



# Geometry of Design: Studies in Proportion and Composition

*By Kimberly Elam*

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## **Geometry of Design: Studies in Proportion and Composition** By Kimberly Elam

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-the first book in our new Design Briefs Series-takes a close look at a broad range of twentieth-century examples of design, architecture, and illustration (from the Barcelona chair to the Musica Viva poster, from the Braun handblender 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 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.

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#### **Review**

"A fantastically interesting look at the role proportion has played in all manner of design projects...informative and insightful..." -- *Design Issues, Summer 2002*

"It's a great little book, one that all teachers and students should see." -- *The Ballast Quarterly Review*

"This small eye-opening paperback is a 'rare gem'!" -- *Choice*

"Studies of the underlying geometric structures and visual relationships. . . both educate the reader and bring the designs to life." --*New Design*

#### **About the Author**

Kimberly Elam is chairperson of the Graphic and Interactive Communication Department at the Ringling School of Art and Design in Sarasota, Florida.

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