

# Proportion/Scale

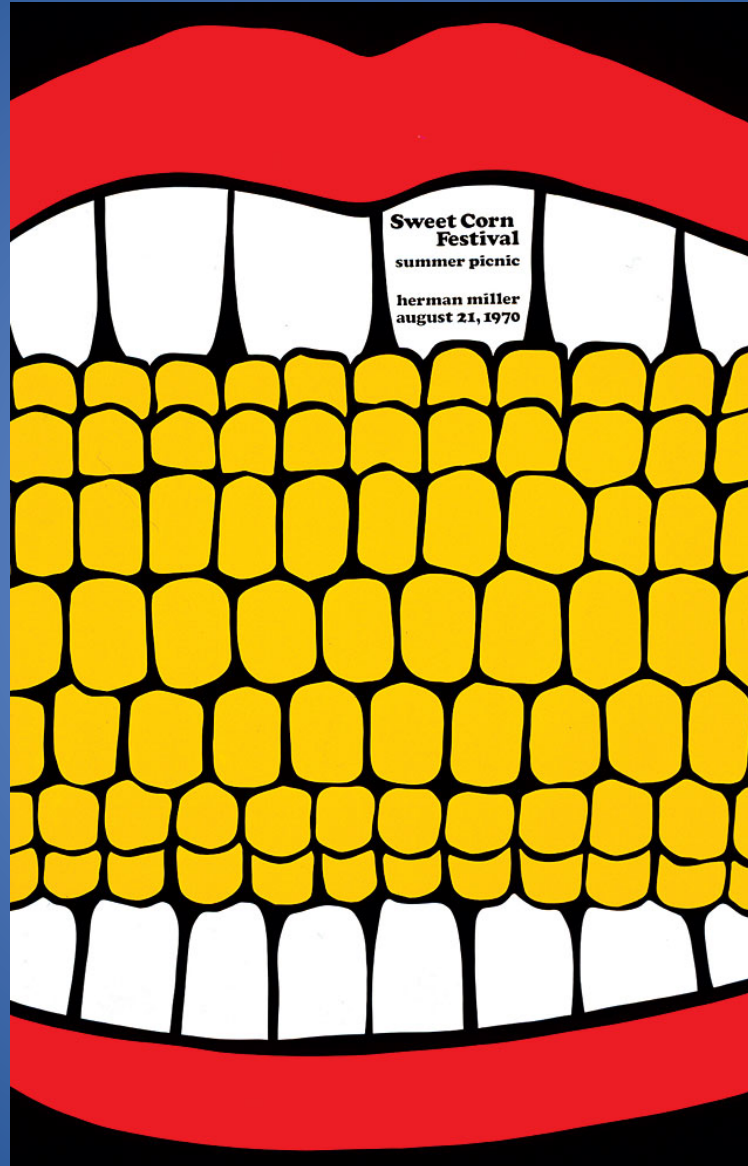
- Scale is the size of elements in the design
- Proportion is the relative size of elements to each other
- Proportion/scale can be determined by line, shape, texture, type, or space
- Harmonious proportions can help create balance and unity

# Proportion/Scale



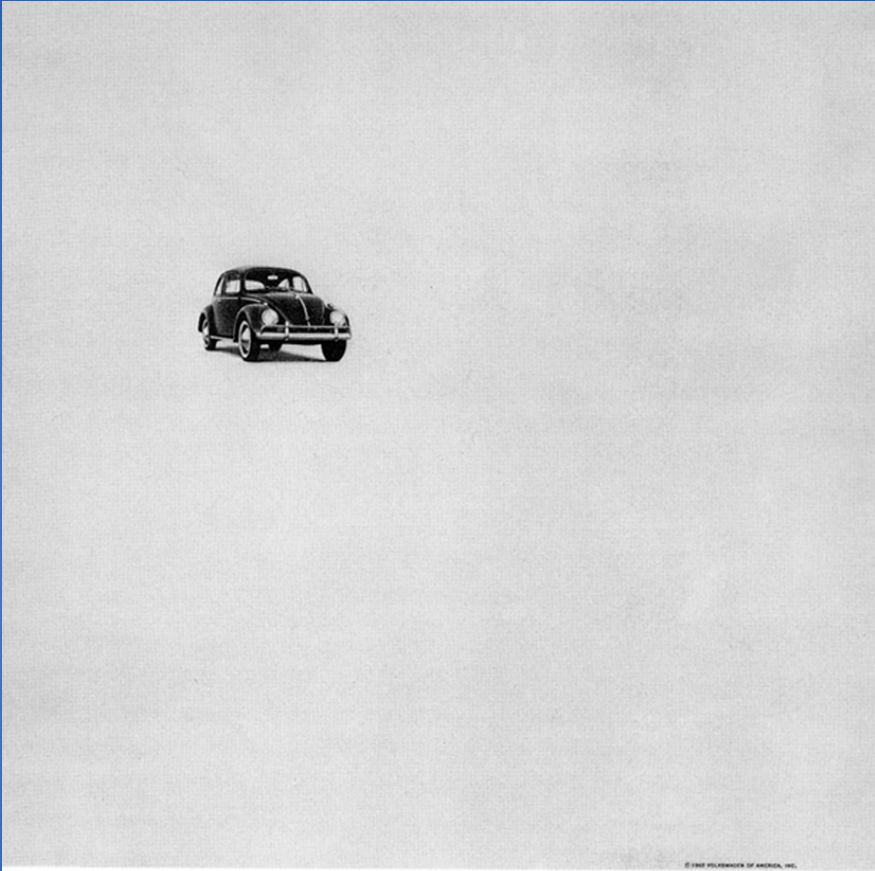
Unusual proportions can get your design noticed

