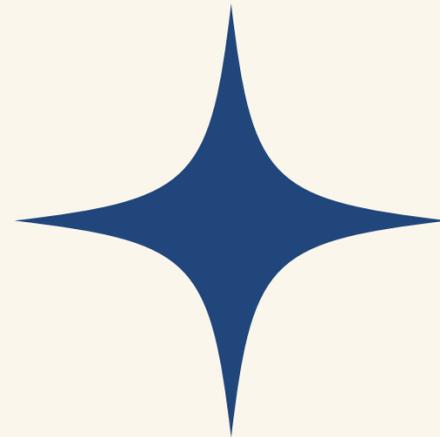
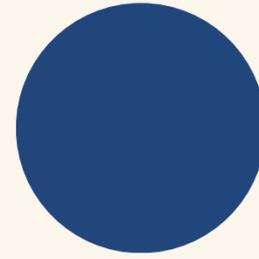
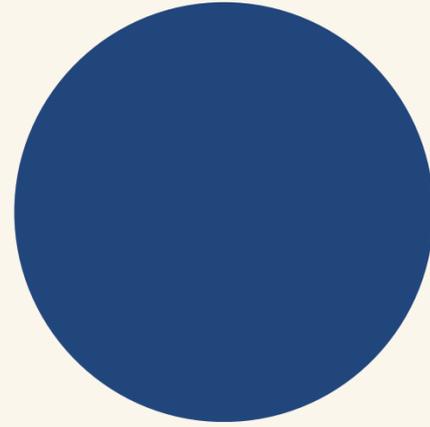
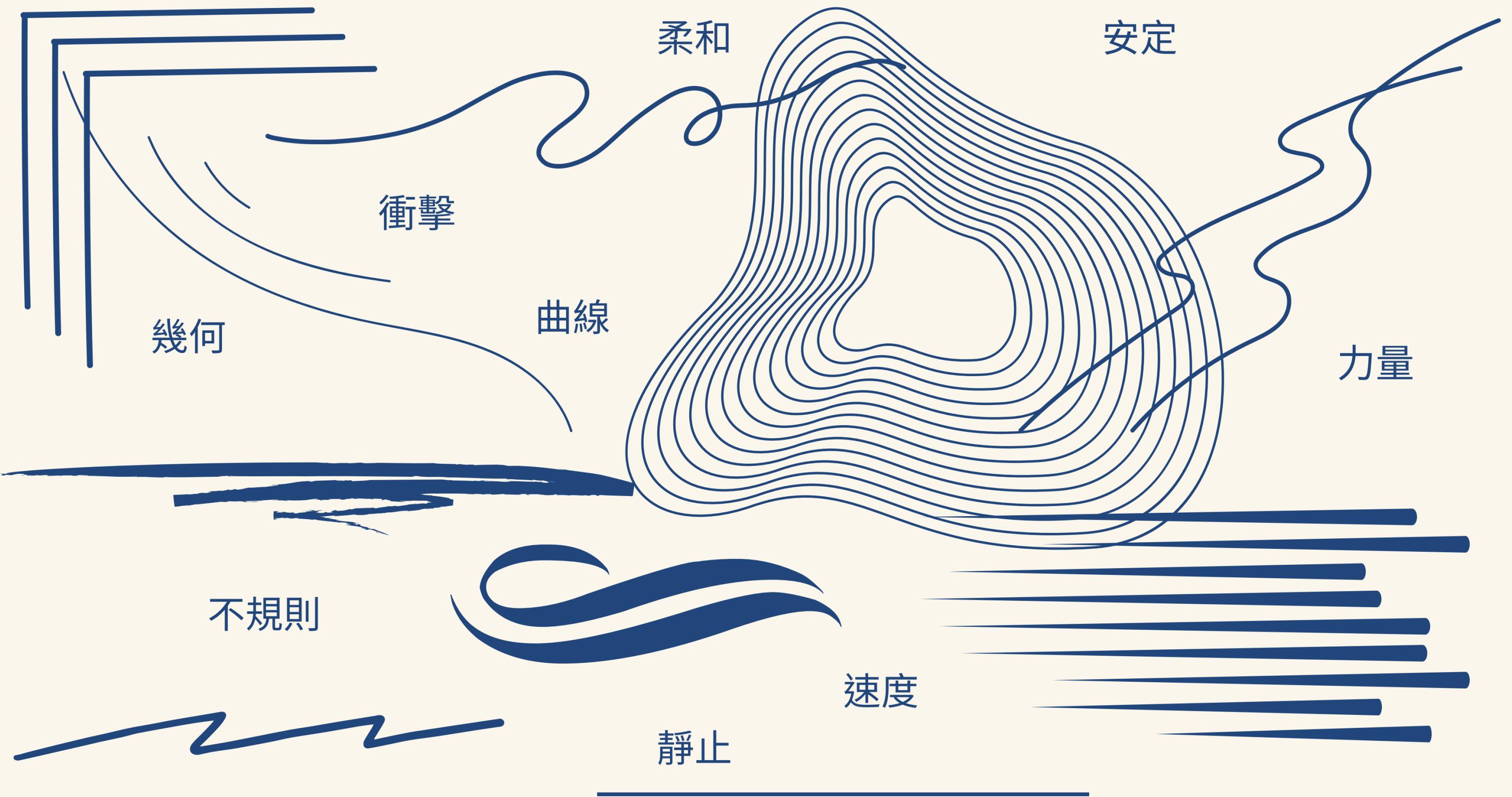


