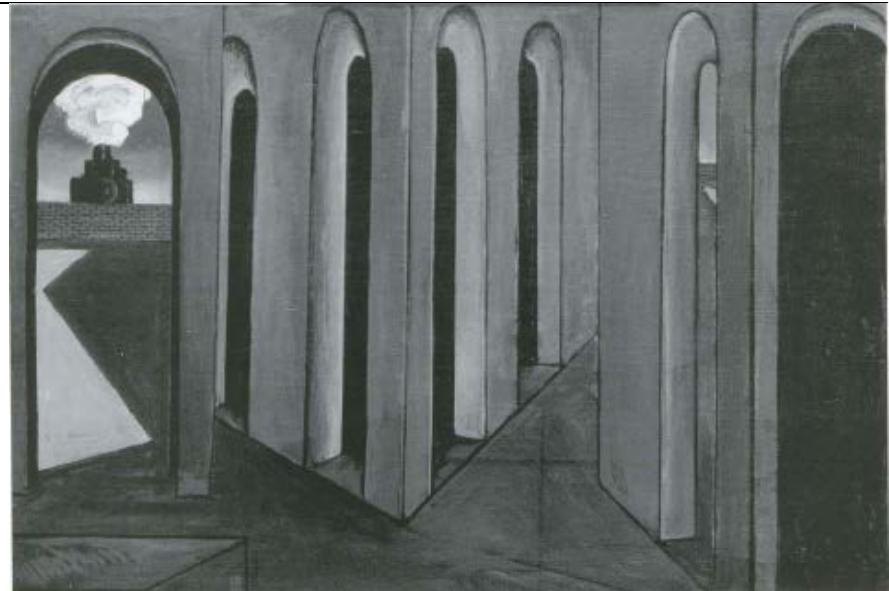


Rhythm

- Rhythm is created by the movement of the viewer's eyes across and around an image taking in the **repetition** of elements that have been placed with some kind of **structured variation**
- The repetition of a design element can lead a viewer to a focal point or control the direction, and speed of the viewer's attention.



