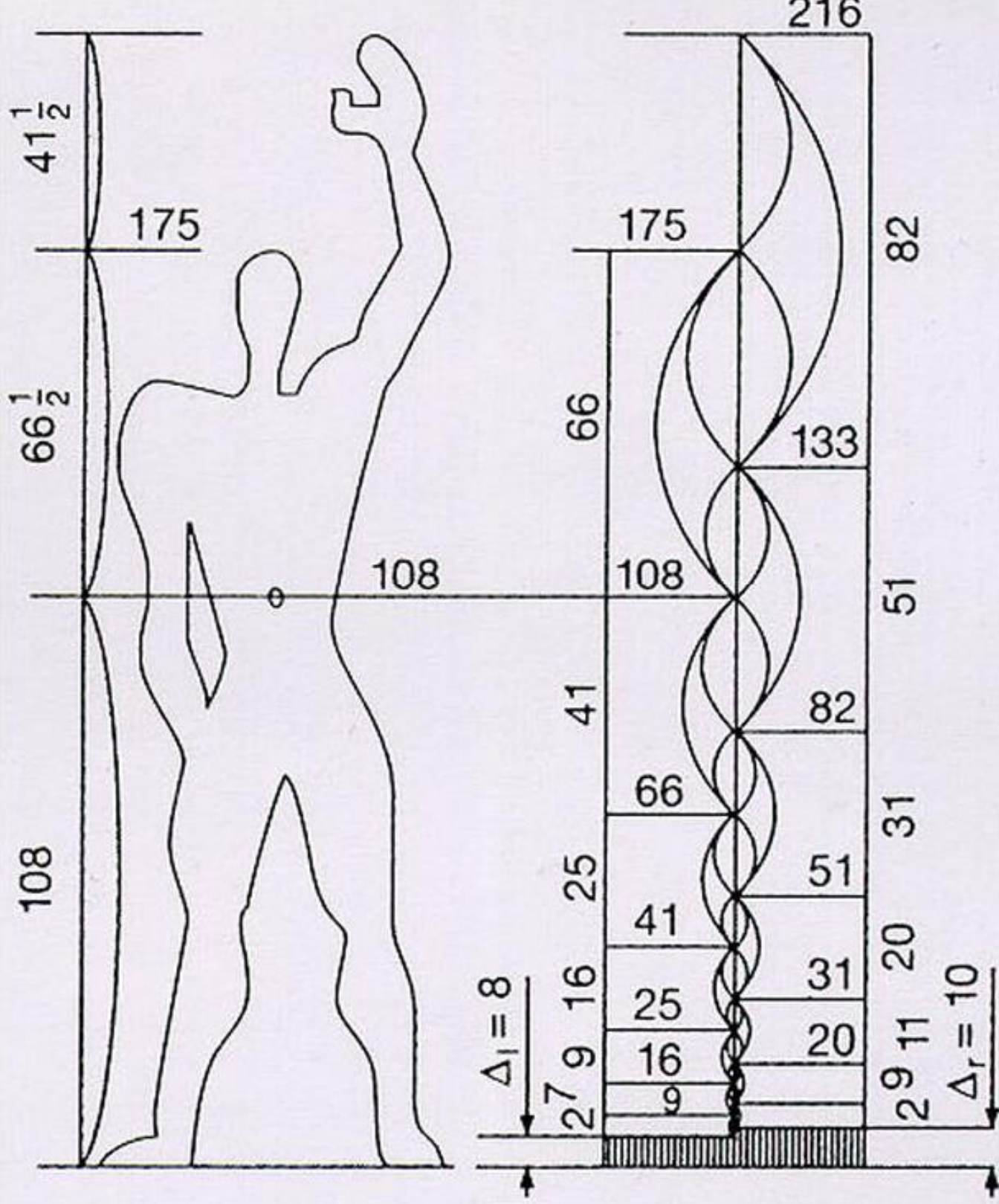


Scale + Proportion





We perceive scale in relation to our own size

objects created on a monumental scale appear larger than they would be in normal life

objects created on a human scale correspond to the size of things as they actually exist

Small-scale objects appear smaller than our usual experience of them in the real world

Usually, a designer ensures that all the parts of an object are in proportion to one another

But contrasting proportions can express specific meanings

designers make conscious
choices about the scale of
their work when they
consider the message
they want to put across

A small-scale work implies intimacy



Large-scale works can be experienced by groups of viewers and usually communicate big ideas directed at a large audience