點、線、面
&
十個美的原理原則

點、線、面





柔和

安定

衝擊

幾何

曲線

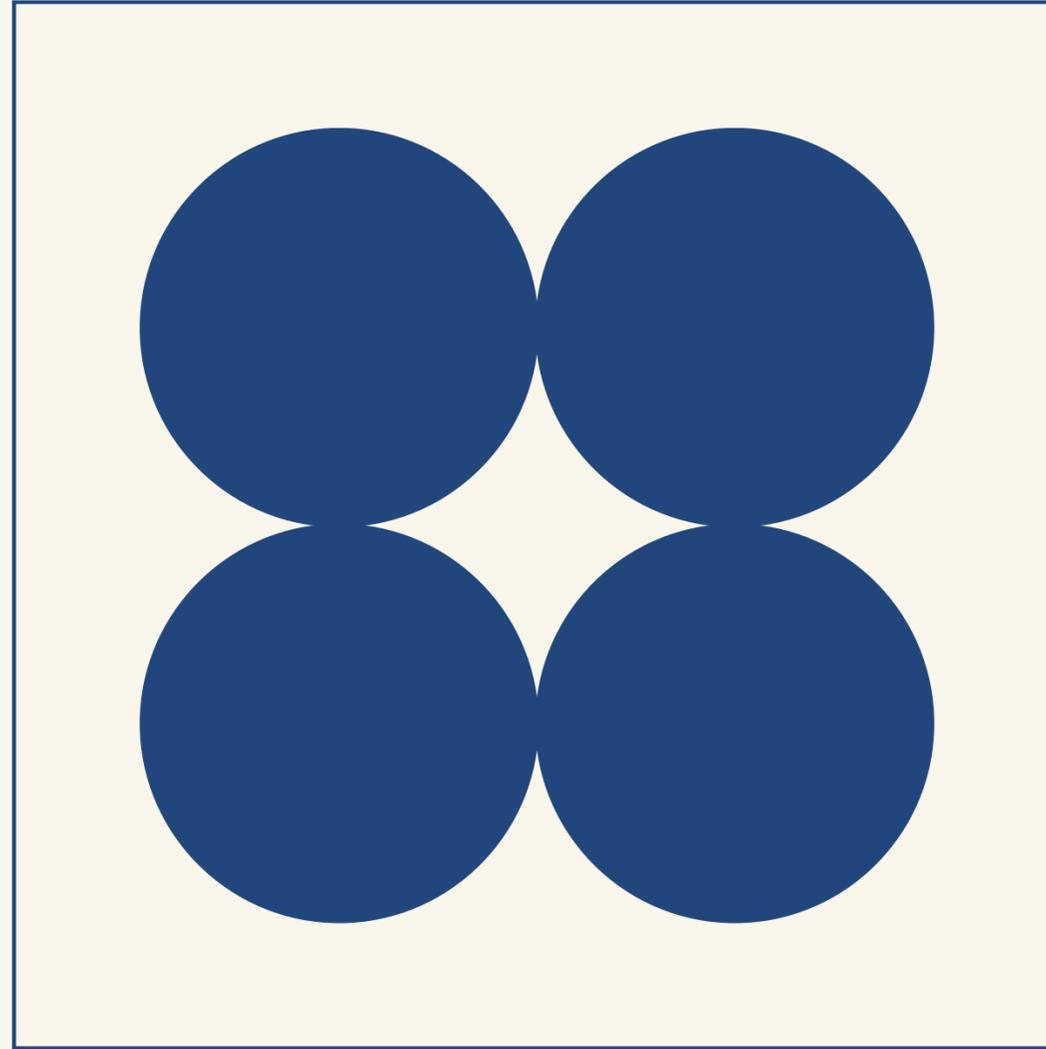
力量

不規則

速度

靜止

條理與反覆的構成，呈現簡潔的節奏感，形成秩序美。



秩序



CHINESE TAIPEI 一起成為
中華隊！



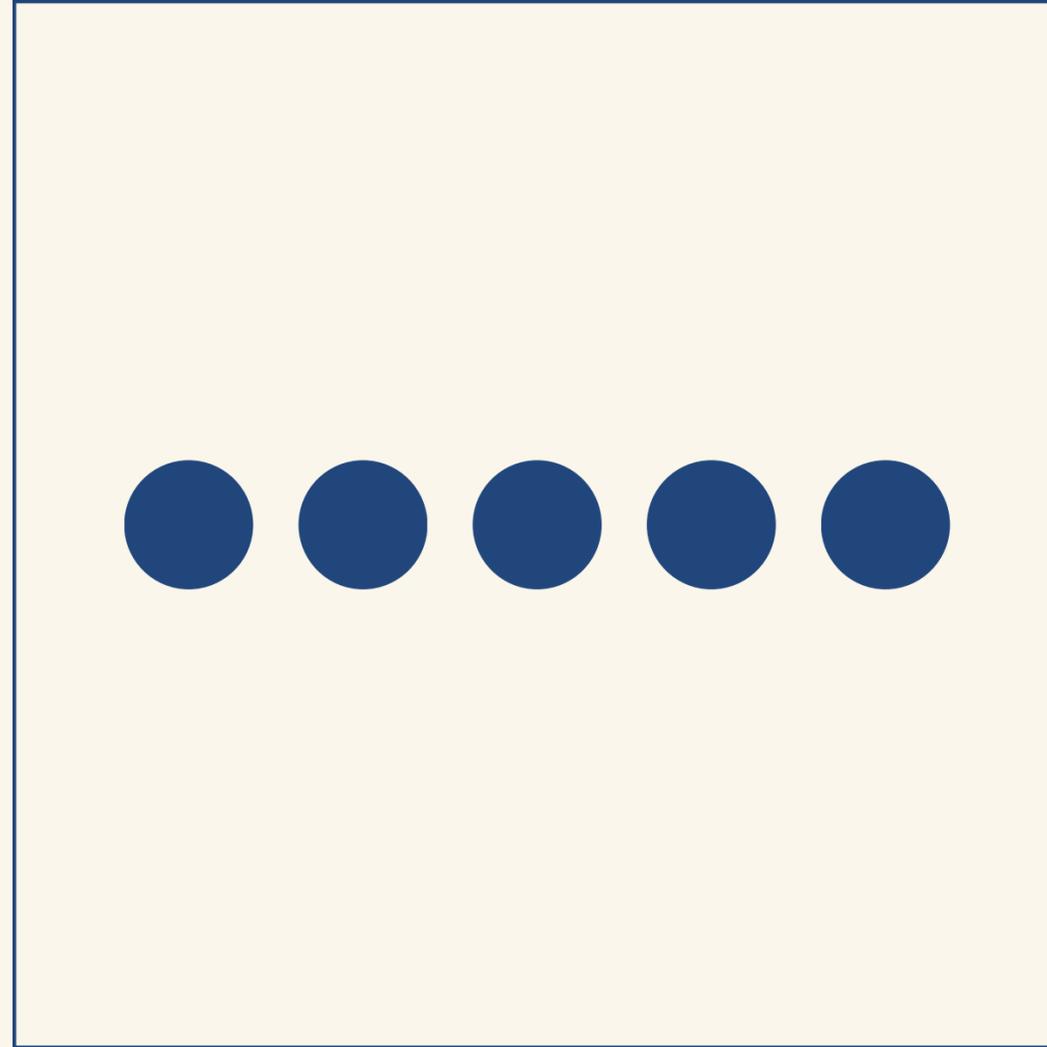








相同的元素重複排列，具有簡單、清晰、整齊之感。也稱連續或重覆。



反覆



Campbell's
CONDENSED
CLAM CHOWDER
(MANHATTAN STYLE)
SOUP

Campbell's
CONDENSED
CHICKEN
NOODLE
SOUP

Campbell's
CONDENSED
CREAM OF VEGETABLE
SOUP

Campbell's
CONDENSED
ONION
SOUP
MADE WITH BEEF STOCK

Campbell's
CONDENSED
GREEN PEA
SOUP

Campbell's
CONDENSED
SCOTCH BROTH
(A HEARTY SOUP)
SOUP

Campbell's
CONDENSED
VEGETABLE
SOUP

Campbell's
CONDENSED
SPLIT PEA
WITH HAM
SOUP

Campbell's
CONDENSED
VEGETABLE
BEEF
SOUP

Campbell's
CONDENSED
BEAN
WITH BACON
SOUP

Campbell's
CONDENSED
GREAT AS A SANDWICH
CHEDDAR
CHEESE
SOUP

Campbell's
CONDENSED
