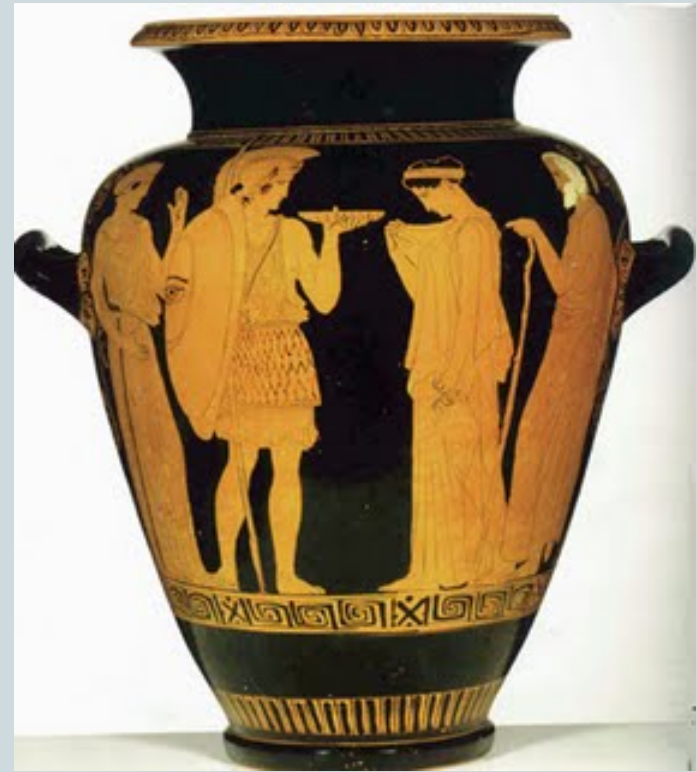
Is design something we see in nature?



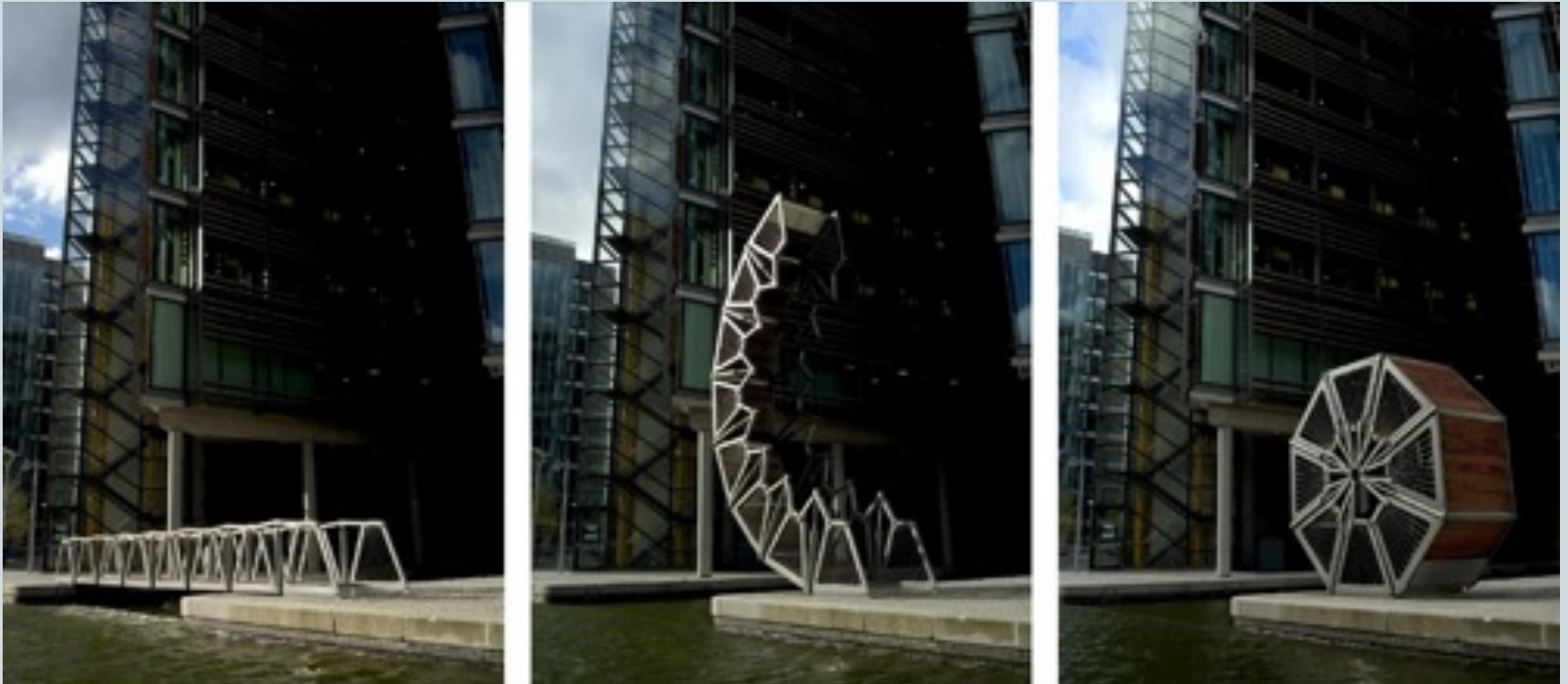
Is it humans changing the landscape?



