

NOTES ON PROGRESSIVE VARIABLES

Use the same text over and over again to become jaded and blind to the words themselves, until their denoted meaning becomes insignificant. Then you begin to treat the text more like a pictorial element.

The Circle

The circle is for emphasis; a 'wildcard' element intended to specifically draw attention to a point in the layout. It gives the designer a tool to guide the eye; create a pivot point, tension, and emphasis; or to contribute to visual organization (by dividing page elements) or balance. Squeezing the circle between lines of text can create tension; close proximity to line or word can create emphasis. Placement in the upper left quadrant often results in the creation of a starting point; and placement in the lower right results in a stopping point. Once you have your strongest composition, try moving only the circle. Notice how such a small element can completely change how a document is read.

Axial Layout

Axial page layout lines can be straight, jagged, curved, or any combination thereof. The rule is that all page elements touch a dividing line located somewhere on the page. The line is generally rendered as imaginary—you cannot see it in the final output. The arrangement of page elements along its length defines it.

Bring the emotional impact of the exercises to this design effort:

migration
elimination
longing
disruption

Bring diagrammatic patterns:

centralized networks
decentralized networks
distributed networks

Bring physicality:

bunched up for tension
spread apart for relaxation
tall, narrow like it might easily tip over
funnel shaped with the wide part at the bottom; solid, immovable
angled, which imparts motion

Consider:

rotation
reflection
bleeds
negative leading
odd word breaks
odd line breaks

Systems:

axial
grid