Old-fashioned
TOMATO RICE
SOUP

Campbell's
CONDENSED
BEEF
(WITH VEGETABLES AND BARLEY)
SOUP

Campbell's
CONDENSED
CREAM OF
ASPARAGUS
SOUP

Campbell's
CONDENSED
CREAM OF
CELERY
SOUP

Campbell's
CONDENSED
BLACK BEAN
SOUP

Campbell's
CONDENSED
TURKEY
NOODLE
SOUP

Campbell's
CONDENSED
BEEF BROTH
(BOUILLON)
SOUP

Campbell's
CONDENSED
CHICKEN
GUMBO
SOUP

Campbell's
CONDENSED
TURKEY VEGETABLE
SOUP

Campbell's
CONDENSED
CHILI BEEF
SOUP

Campbell's
CONDENSED
VEGETABLE
BEAN
SOUP

Campbell's
CONDENSED
CREAM OF
CHICKEN
SOUP

Campbell's
CONDENSED
CREAM OF
MUSHROOM
SOUP

Campbell's
CONDENSED
PEPPER POT
SOUP

Campbell's
CONDENSED
CHICKEN
WITH RICE
SOUP

Campbell's
CONDENSED
CONSOMMÉ
(BEEF)
SOUP

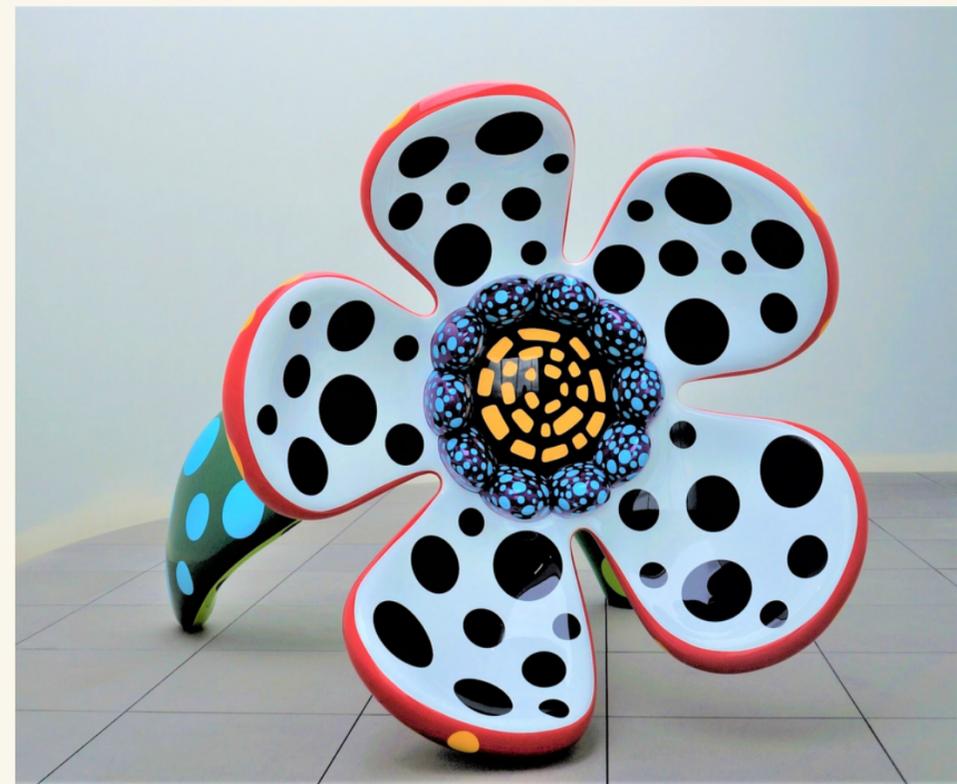
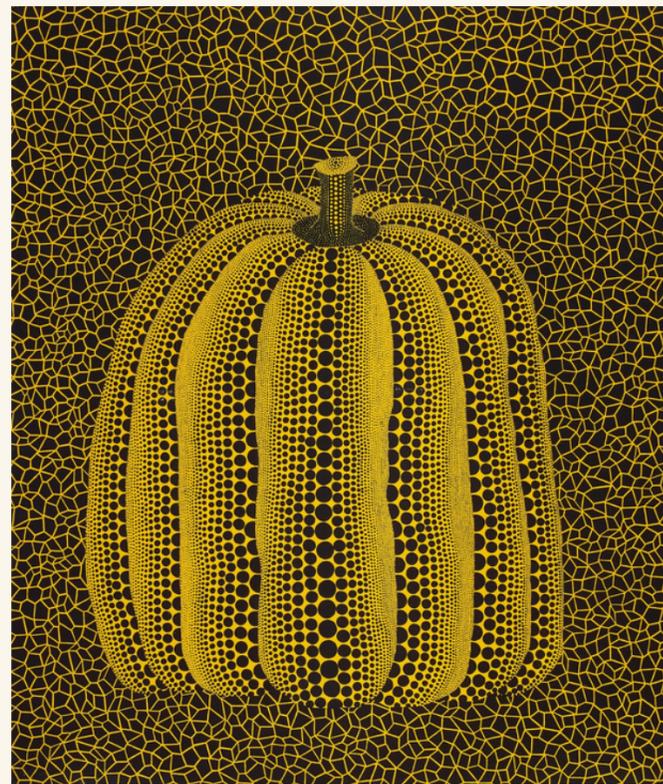
Campbell's
CONDENSED
TOMATO
SOUP

