Portfolio

E.A. Laslo

Table of Contents

1 *Intro*
2 *Formstorming*
3 *Point, Line, Plane*
4 *Rhythm & Balance*
5 *Scale*
6 *Texture*
7 *Color*
8 *Gestalt*
9 *Framing*
10 *Hierarchy*
11 *Layers*
12 *Modularity*
13 *Grid*
14 *Pattern*
15 *Transparency*
16 *Rules & Randomness*

Design is not just what it looks like & feels like

Design is how it works

Visual rhetoric has a purpose.

Communication is a part of our lives, and visual communication influences a lot of it. Perception. Interaction. Association.

It's not the same as art. Art is coloring outside the lines; visual rhetoric is knowing coloring inside the lines often looks better. Art is subjective expression; visual rhetoric is objective aesthetic.

The principles of visual rhetoric are rules to live by. Formstorming encourages reiteration. Rhythm and balance control flow. Rules and randomness — well, it's in the name. The list goes on.

This portfolio explores my understanding of visual rhetoric principles as taught in class and as learned extracurricularly.

Enjoy.

Formstorming

To see the forest through the trees...

Formstorming is reiteration to solve problems in visual communication. To problem-solve, it's important to think outside the box. Inspiration, exploration, and repetition are crucial. Representations of trees are signifiers of their meanings.

This visual notebook was a formstorm of trees. Of the thirty-six iterations, the above were of similar aesthetic.

Other than sketches, examples of formstorming might be photos of trees or even the word "tree" itself in various fonts.

Point

Everywhere you look, the foundations of design are in plain sight.

Line

Plane

Grids. Typography. Patterns. These elements guide the eyes across visual compositions.

Rhythm & Balance

Rhythm and balance are the harmonics of a visual composition.

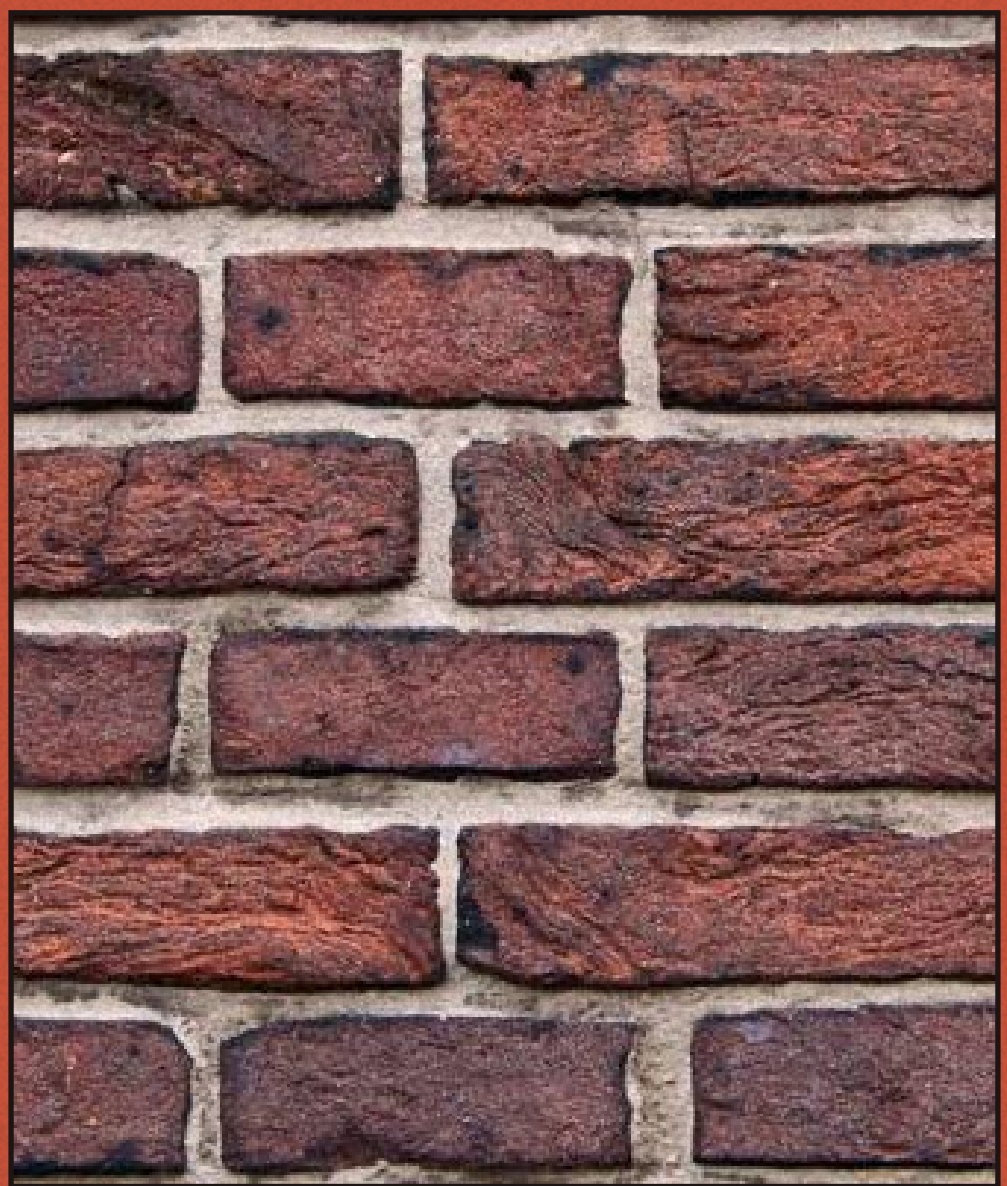
Rhythm is lines, patterns, repetition. Balance is the spatial weight of elements.

