



Design Principles

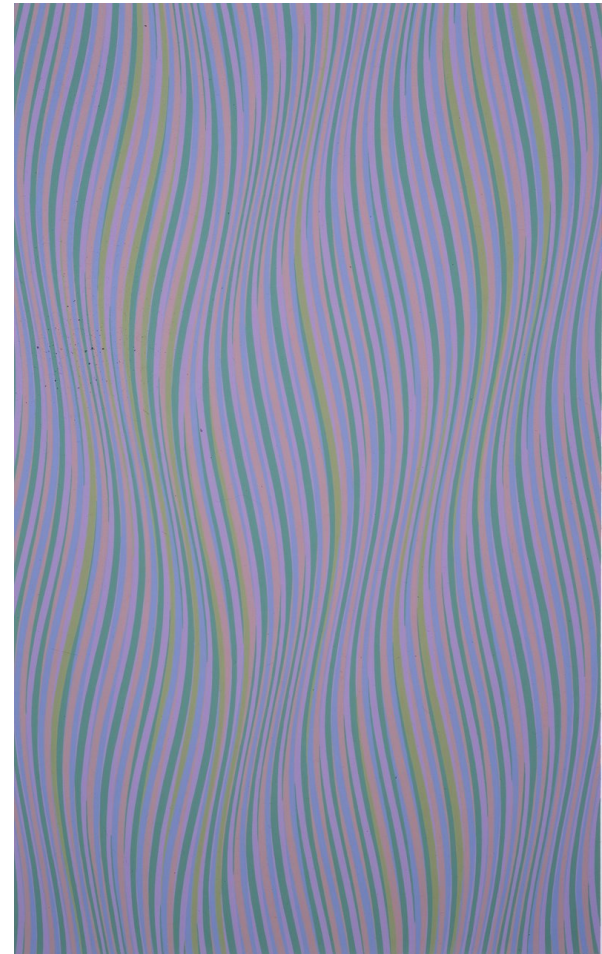
Chapter 6: Rhythm

Introduction: Visual Rhythm

We associate rhythm with hearing, but it can also be visual.

Rhythm - A design principle that is based on repetition.

- Often rhythm is based on the repetition of elements that are the same or only slightly different.
- Rhythm is a beat or flow of images that invoke a feeling of pattern or rhythm.



Bridget Riley. Series 35. Olive Added to Red and Blue, Violet and Green, Single Reversed Diagonal. 1979. Gouache on paper, 31 2 1/8" x 21 3/8".

Rhythm and Motion: Meter

Not only ***Nonobjective*** shapes are capable of producing an undulating rhythm.

“A Rhythmic pattern can establish an emotional response in a viewer”



Albert Renger-Patzsch. Buchenwald in Herbst (Beech Forest in Autumn). 1936. Silver gelatin print, 8 3/4" x 6 3/8" (22.2 x 16.2 cm). The Metropolitan Museum of Art, Warner Communications, Inc., purchase fund, 1980; 1980.1063.1.

Rhythm and Motion: Shapes and Repetition

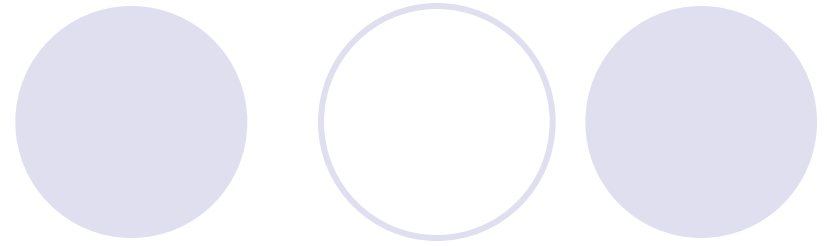
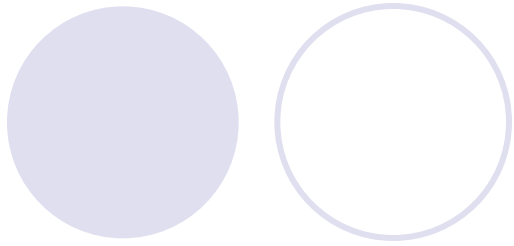
Most often we talk about **rhythm** in terms of repeating shape and their arrangement, but we can also talk about rhythm in terms of colors and textures.