Campbell's
CONDENSED
MINESTRONE
(ITALIAN-STYLE VEGETABLE SOUP)
SOUP

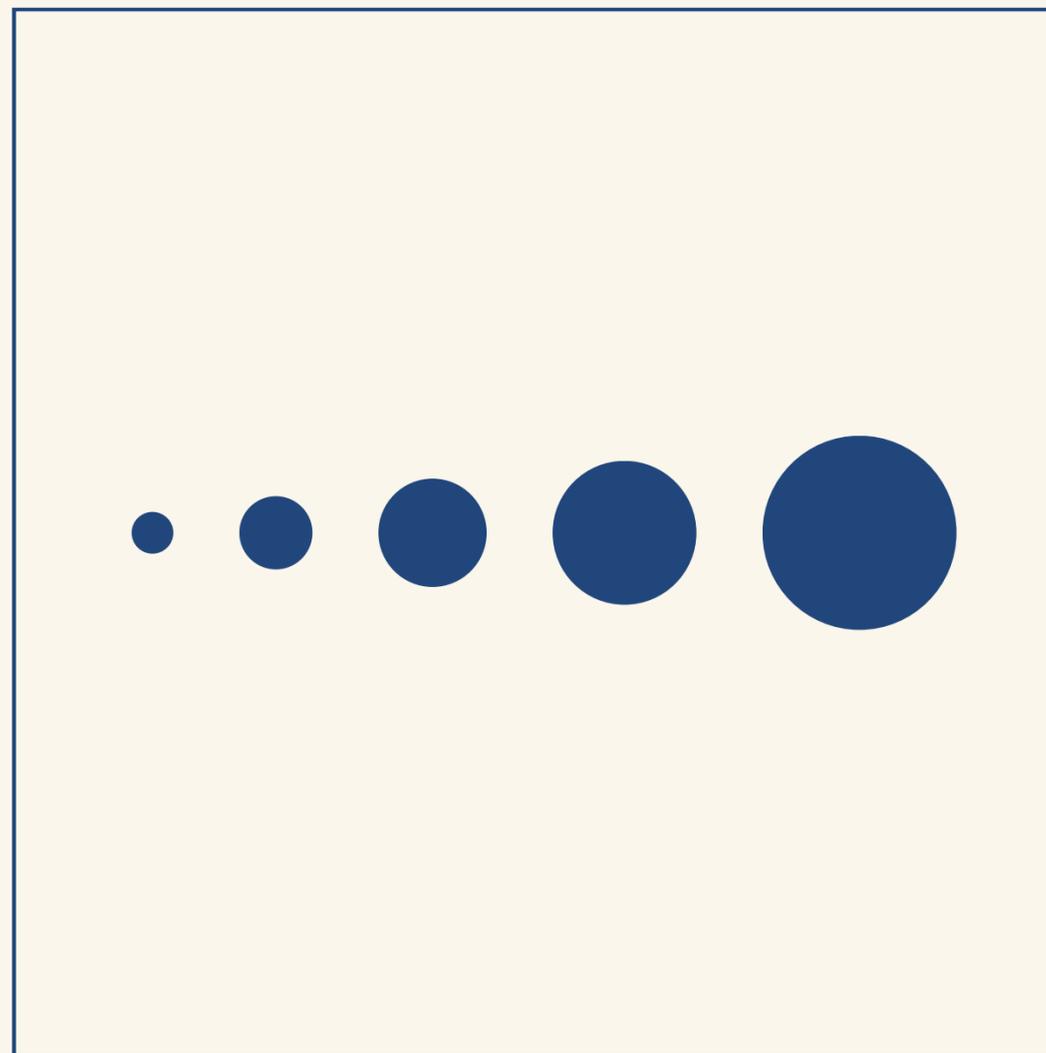
Campbell's
CONDENSED
CHICKEN
VEGETABLE
SOUP