Alternating rhythm



Progressive rhythm



Good design is like a good song

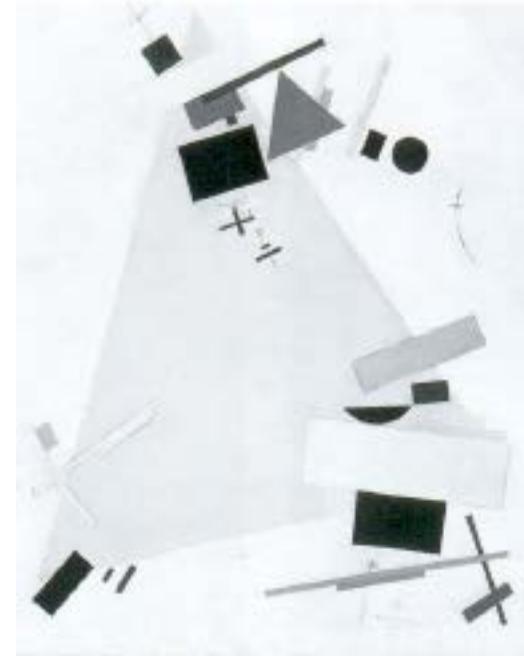




Fig. 59



Fig. 60

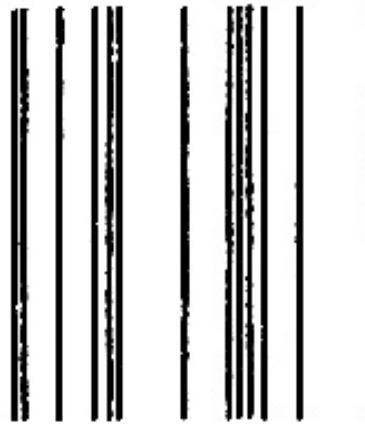


Fig. 61