Is it an artifact that has timeless beauty?



Is it an new idea?



Is it an Ipad?



Design=to plan



- Process
- Organization
- Selection
- Planning



In order to plan a visual image we need guidelines and we need visual literacy!



- Visual literacy involves tools and concepts
 - Line, shape and mass, space, texture, and color
- Principle: a principle is a rule or method
 - Unity and variety, balance, emphasis, rhythm, proportion, and scale

Visual preferences



- Preferences are determined by culture, psychology and environment
- For example:
- Inuit cultural preferences

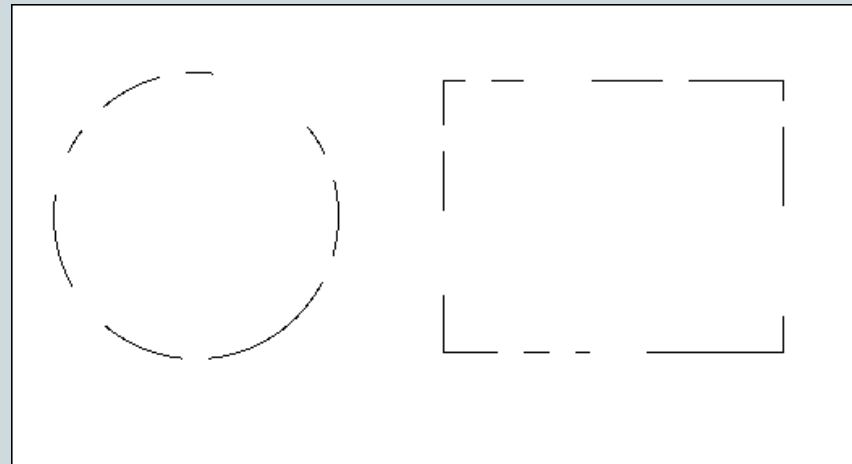
Joe TALIRUNILI (1899-1976)
Puvirnituk, Nunavik
Ready for the hunt 3/45
Stonecut
1972
ink; paper
47,6 x 47,6 cm
Nunavik Inuit Art Collection



How do we know what works?