Campbell's
CONDENSED
BEEF
NOODLE
SOUP

Campbell's
CONDENSED
VEGETARIAN
VEGETABLE
SOUP



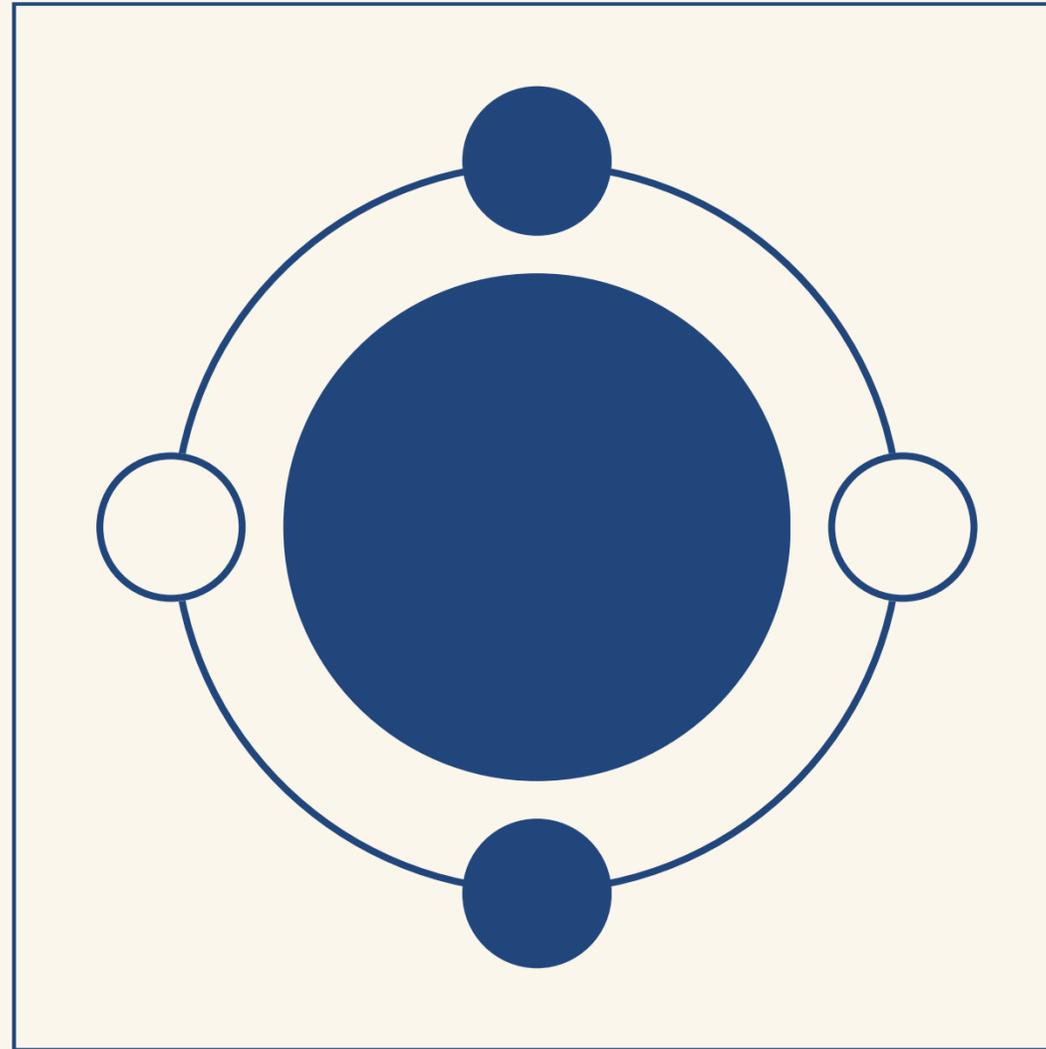
也稱漸層。將構成的元素作層次的變化，強調階級變化的美感，有規律、柔和之感。



漸變

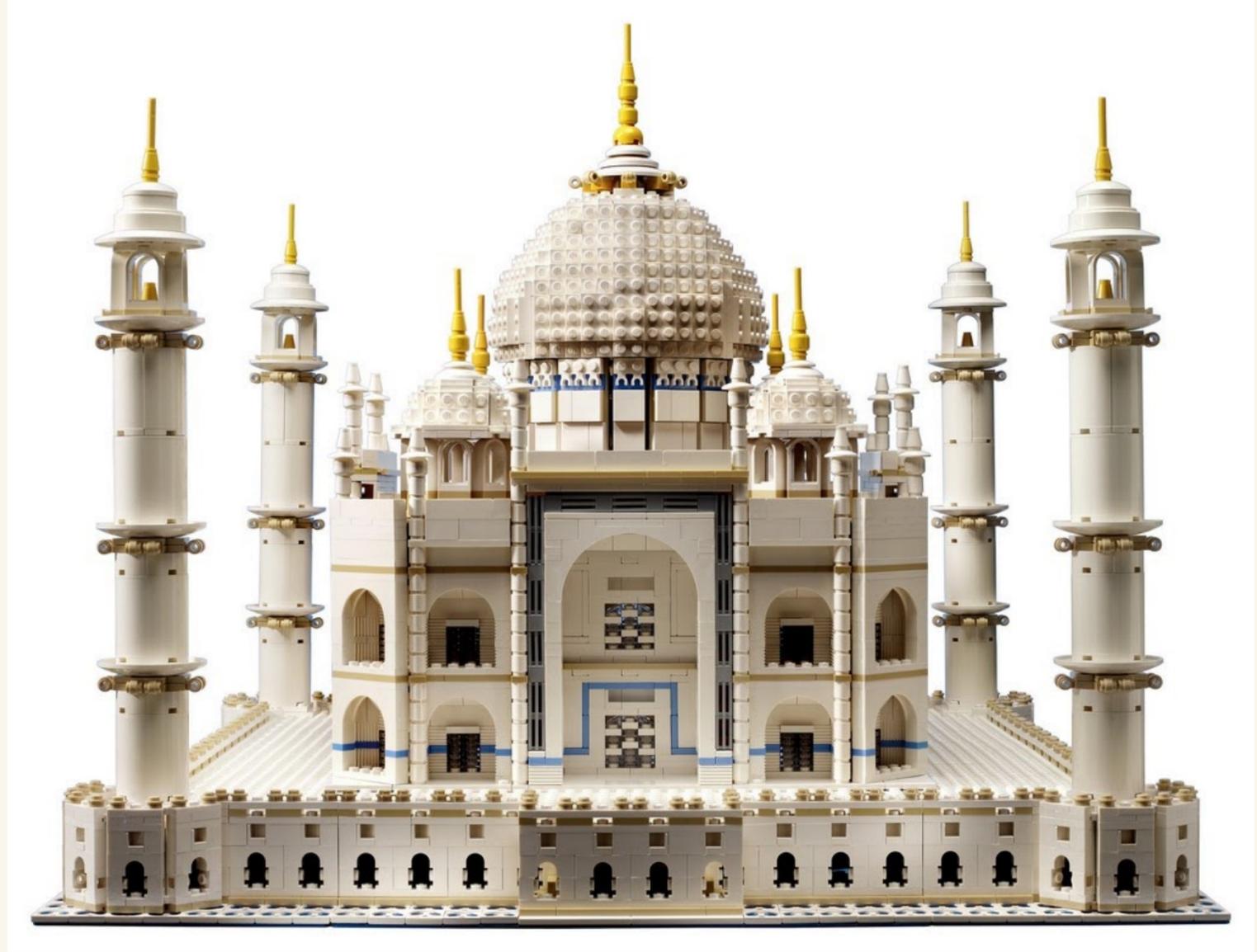