A designer may deliberately distort scale to create an abnormal or supernatural effect



scale + meaning

Hierarchical scale refers to the deliberate use of relative size in a work of art, in order to communicate differences in importance

Almost always, larger means more important, and smaller means less important



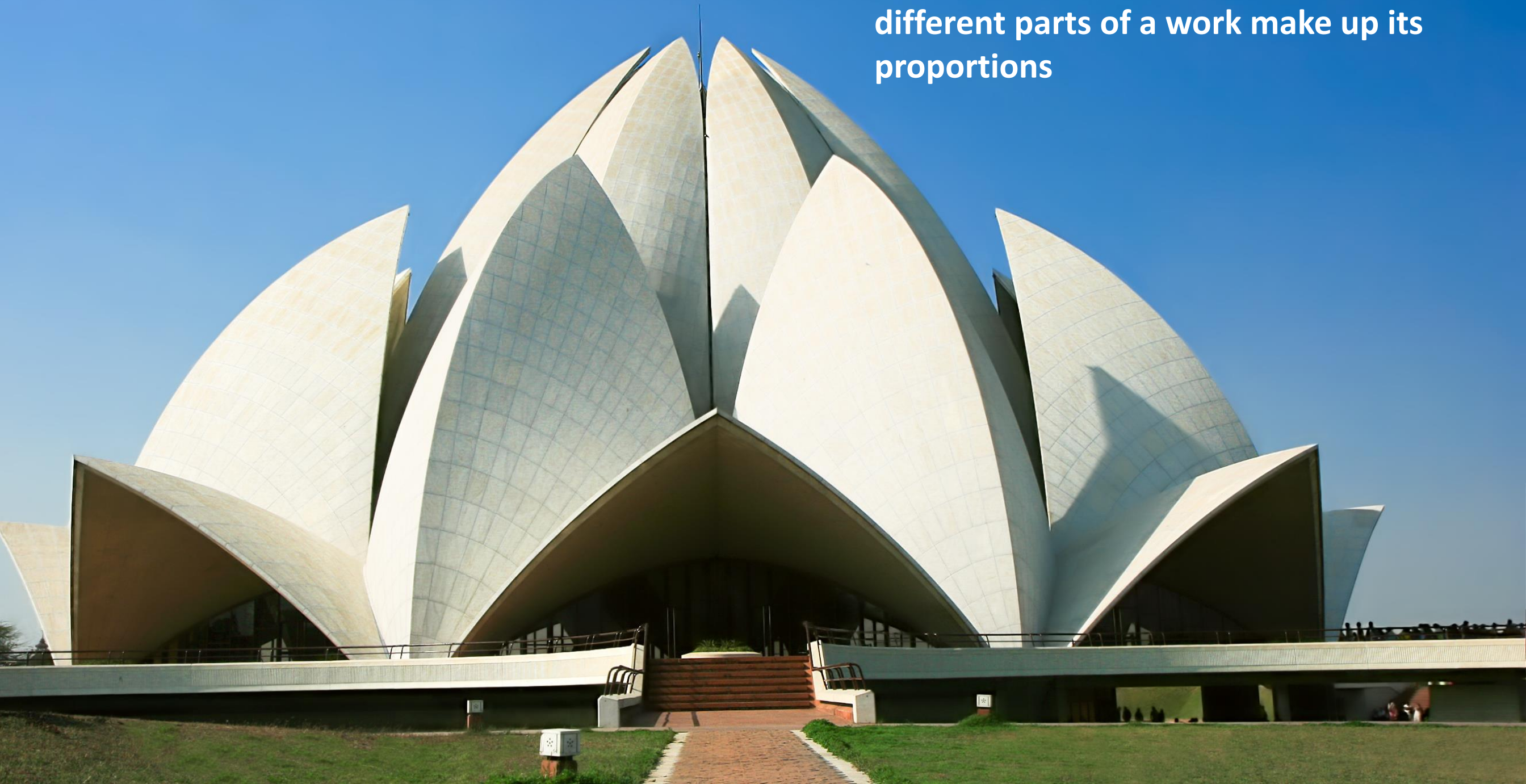
scale + meaning

Conversely same scale buildings put emphasis on the whole rather than a single one



proportion

The relationships between the sizes of different parts of a work make up its proportions



proportion

By controlling these size relationships
an artist can enhance the expressive
and descriptive characteristics of the
work



proportion

By controlling these size relationships an artist can enhance the expressive and descriptive characteristics of the work



As designers we first
design in an abstract scale