In music some rhythms are called ***legato***, or connecting and flowing.

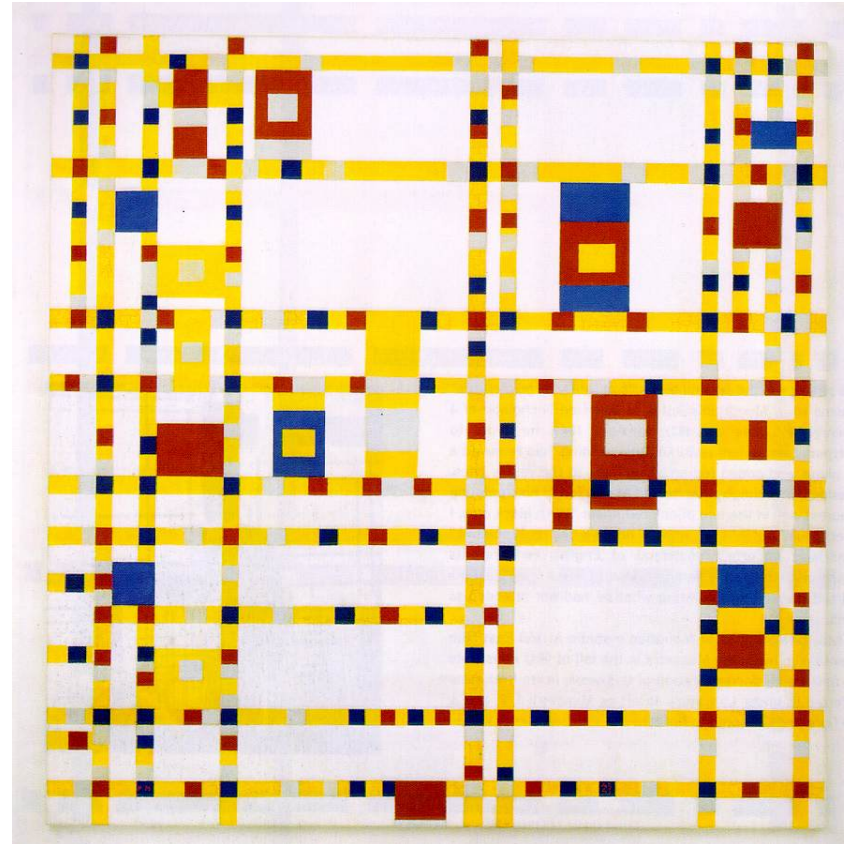
You could also use this term to talk about art.



Bruce Barnbaum. Dune Ridges at Sunrise, Death Valley. 1976. Silver gelatin print, 10 3/4" x 11 1/4" (27.3 33.6 cm). Courtesy of the photographer.

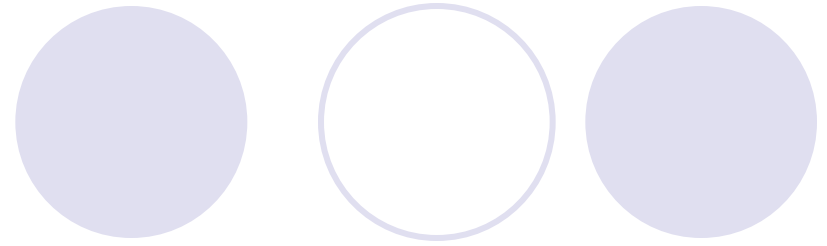


- ***Staccato*** - a musical term for a rhythm that has abrupt changes with dynamic contrast.



