



Principles of Two-Dimensional Design

Wucius Wong

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Understanding the elements of two-dimensional design and the infinite options available in organizing choices made are at the core of this book. Wong surveys all concepts of forms and structures, covering most situations in two-dimensional composition, formal or informal.

Principles of Two-Dimensional Design Details

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Sama says

Ami says

Gina gave me her graphic design textbooks, and I'm looking through them, trying to balance my horror and dismay at how much I don't know about design/art with my excitement at how much there is to learn.

Luca says

The perfect guide for starters!

Hao Ca Vien says

Wucius Wong's textbook on design is excellent for a primer into the design vocabulary of artists and designers. Wong's exercises are a must do and are very informative as well as incrementally complex. The techniques build intuition and practicality that all designers should try.

Burhan says

great

Sharon R. says

The book was published in the early 1970's and the examples really reflect that. They are very "Op-Art" looking. He differentiates between "design" as in graphic design, and art & composition, which was more what I was looking for. The principles he introduces are "Form, Repetition, Structure, Similarity, Gradation, Radiation, Anomaly, Contrast, Concentration, Texture, and Space. This is a different list that most design teachers would use, I think. As he discusses each element he uses a language that might have been common at one time, among some instructors perhaps, but seems to me as if it might have been invented just for this book.

Today, in 2014, the book feels very dated and not too useful.