This page is an example of rhythm and balance. It's a three-column page with one coulmn of text to anchor the composition. Neat, controlled (justified) typography creates lines for the eyes to follow. The title of the page is another example of balance: large and bold (above the smaller, regular body text.)

SCALE

Size matters. Large visuals or type are attention-grabbing. In the precense of larger elements, smaller visuals or type become secondary (or even tertiary) elements in a composition.

Texture



Just another brick in the wall...

Texture is an opitcal effect, a representation of touch. It assigns physical associations to visual or virtual mediums.

Color

Color is our perception of light. Red. Blue. Yellow. Green. Violet. Black. White. Neutral. Warm. Cool.

Color is a spectrum of hues. High saturation is more intense. Low saturation is less intense. Contrast is relative, how clear one color appears against another.

Online tools or in-program color pickers extract hex color codes from images. Palettes of hex color codes help with consistency (see above).

Color is subject to cultural, personal, or presuppositional biases. It is superficial. It is subliminal.

The prior associations of colors influence responses to images. Red stimulates. Blue calms. Yellow highlights.

Remember: accessible colors are important to color-blind and visually impaired people.

color.adobe.com

coolers.co

Photo by Annie Spratt on Unsplash

Gestalt

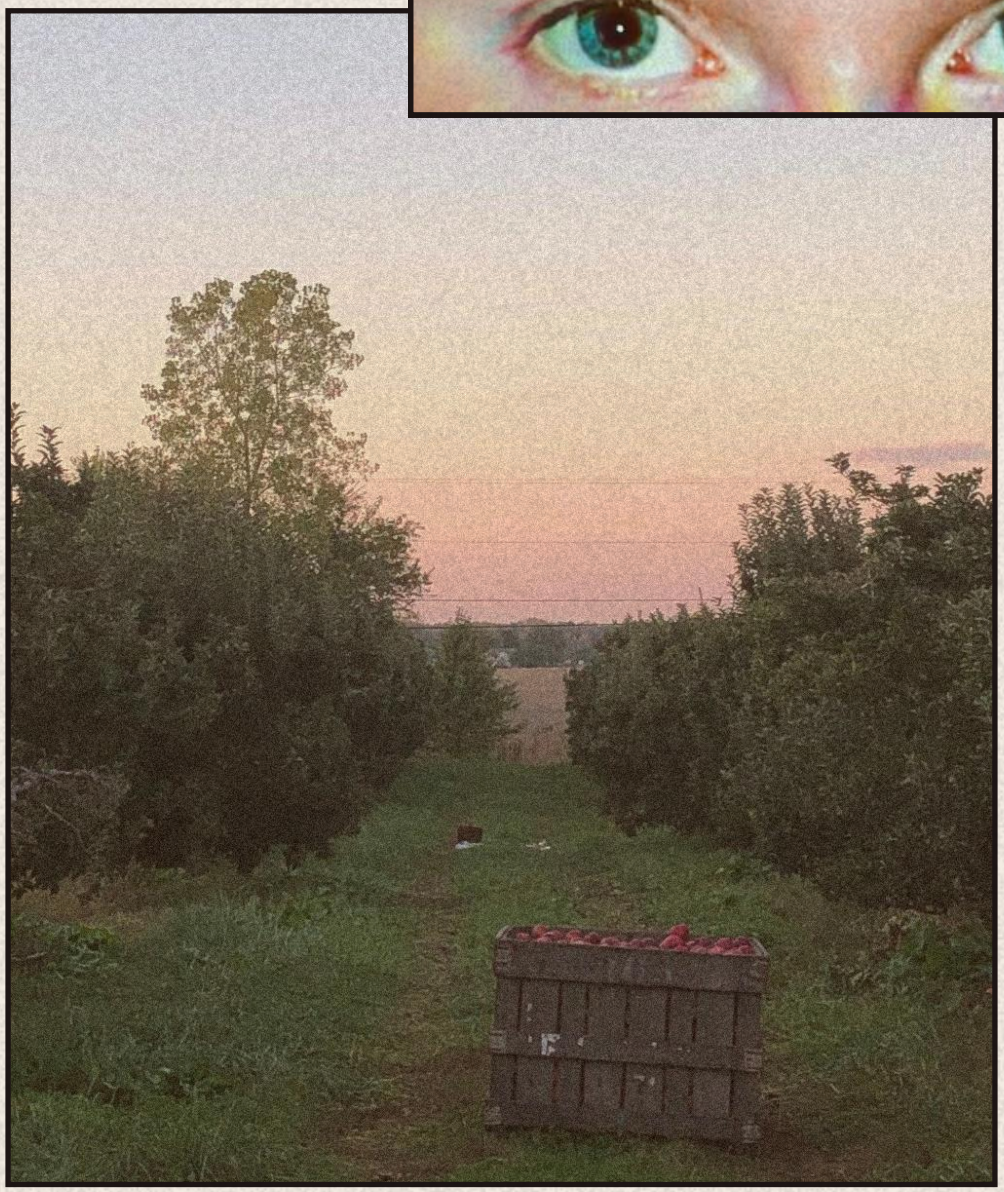
Recognize him? Call 555-555-5555

Our cognition simplifies what we perceive into what we can understand. Gestalt is how our minds surmise and complete representations.

It's often said that eyes are the windows to the soul. To block the eyes is to trigger gestalt, and to unnerve the viewer.

Framing

10/09/2021



How I remember our first date...

Our field of vision affects our perception. To frame an image is a manipulation of visual information.

For framing, crop an image in a purposeful manner, bleed margins, or leave a meaningful caption.

This visual notebook frames a lovely woman's eyes. Focus is only on her gaze — peripheral information is out of frame.

Framing of the picnic emphasizes quaint privacy, intimacy, and romance.

H I E R A R C H Y H E L P S D E S I G N

Don't test a person's vision. Help it with hierarchy.

How Hierarchy Works

Hierarchy helps people distinguish visual information in order of importance. Because composition influences perception, attention, and interaction, hierarchy prioritizes important information by making it the most noticeable.

Rules of Hierarcy

People read read left to right, top to bottom (for the most part). Font weight makes a difference: big, bold headings bring attention to body text. High-contrast colors pop. Negative space helps, too.