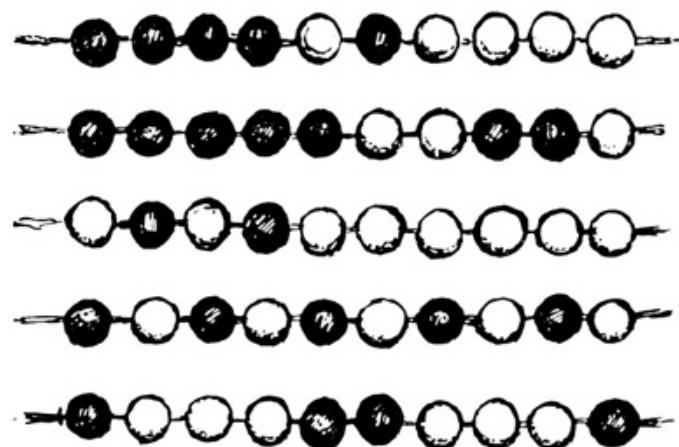
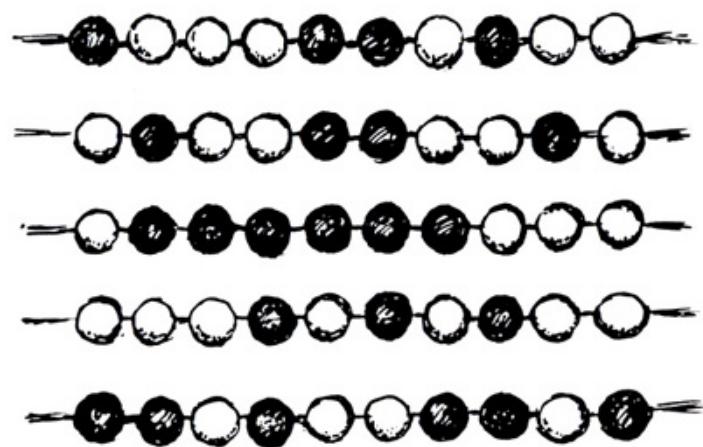
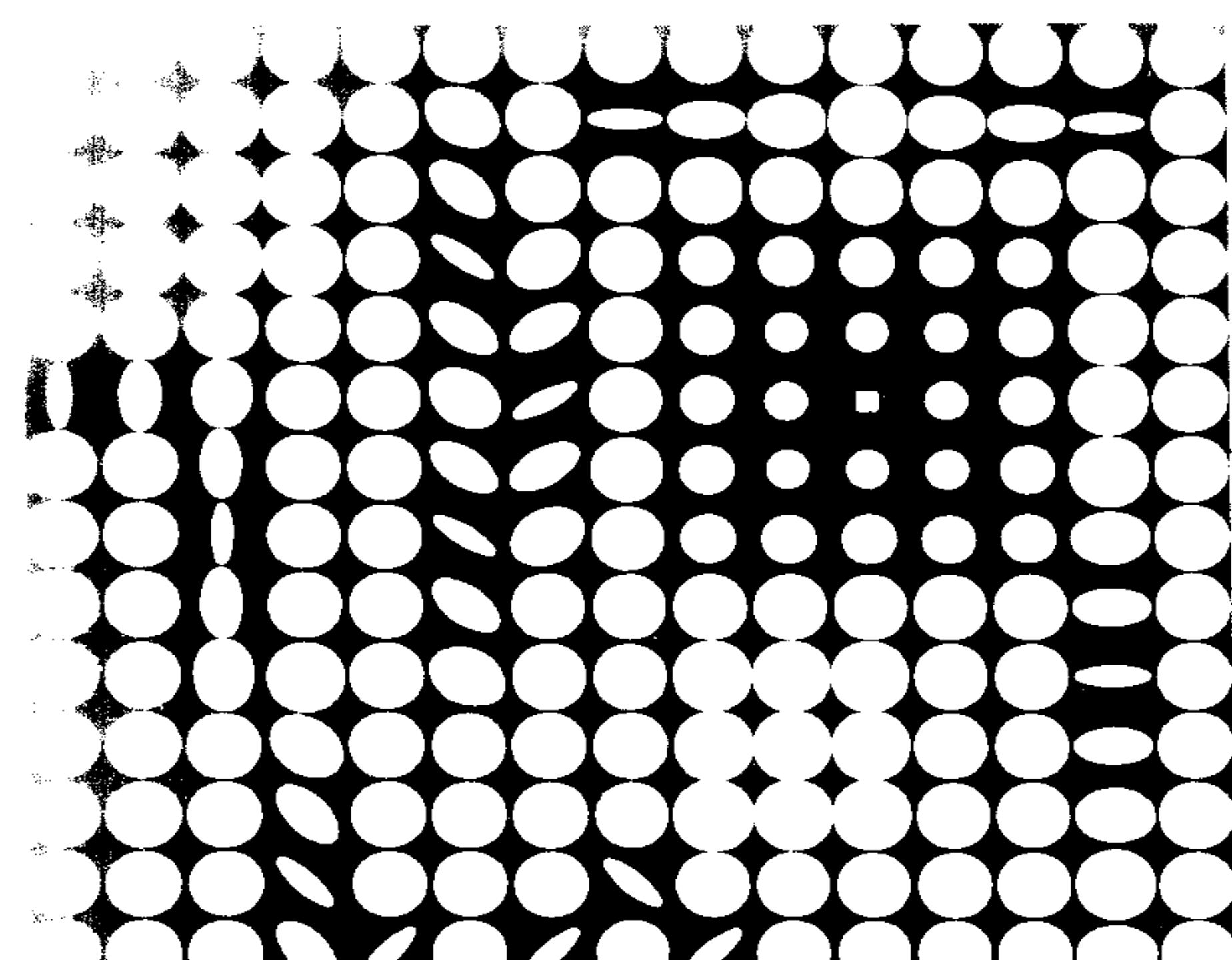
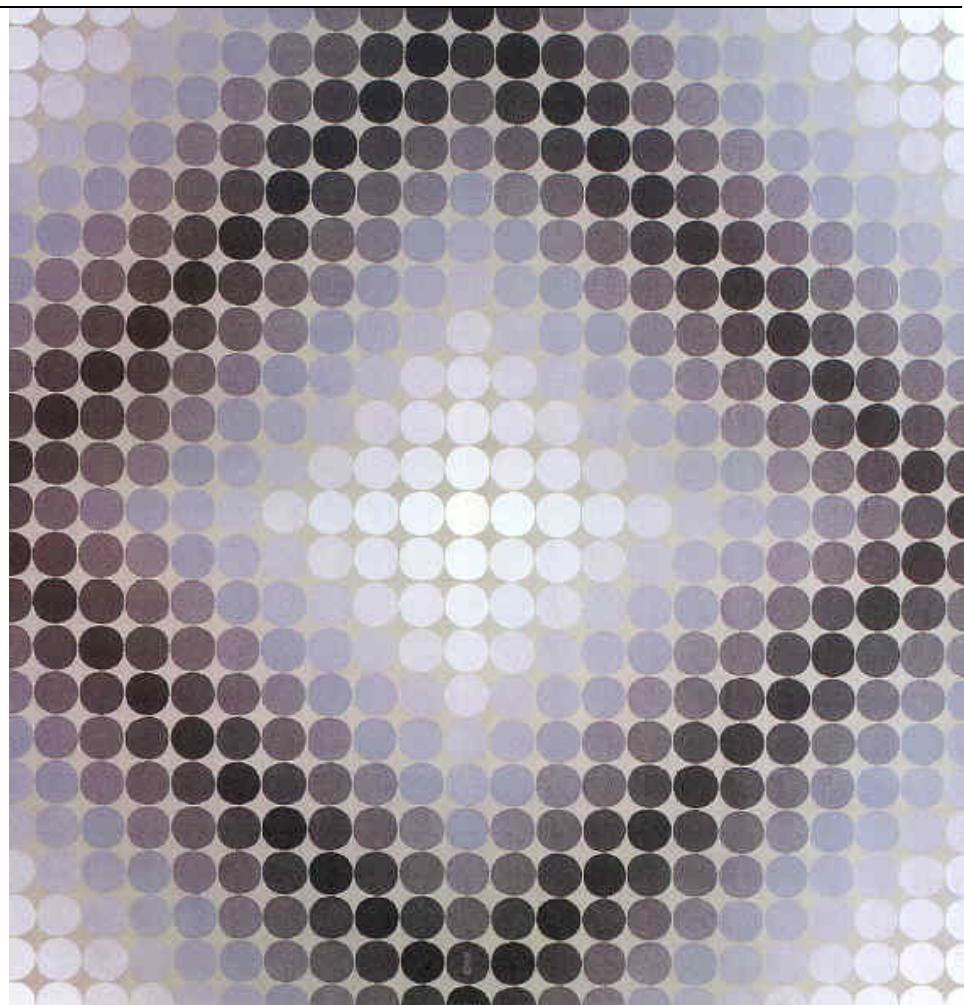
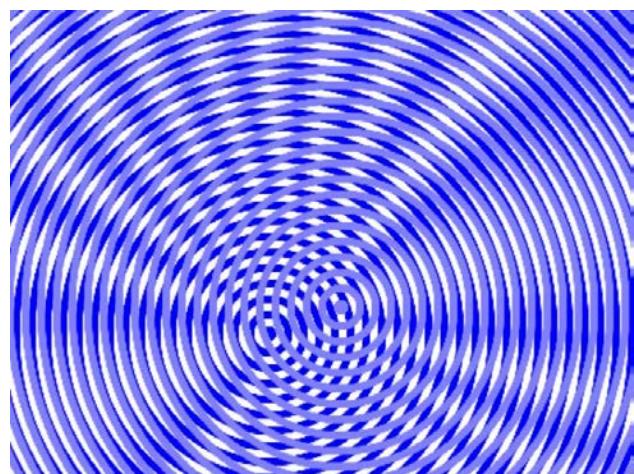


