

ANM 104 Design Theory & Practice

Handout Unity

Center for New Media
Kalamazoo Valley Community College - Fall 2011

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Visual Unity / Harmony / Composition

Unity means that a congruity or agreement exists among the elements in a design; they "look" as though they belong together, as though some visual connection beyond mere chance has caused them to come together. Another word for the same idea is **Harmony**. If the various elements are not harmonious, if they appear separate or unrelated, your pattern falls apart and lacks unity.

Unity in design is planned and controlled by the artist. Sometimes it stems naturally from the elements chosen. More often it reflects the skill of the designer to create a unified pattern from varied elements. Another word for "design" is the word **Composition**, which implies the same feeling of organization. Just as "composition" in a writing class is not merely a haphazard collection of words and punctuation marks, so a visual composition is not a careless scattering of random items around a format.

Class Discussion Source and Subject

We will be looking at the art of Armin Hofmann. We will look for similarities and differences in their use of Visual Unity and Composition.

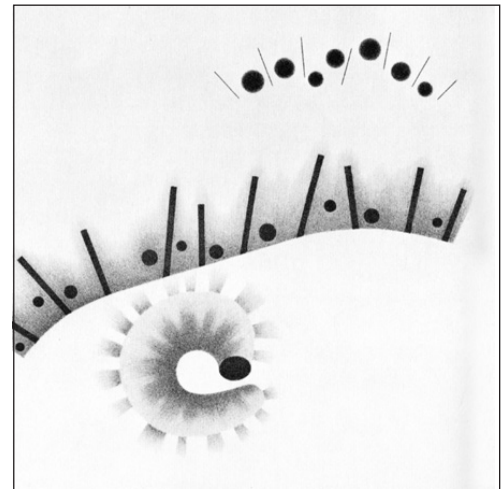
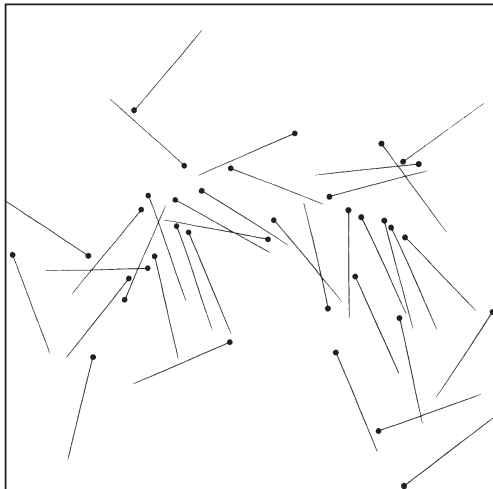
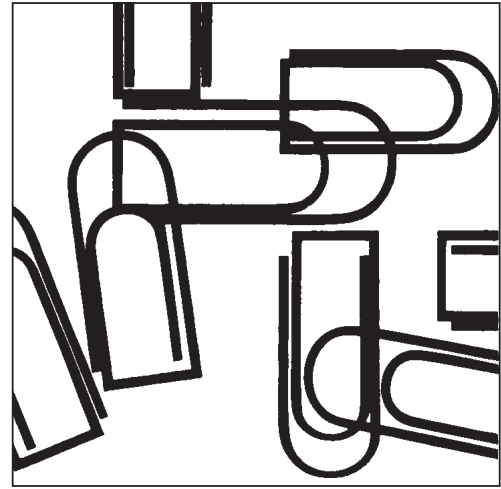
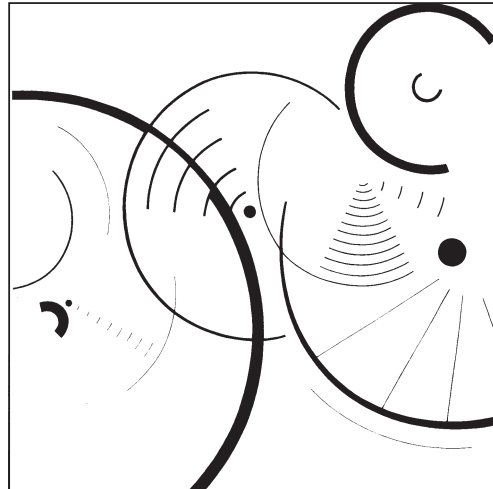


Image Source: Hofmann, Armin. "Graphic Design Manual: Principle and Practice" Van Nostrand Reinhold Company, New York. 1965