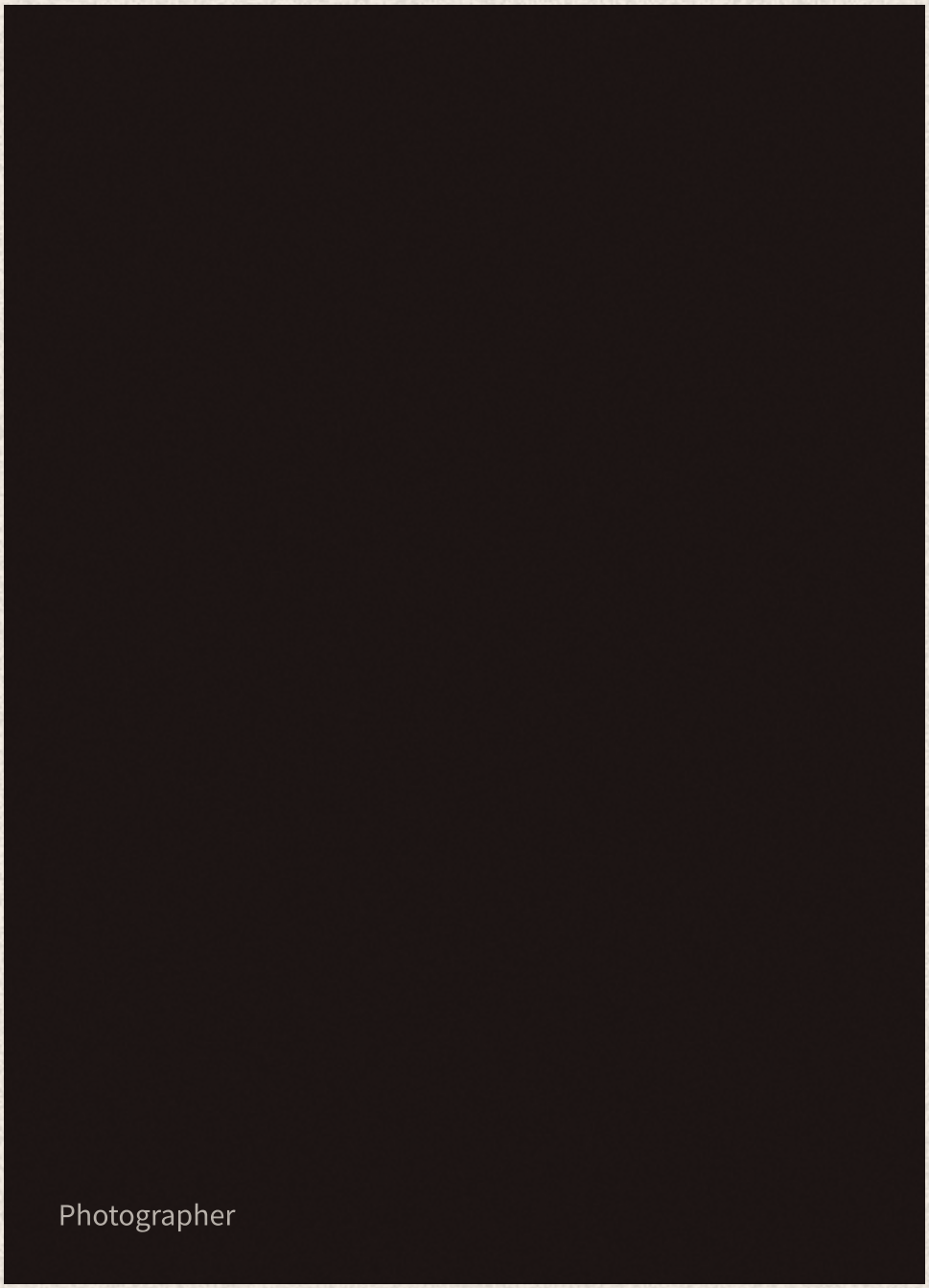
Layers

Layer? I hardly know her...

Layers are overlapping elements. Proximity, color, and transparency are aspects of layering.

Similar to texture, layers can emulate physical qualities in a visual or virtual medium.

Modularity



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse blandit metus pulvinar, elementum orci in, convallis elit. Morbi sit amet ex et elit bibendum elementum eu ut tellus. Quisque id nisi est. Integer accumsan libero sit amet pulvinar viverra.

Vestibulum rhoncus felis purus, in elementum justo consequat quis. Vivamus vulputate egestas lacinia. Etiam ut bibendum tellus. Aenean sagittis blandit nisl sed scelerisque.

In pulvinar viverra lorem a cursus. Aenean congue commodo turpis in mollis. Aliquam sed risus orci. Morbi purus turpis, dignissim quis erat eu, tempor luctus ligula.

Aliquam pulvinar, ligula quis malesuada convallis, ex sapien auctor eros, quis suscipit ex mi quis enim. Etiam ornare dapibus neque, sit amet dignissim tellus aliquam eget. Suspendisse potenti. Phasellus tempus lectus sed ipsum tempus sollicitudin.

Phasellus sit commodo ornare eget accumsan urna.

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse blandit metus pulvinar, elementum orci in, convallis elit. Morbi sit amet ex et elit bibendum elementum eu ut tellus.

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse blandit metus pulvinar, elementum orci in, convallis elit. Morbi sit amet ex et elit bibendum elementum eu ut tellus.

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse blandit metus pulvinar, elementum orci in, convallis elit.

