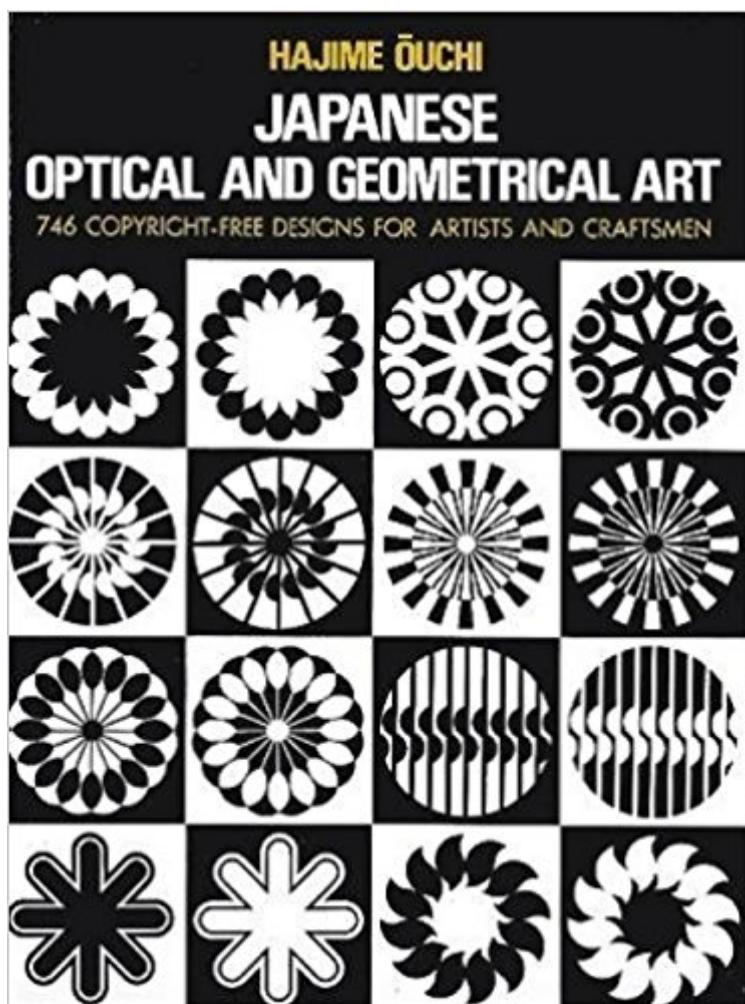


The book was found

Japanese Optical And Geometrical Art



Synopsis

The 746 designs contained in this volume represent some of the most ingenious and attractive applications of geometrical and optical motifs to be found today. Taken from an authentic, modern Japanese work, they are an intriguing new source of unique design elements for artists, designers, and illustrators. The designs employ circles, dots, squares, ellipses, curves, lines, angles, complete alphabets, and numbers in a seeming infinitude of balance, asymmetry, repetition, harmony, swirl, and mathematical exactitude. Some seem to recede, advance, shimmer, and dazzle in the manner of Op Art; others fool the eye with wholly unexpected shifts in focus; still others start with a basic theme and either develop remarkable variations or repeat the same element almost endlessly. But all, from the smallest design to those that take a full page, fascinate and delight. This book is an inexhaustible source of novel, appealing, and striking design elements for advertising campaigns, packaging, display, industrial use, crafts, textiles, and similar fields. These designs may be used as they are, or cropped, enlarged, reduced, repeated, rearranged, combined, screened, superimposed, cut apart, overlaid, or otherwise employed. All illustrators, designers, crafters, and commercial and graphic artists will find this collection immensely usable and the individual designs extremely effective.

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Nothing new.

This is a book of example graphics. I gained inspiration whenever I browsed it. If these examples are arranged in a more logical way, it maybe even better. Even though for now, I already feel it is worth more than the price.

I teach art foundation studies to first and second semester undergraduate students, in Industrial design, Architecture, Digital animation, Communication and publicity and marketing students. I just sort of stumbled on this book, and it has been a great help, other than typical paintings by Bridget Riley or Vassarely, these Optical patterns have been a great success with my students.

Not really that much here. It's like a book filled with the same commercial logo don't over and over.

Very few examples of Japanese ideas.

Nice geometrical designs & copyright free. Will be using thus book for a lot of art projects.

Just a bunch of shapes, not much practical use.

Great

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