

# ARCHITECTURE GRAPHICS

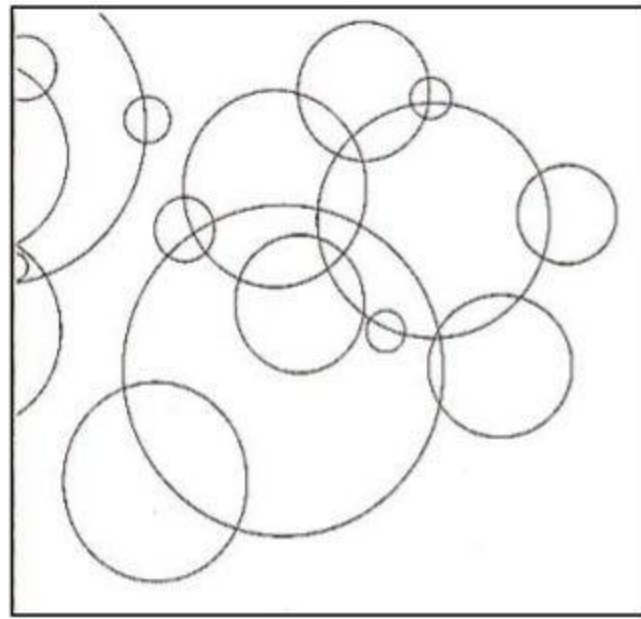
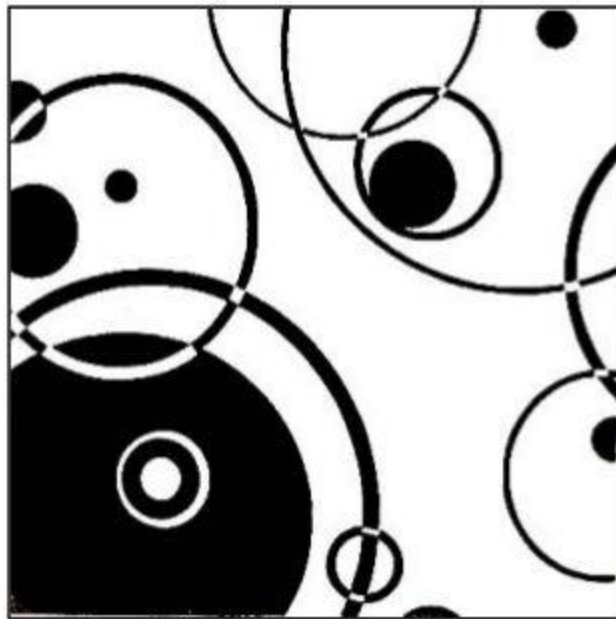
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# The Elements of Design

## Weight

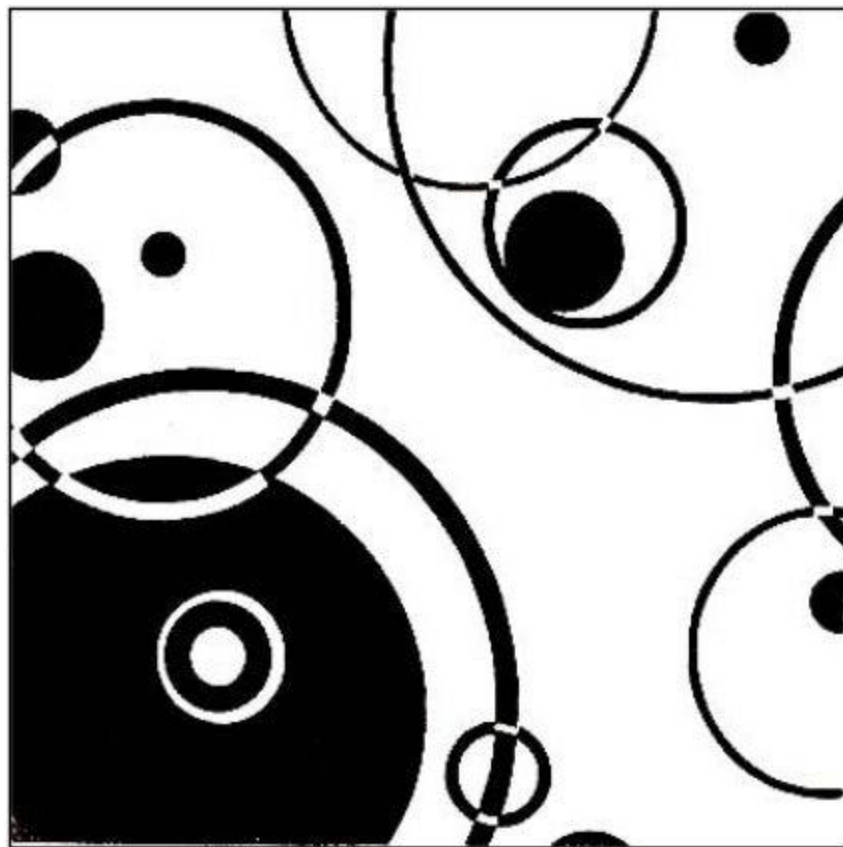


**Weight** refers to the contrast in thick and thin lines within a layout.

**Variation in visual weight** can add interest to selected areas of a composition and can help draw the viewer's eye through a piece of art, **emphasizing important areas** of information and deemphasizing others.