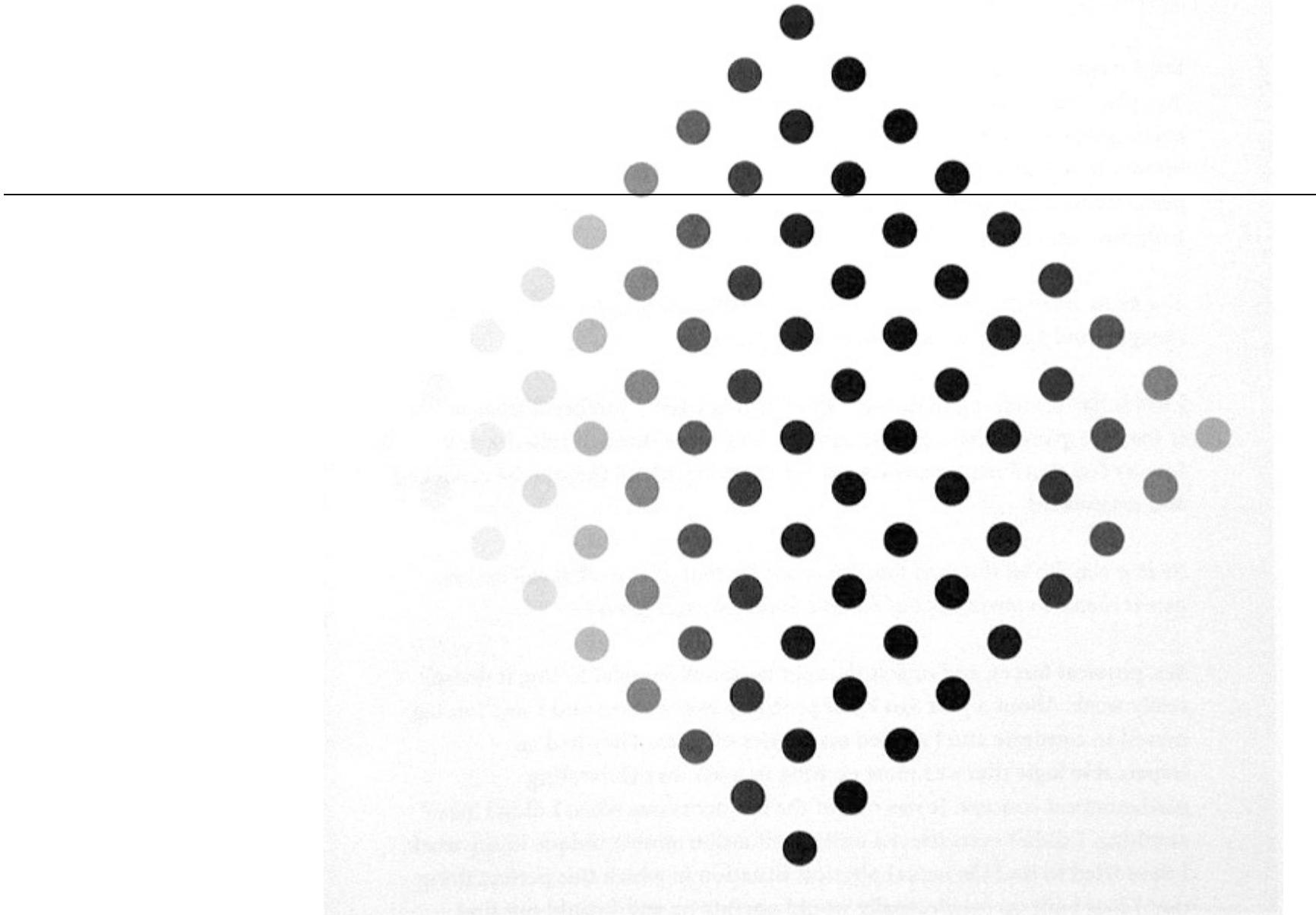
Fig. 121