假定一個或多個軸線，軸線兩邊呈現相對，具有平和、穩重、莊嚴之感。



對稱









WILLIAM MORRIS

SUNFLOWER - 1879

VICTORIA AND ALBERT MUSEUM

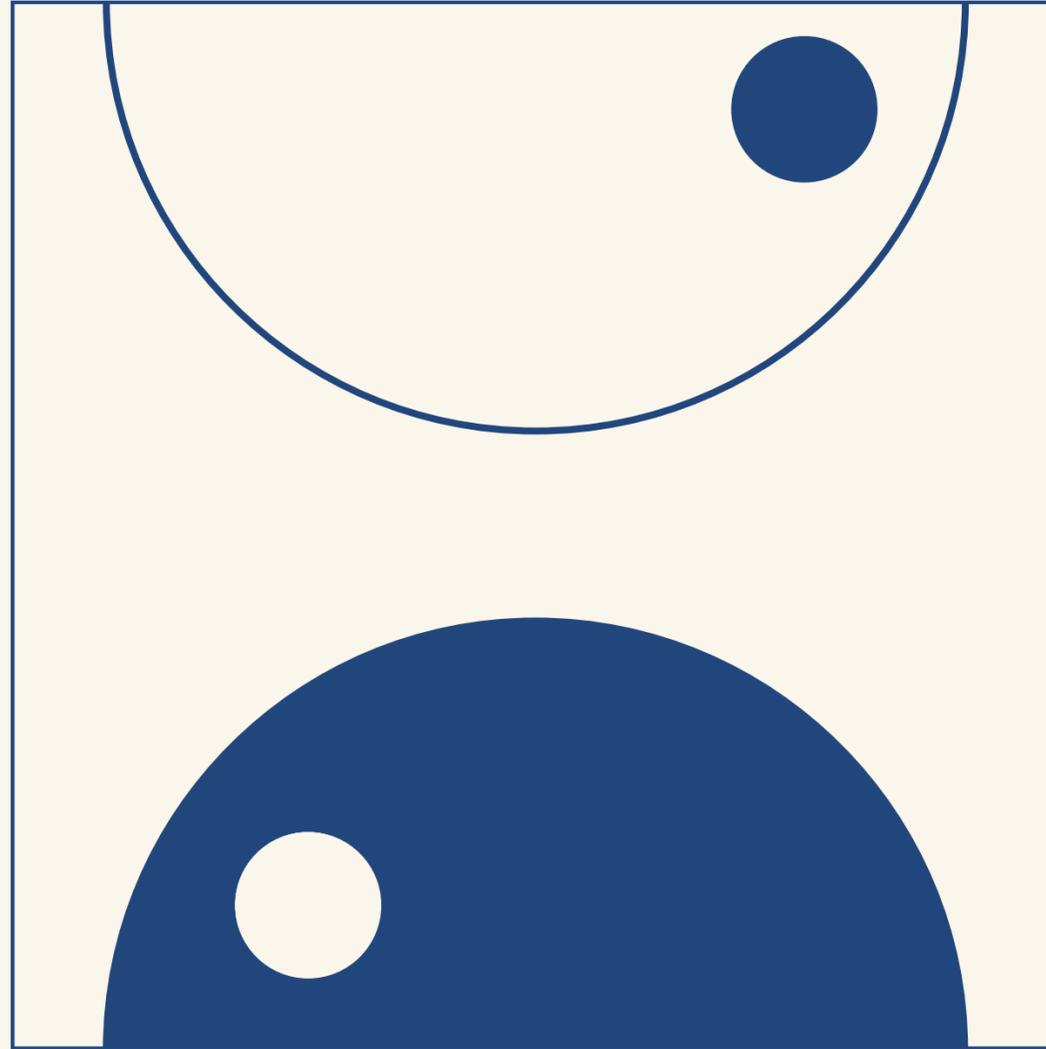


WILLIAM MORRIS

AUTUMN LEAVES - 1888

VICTORIA AND ALBERT MUSEUM