Piet Mondrian. Broadway Boogie Woogie. 1942-1943. Oil on canvas, 4' 2" x 4' 2" (127x 127 cm). © 2007 Mondrian/Holtzman Trust c/o HCR International, Warrenton, Virginia. Module

Alternating Rhythm

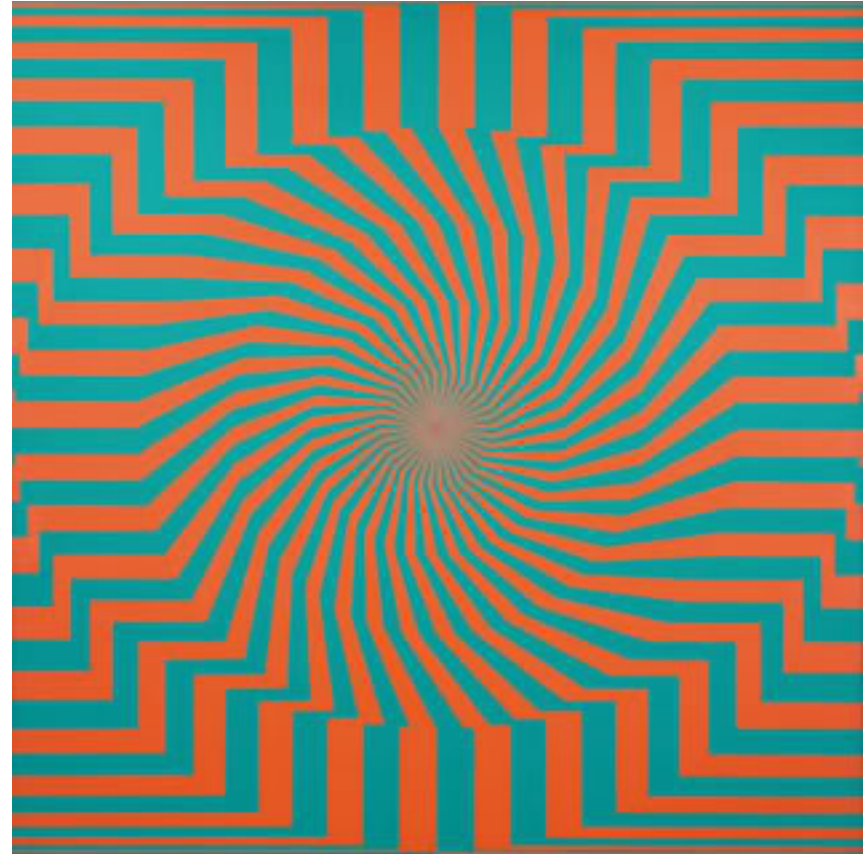


Patterns and Sequence

- Rhythm is characteristic in nature
Ex: Seasons, day and night, tides, planets

Alternating rhythm— successive patterns in which the same elements reappear in a regular order.

Vibrating Colors - colors that create a disturbance in the retina creating a visual vibration for the viewer.



Edna Andrade

Details in Architecture and Art

- Architecture often displays alternating rhythm.
- This is very common in buildings with columns, such as Greek temples.

Wharton Esherick Museum, Paoli, Pennsylvania. Brick cornice. Published in James Stokoe, *Decorative and Ornamental Brickwork* (New York: Dover Publications, 1982), p. 6.