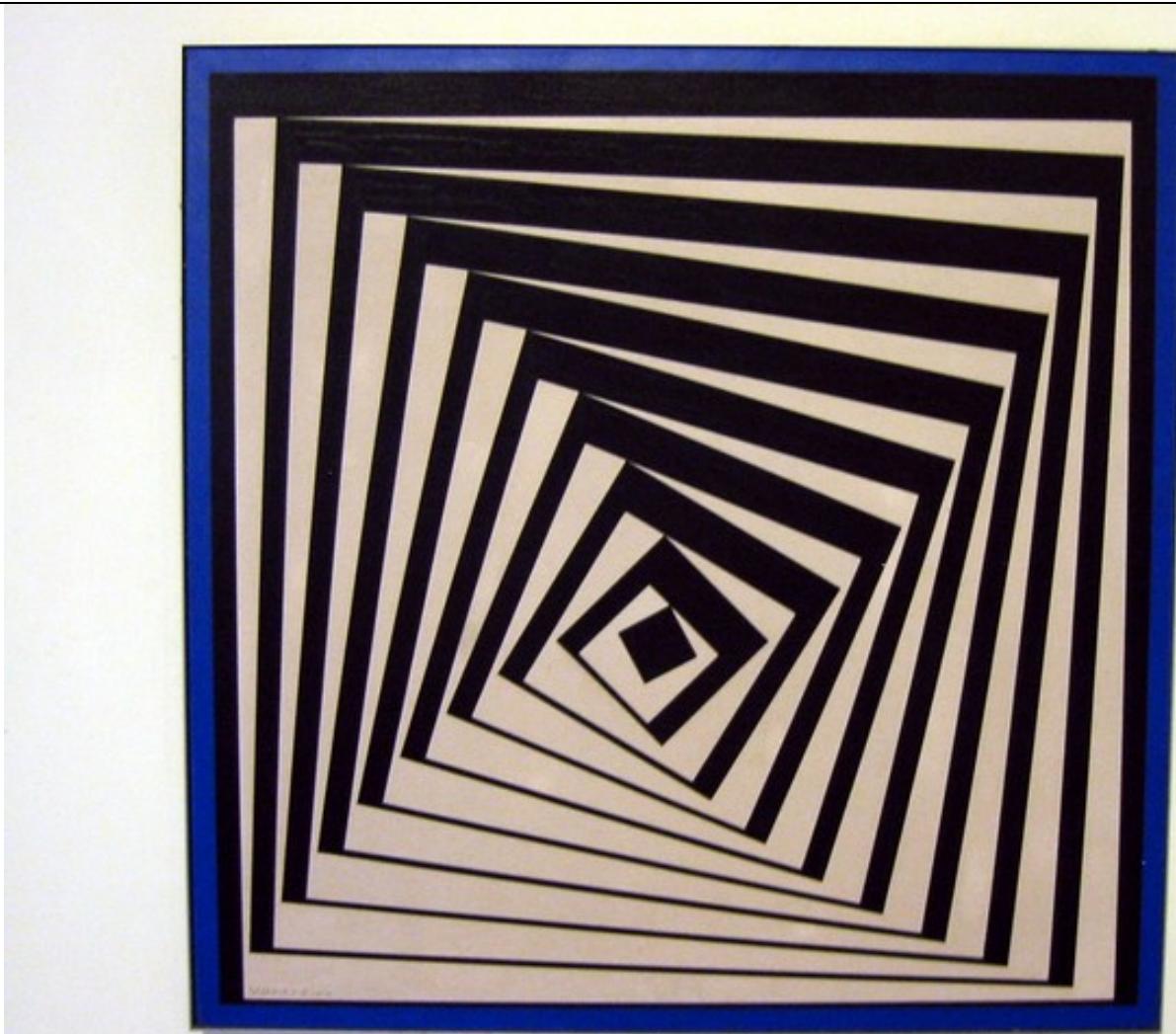


Moiré patterns









PAVO II 1979
ARUTYL