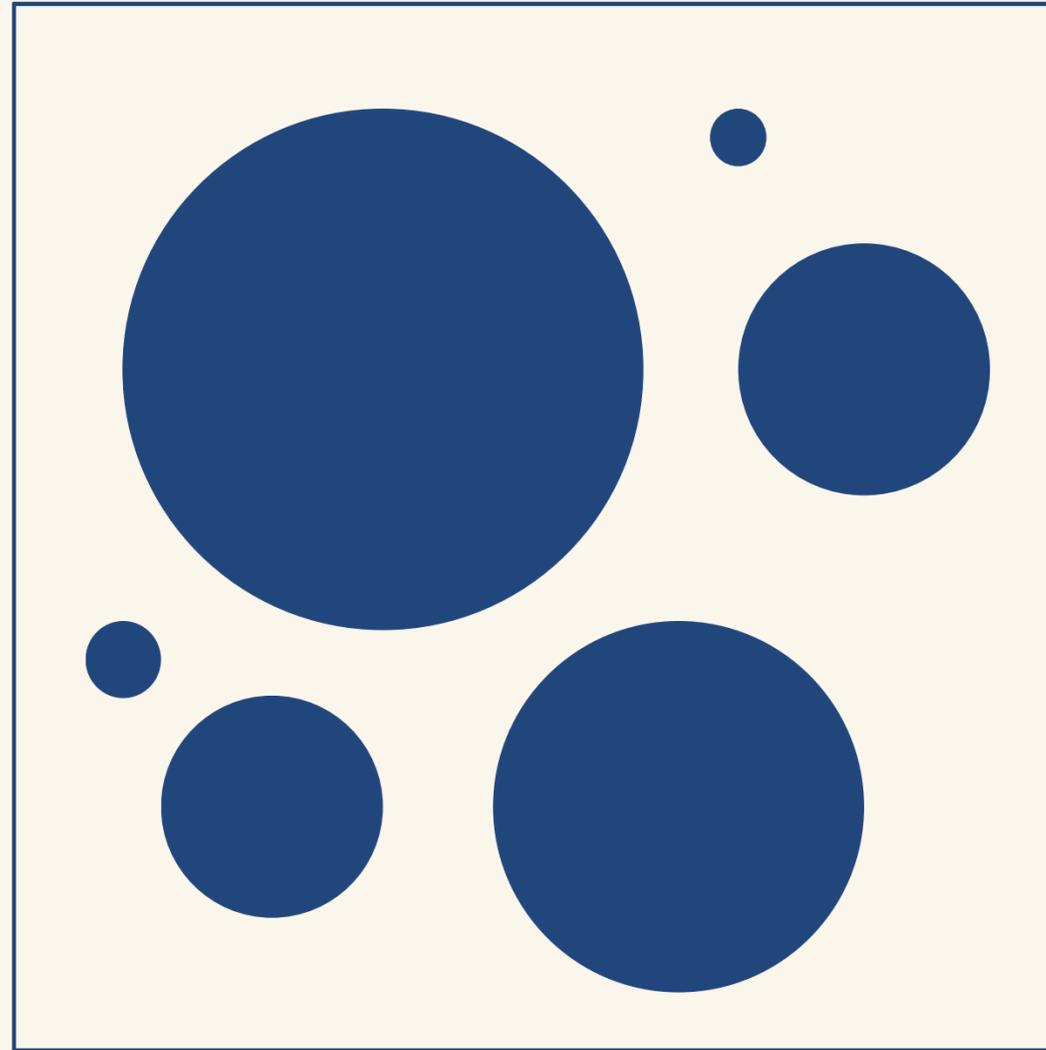
為視覺上的平衡，而非重量關係。注重視覺安定，有彈性、活潑、優美之感。



均衡



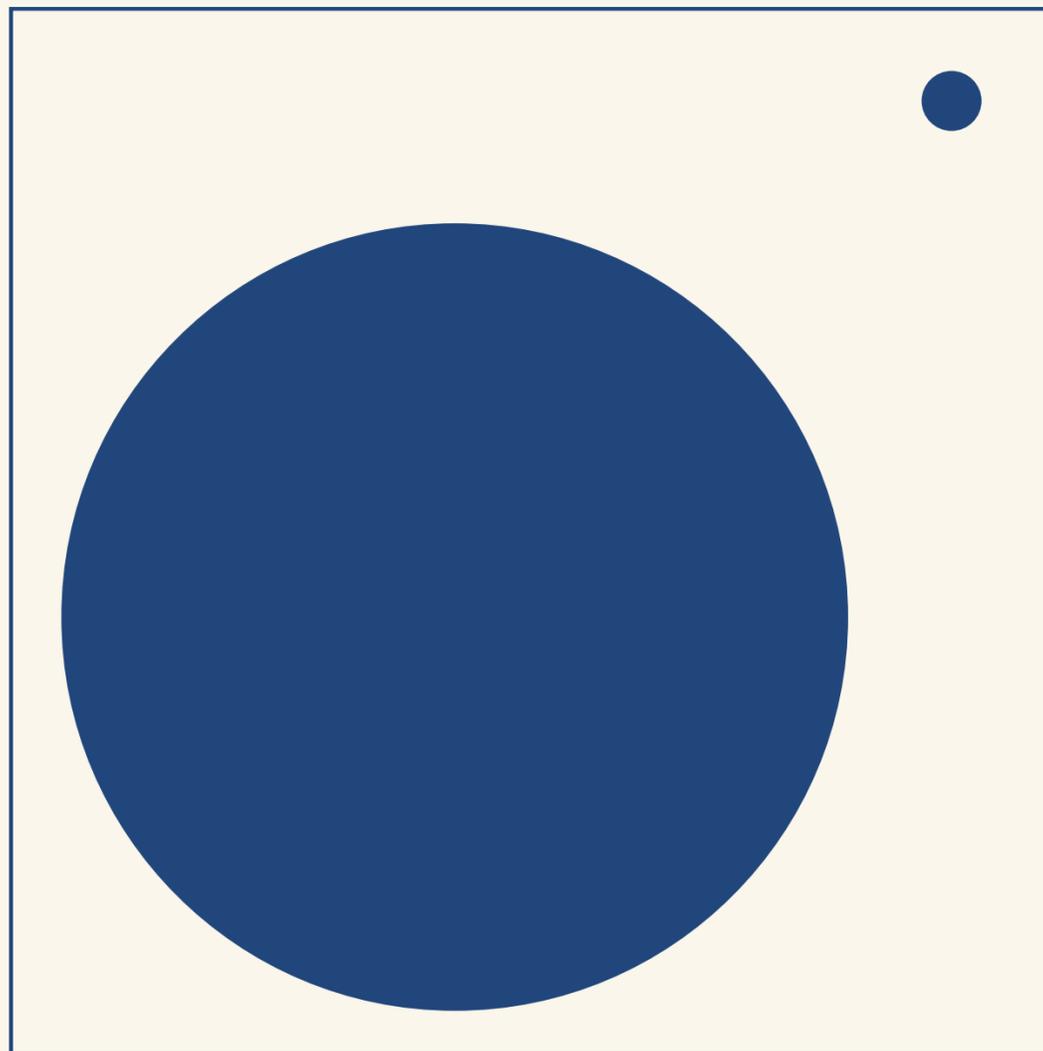
當兩種構成要素相近，對比刺激小，能產生共同秩序，呈現和諧的狀態。



調和



將對立的兩個要素放在一起，相互對照。對比使強者更強，弱者更弱。

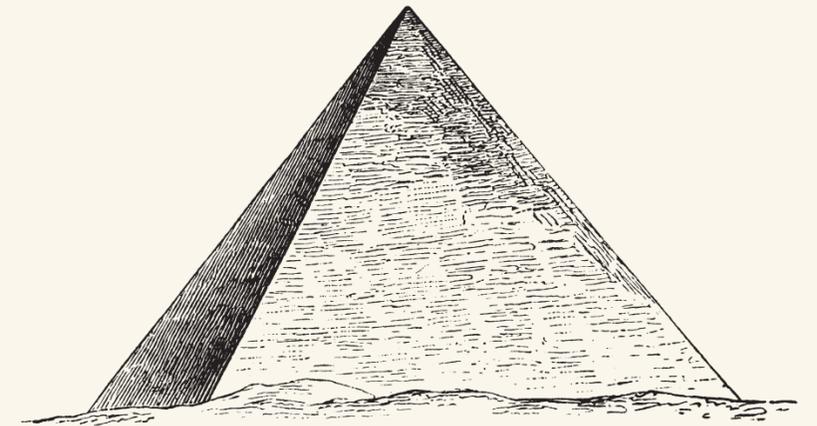