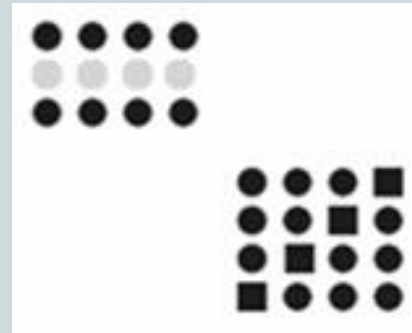
- **Gestalt psychology**
- The fundamental principle of gestalt perception is the law of *prägnanz* (German for *conciseness*) which says that we tend to order our experience in a manner that is regular, orderly, symmetric, and simple.
- Law of Closure: We tend to complete incomplete objects



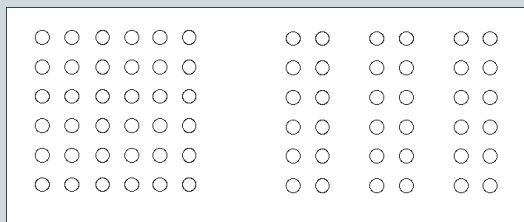
More Gestalt laws of perception



- **Law of Similarity** The mind groups similar elements into collective entities or totalities. This similarity might depend on relationships of form, color, size, or brightness.



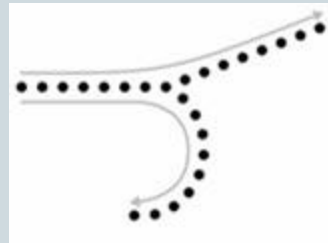
Law of Proximity Spatial or temporal proximity of elements may induce the mind to perceive a collective or totality.



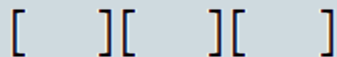
More Gestalt laws that really work!



- **Law of Continuity** The mind continues visual, auditory, and kinetic patterns.



- **Law of Symmetry** When we see two unconnected elements that are symmetrical, we unconsciously integrate them into one coherent object (or *percept*). The more alike objects are, the more they tend to be grouped.



- A typical textbook example of the law of symmetry

CSC Finland's logo

What's in your toolbox?



- Dot
- Line
- Shape
- Direction
- Tone
- Color
- Texture
- Scale/proportion
- Dimension
- Motion
- Rhythm/repetition
- Value



