Contents

Preface and Acknowledgments vii

Part One History and Theory 1 Chapter 1 Esthetics and Anesthetics 3

What Is Design? 3 Visual Esthetic Design 6
Unity with Variety 7 Esthetics and Anesthetics 8
Order and Disorder 10 Hodgepodge and Humdrum 11
Similarity and Difference 13

Chapter 2 Color and Context 18

Elements and Principles 18 The Key to Color 21
The Mixing of Pigments 23 Value and Intensity 24
Color Notation Systems 26 Successive Contrast 29
Simultaneous Contrast 26 Color Interaction 29
Color Depth and Temperature 30 How Accents Work 32
Color Schemes 34 The Primacy of Context 38

Chapter 3 Composition and Gestalt 42

Composing and Disposing 42
Patternmaking and Picture-making 44
Part and Whole Relationships 46 Gestalt and Art 49
Figure and Ground 52 The Principle of Similarity 54
Proximity and Contiguity Grouping 56 The Complexity of Art 59
Visual Fragmentation 59 Closure 63
The Validity of Design 65

Chapter 4 Pictures and Patterns 68

The Priority of Patterns 68 Balance and Visual Weight 70 Broken Continuity Clues 73 Compositional Resemblances 75 The Meaning of Structural Features 76 Problems of Representation 80 The Relativity of Realism 84 The Child and the Artist 87

Chapter 5 Vision and Invention 88

The Meaning of Metaphor 88 Metaphorical Thinking 93
What Metaphors Do 93 Creativity as Metaphor 95
The Stereoscope of Ideas 96 Association and Bisociation 98
The Logic of Humor 101 Creative Taxonomy 103
Creativity and Madness 103 The Value of Creativity 106

Part Two Problems and Process 107

Chapter 6 Two-Dimensional Problems 109

Problem One 109 Problem Two 110 Problem Three 111
Problem Four 112 Problem Five 113 Problem Six 113
Problem Seven 114 Problem Eight 114 Problem Nine 115
Problem Ten 115

Chapter 7 Three-Dimensional Problems 116

Problem One 116 Problem Two 117 Problem Three 118
Problem Four 119 Problem Five 119 Problem Six 119
Problem Seven 120 Problem Eight 120 Problem Nine 121
Problem Ten 121

Appendix On Teaching Design 123

An Annotated Bibliography 129

General Sources 129 Art History 130 Artists on Art 130
Design Theory 130 Art Theory and Esthetics 131
Art, Perception, and Psychology 131 Creativity and Metaphor 132
Problems and Exercises 133

Indox 135