# Proportion/Scale



Unusual scale relationships can help communicate a message

# Proportion/Scale



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## Think small.

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape.  
In fact, some people who drive our little

lilvver don't even think 32 miles to the gallon is going any great guns.  
Or using five pints of oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.  
Think it over.



Small scale elements can have a huge impact

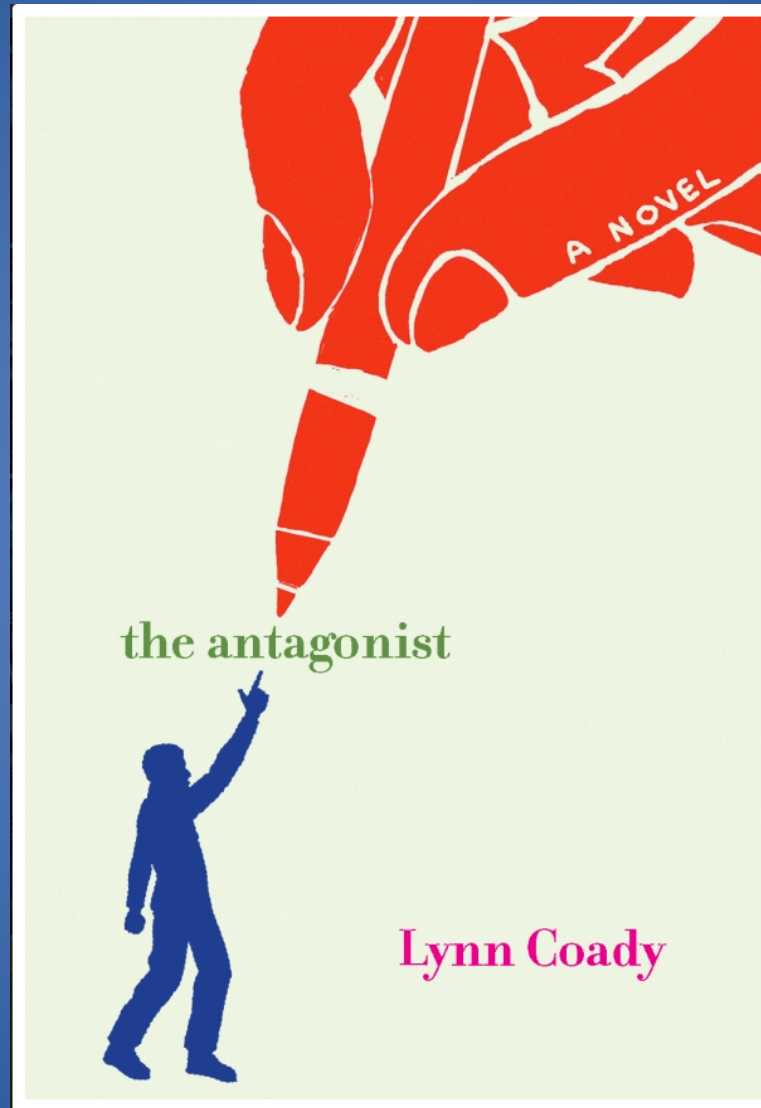


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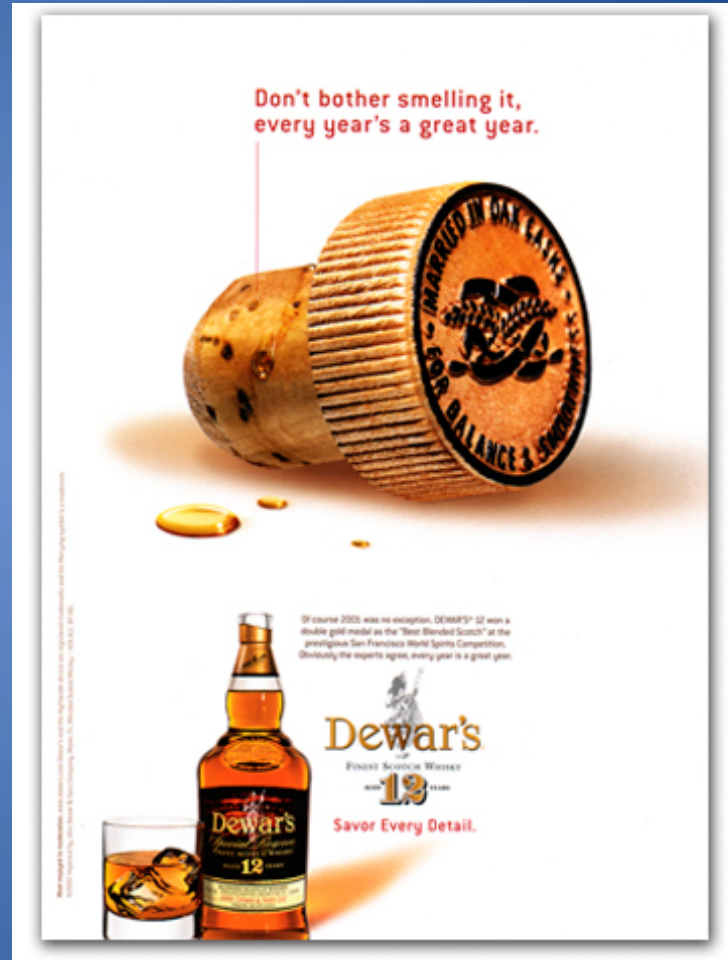
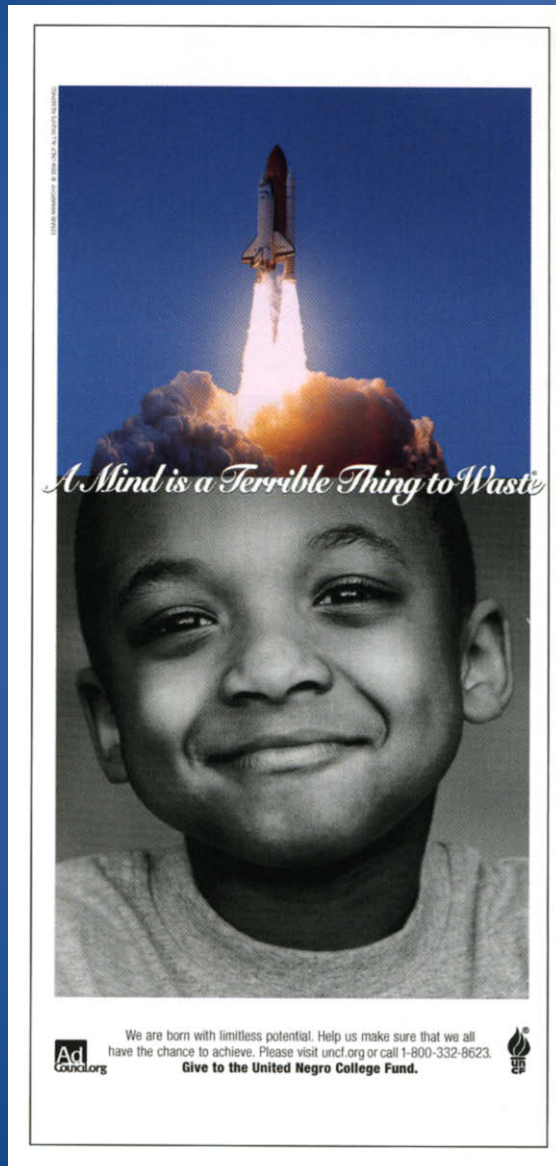
Contrasting scale and proportion can add interest to the design

# Proportion/Scale



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Unusual scale relationships can help communicate a message

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