Line



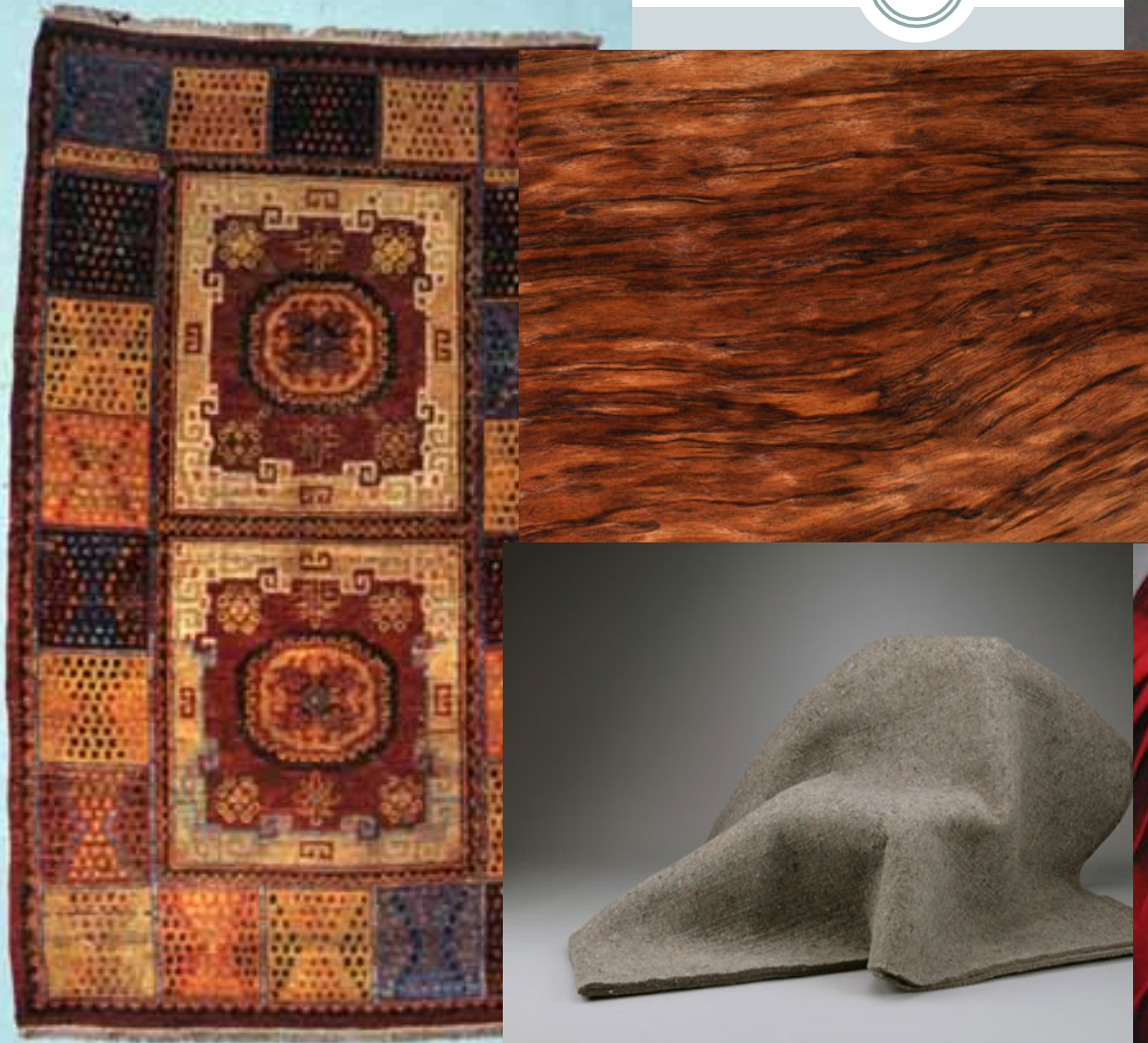


Paul Jacoulet, Temple du Coeur



Running Fence, Christo, 1972-76, California♪

Texture



Color



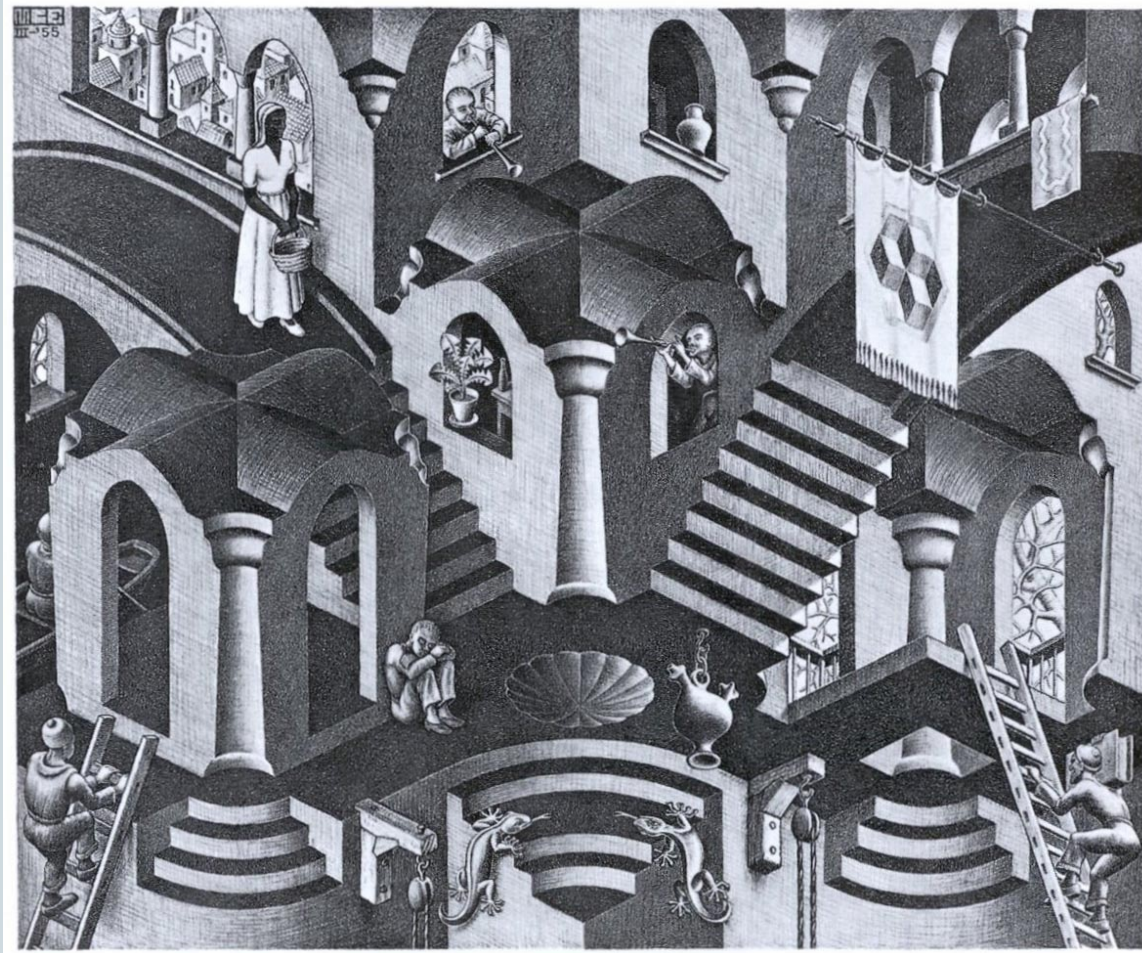
Dale Chihuly, Venice Installation, blown glass