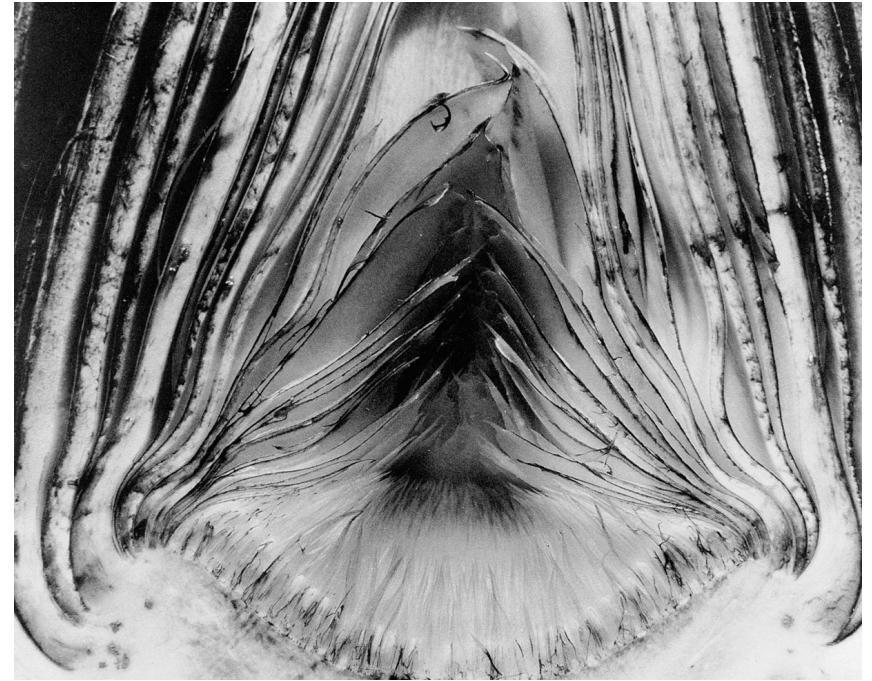
Progressive Rhythm: Converging Patterns

Progressive Rhythm -

another type of rhythm is where the repetition of a shape changes in a regular manner.

A series of shapes that gets bigger or smaller as it repeats demonstrates progressive rhythm.

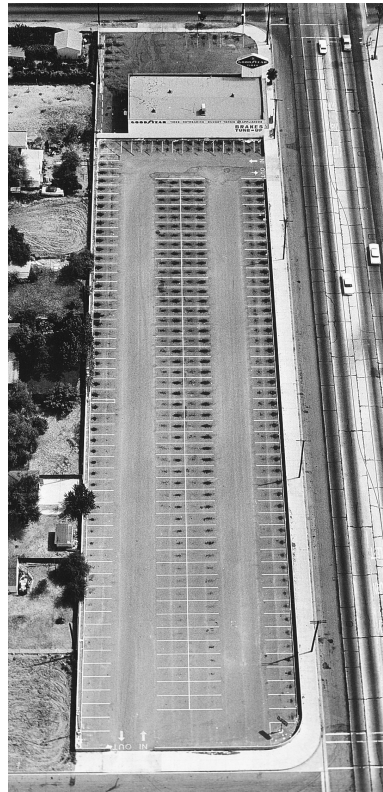
- Can also use colors, value, and texture.
- This is a very familiar type of rhythm for us.



Edward Weston. Artichoke, Halved. 1930. Silver gelatin print, 7' 1/2" x 9' 1/2" (19 x 24.1 cm). ♪ 1981. Center for Creative Photography, Arizona Board of Regents.

Progressive Rhythm, continued...

Perspective is an example of progressive rhythm as everything gets smaller as it moves towards the vanishing pt.



Edward Ruscha. Goodyear Tires, 6610 Laurel Canyon, North Hollywood. 1967. Photograph, 8 1/4" x 3 7/8" (21 x 10 cm). From the book *Thirty-Four Parking Lots in Los Angeles* (1974), published by the author.

Rhythmic Sensations

Engaging the Senses

Kinesthetic empathy— When a visual experience (an art piece) stimulates one of our other senses. If you look at a piece of art and you can almost hear music or taste the picture, that is kinesthetic art.

Evoking Sight, Sound and Touch

Charles Burchfield. The Insect Chorus. 1917. Opaque and transparent watercolor with ink and crayon on paper, 1' 7 7/8" x 1' 3 7/8" (50 x 40 cm). Munson-Williams-Proctor Institute. Museum of Art, Utica, New York (Edward W. Root Bequest), 58.104.



Evoking Sight, Sound and Touch

The Rhythm of an artwork's design creates a sensation, for example heat, metallic sound, etc.

Suprematism – An early 1900s experimental form of art in Russia that reflected the interest in the industrial era.

More Examples:

<http://www.thecityreview.com/malevich.html>

Kasimir Malevich. Suprematist Composition: Sensation of Metallic Sounds. 1915. Pencil, 8' x 6 1/2" (20.9 x 16.4 cm). Kunstmuseum Basel, Kupferstichkabinett (1969.51.11).