#

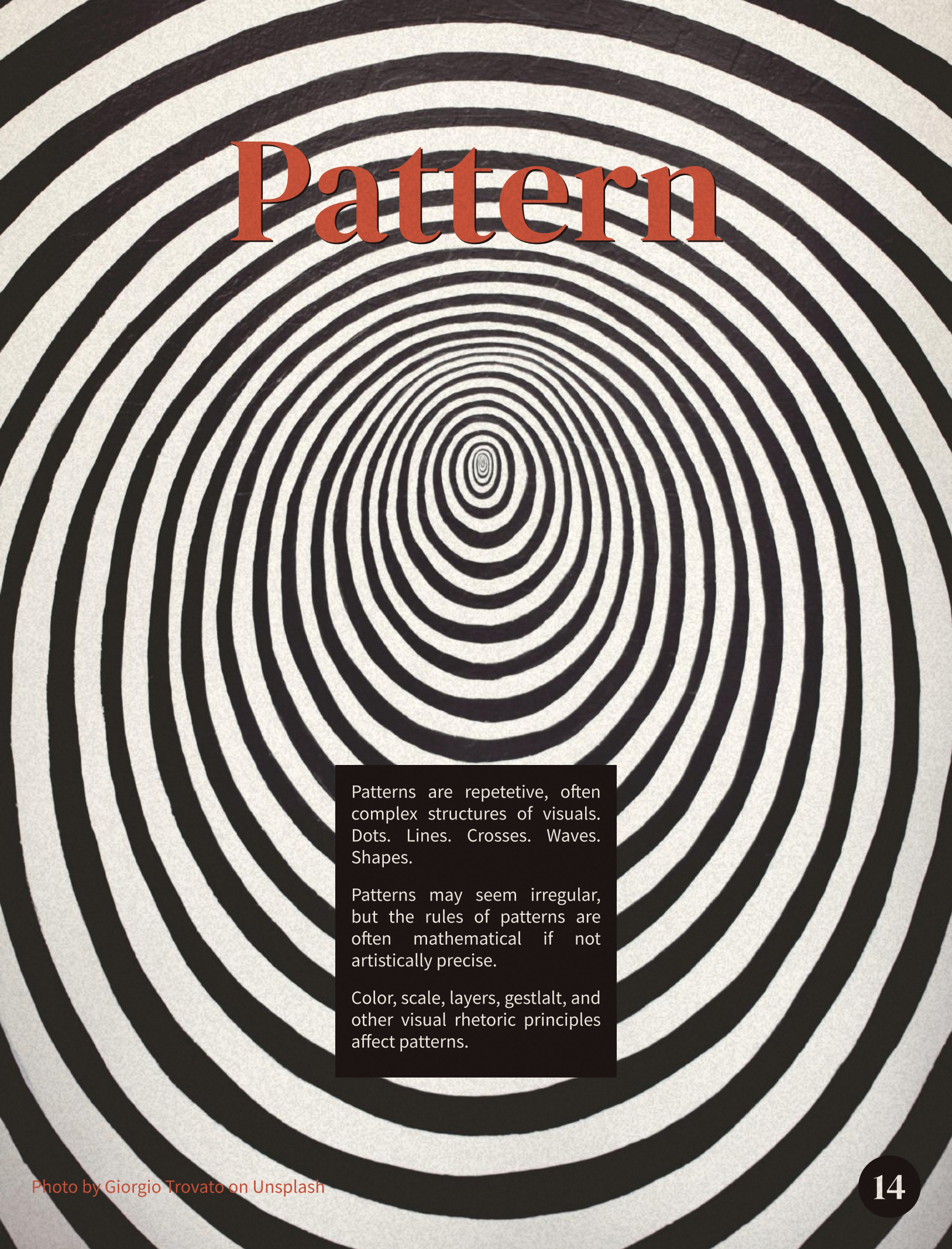
Grid

Grids keep elements in line. Horizontal. Vertical. Diagonal. Asymmetrical. Structural. Rational. Universal.

Three-column grids help align information on a page, visual or textual.

Columns, margins, alignment, hierarchy, rhythm, balance — visual rhetoric principles rely on grids for overall composition.