More color!



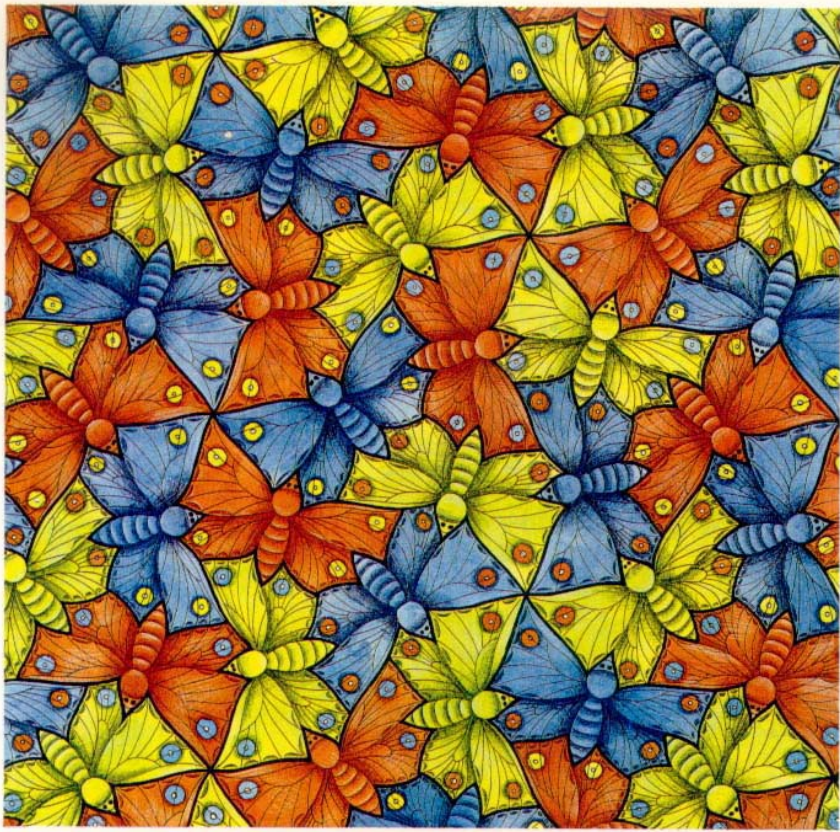
Dale Chihuly, Installation, Seattle, blown glass♪

Dimension/the illusion of space



M. C. Escher, Concave and Convex, 1955 ♪

Rhythm



M. C. Escher, Butterfly (left); Bulldog (right)♪

Visual literacy= visual intelligence



- The first principle we'll discuss is unity and variety
- Read chapter 2 on unity and we'll talk about it on Tuesday.