# The Elements of Design

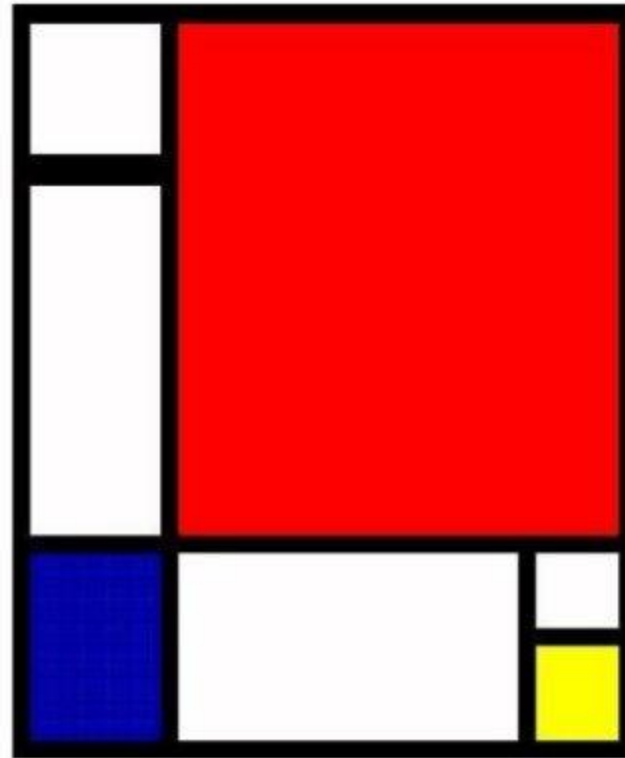
## Contrast



**Contrast** refers to any variation between elements within a composition, such as difference in weight, size and texture of a composition.

# The Elements of Design

## Symmetrical vs. Asymmetrical Balance



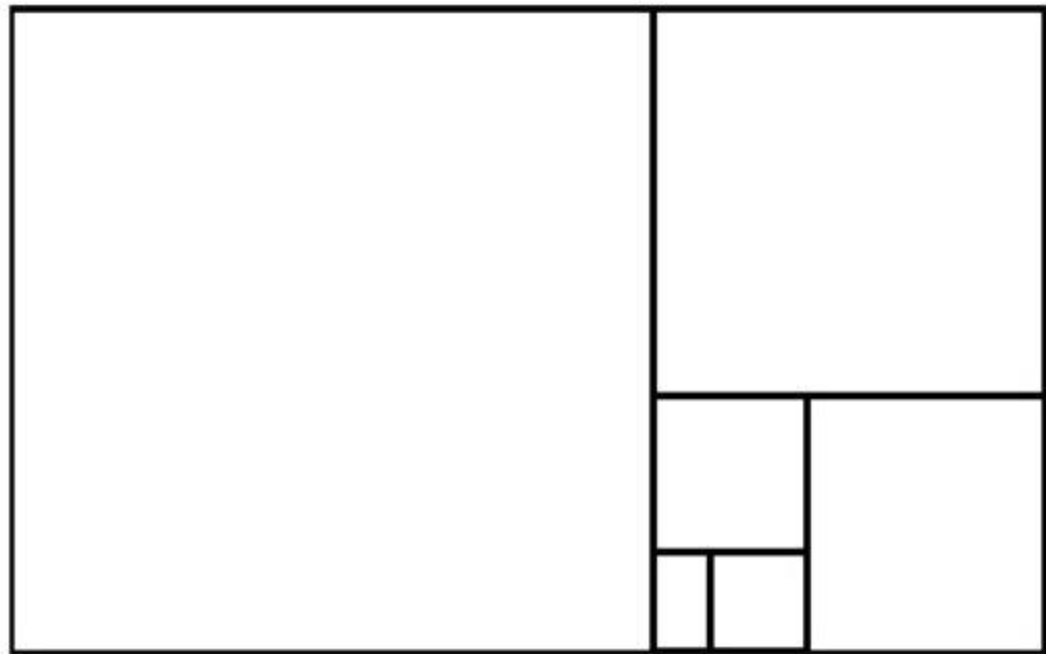
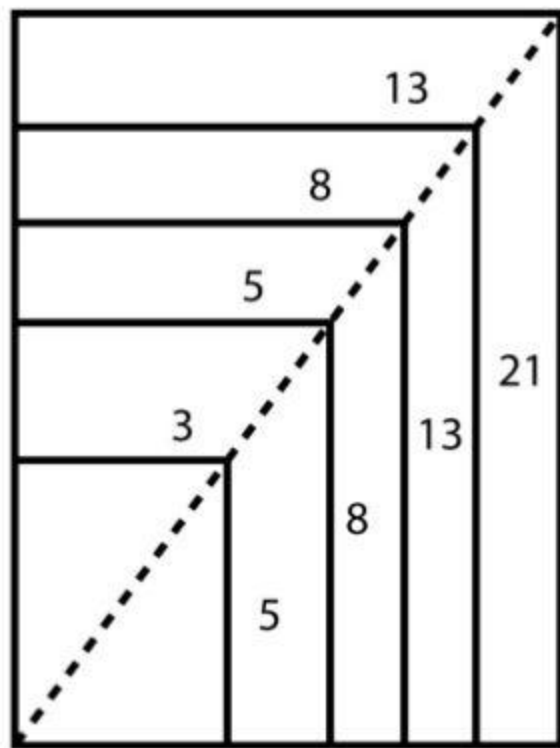
[Piet Mondrian, "Composition in Red, Yellow, and Blue" \(1930\)](#)

Very **dark or saturated** areas of color **demand attention** within a composition.

An area of high contrast, even at a small size, will automatically draw the viewer's eye. Forms placed near the edge of a page can also draw more **visual attention** than forms placed directly in the center of a page.

# The Elements of Design

## The Golden Mean



**Golden Mean:** Relationship between sizes that is pleasing to the human eye. This concept was first formally recognized by the ancient Greeks, and examples of the golden mean can be observed through Greek artwork and architecture.

This principle is based on the **Fibonacci sequence**, which is a series of numbers to denote proportions: 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233, etc. Each number in this series is the sum of the two numbers preceding it.