Pattern



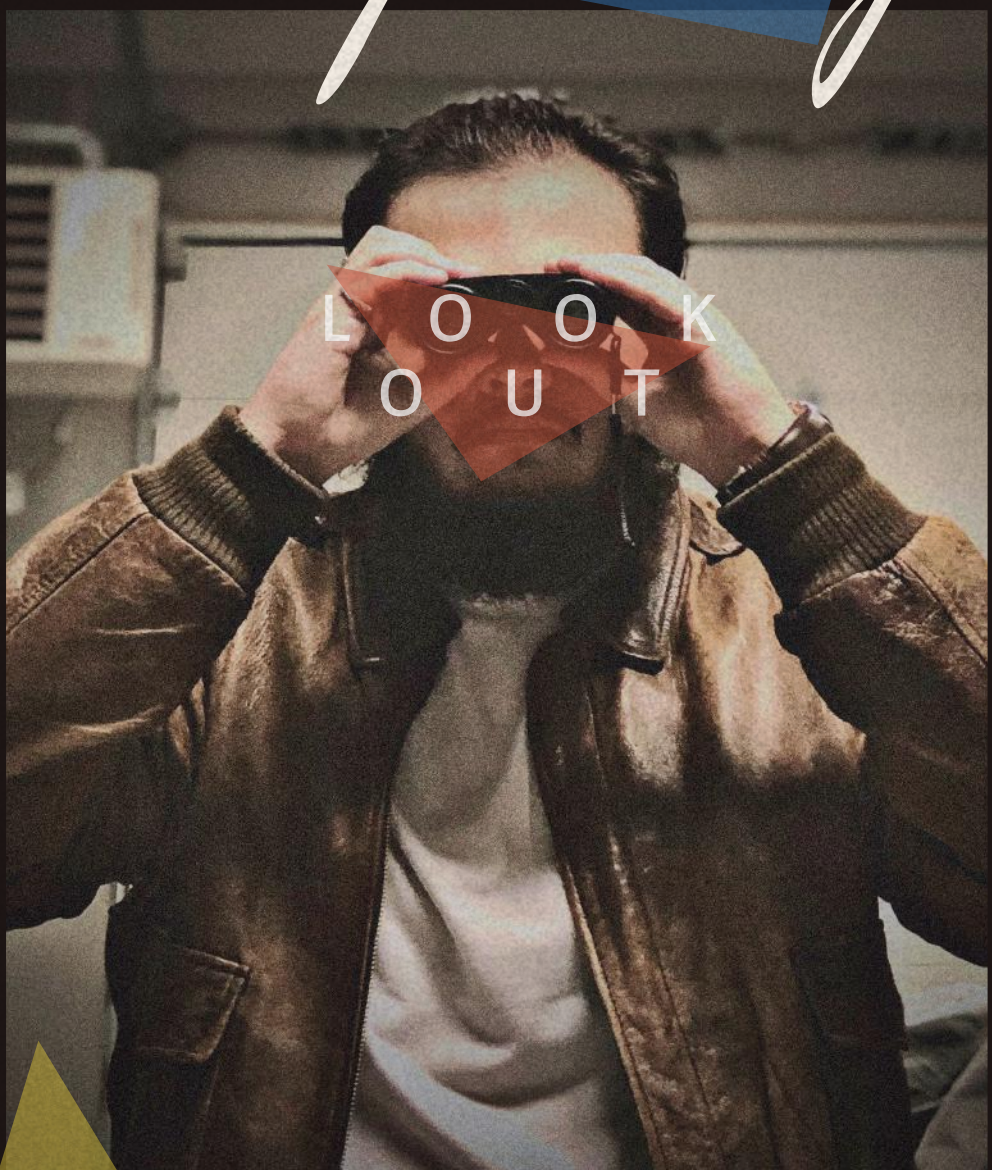
Patterns are repetetive, often complex structures of visuals. Dots. Lines. Crosses. Waves. Shapes.

Patterns may seem irregular, but the rules of patterns are often mathematical if not artistically precise.

Color, scale, layers, gestlalt, and other visual rhetoric principles affect patterns.

Photo by Giorgio Trovato on Unsplash

Transparency



Be clear

As an aspect of layers, transparency is the opacity of an element. It adds an interesting layer (pun intended) to contrast and hierarchy.

Rules & Randomness

The principles in this portfolio are more than just techniques of visual rhetoric. Grids. Hierarchy. Rhythm and balance. Symmerty and asymmetry. They're rules.

Mathematically, even seemingly random patterns or visuals are the results of rules.

For example, noise filters (film grain).