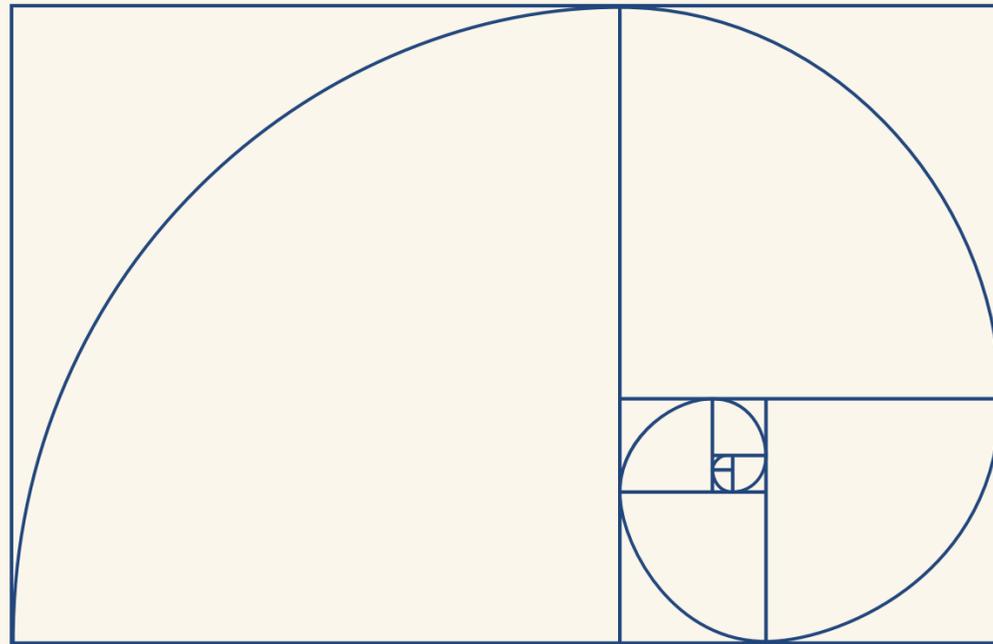


對比





各部分之間的關係具有數理的法則。適當的比例被視為美的代名詞。



比例



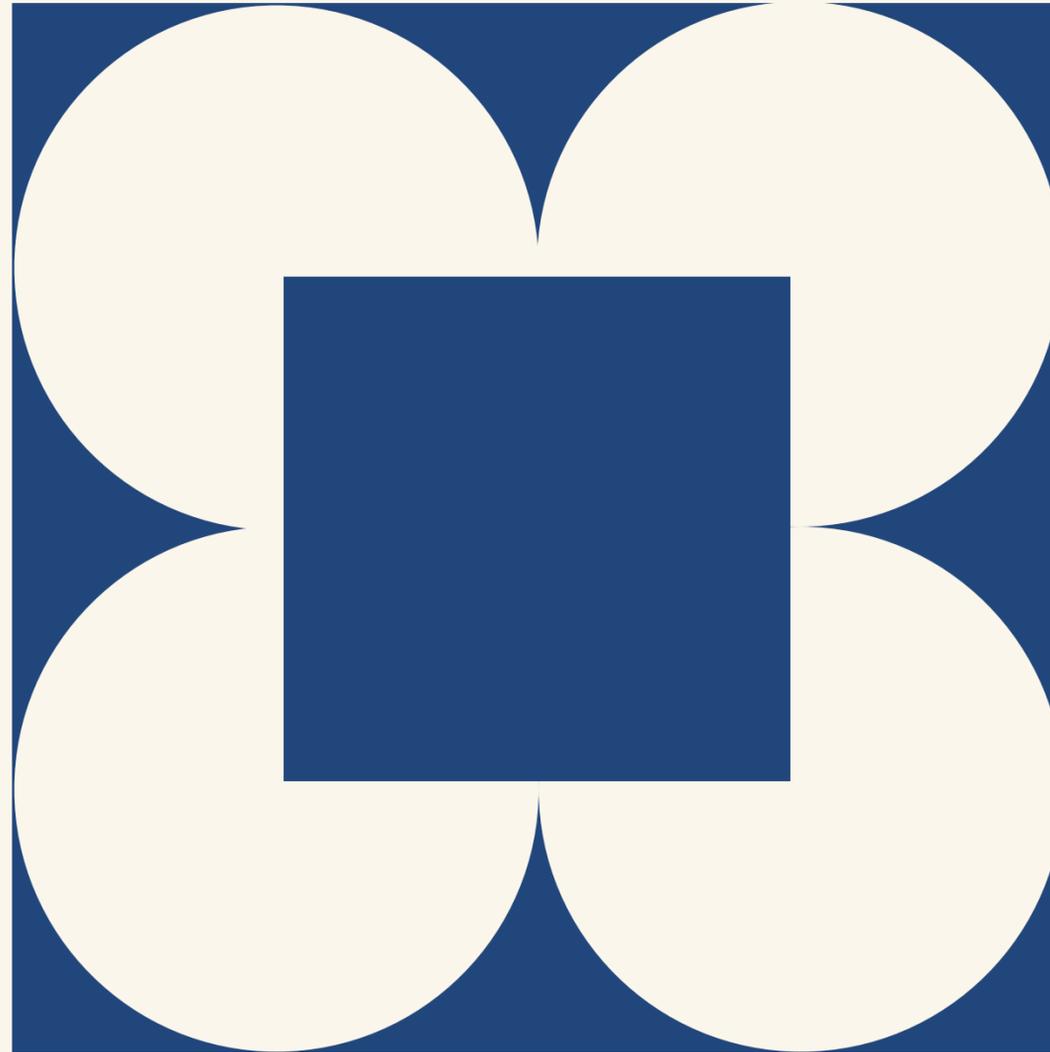
可稱為節奏，指形態、色彩等的週期反覆，產生視覺上的律動效果。



韻律



相似的元素，找到共同的特性將彼此串聯，形成有秩序的組織。



統一

