

# Психология восприятия форм



# Гармоничная композиция в веб-дизайне

# 1. Баланс

# Трансляционная симметрия

**DNS ЦИФРОВОЙ** оооооооо оооооо оооооо

Поиск среди более 100 000 товаров

Сравнить Корзина

Фото-видеоаппаратура >

Офисная техника и мебель >

Сетевое оборудование >

Автотовары >

Встраиваемая техника >

Техника для кухни >

Красота и здоровье >

Товары для дома >

Инструменты >







Акции

Уцененные товары

Новости

18 апреля 3  
UNCHARTED Только в DNS оформи предзаказ на игру "Uncharted"  
18 апреля 0  
Гарантия Лучшей цены!

## Лучшие предложения

 <p><b>7" Планшет Samsung GALAXY Tab A 8 Гб</b> ★★★★★ <b>14 499 ₺</b> Бонус 145</p> <p>+ Купить</p> <p>Самовывоз: <u>сегодня</u></p>	 <p><b>6" Смартфон RoverPhone EVO 6.0 8</b> ★★★★★ <b>6 999 ₺</b> Бонус 70</p> <p>+ Купить</p> <p>Самовывоз: <u>сегодня</u></p>	 <p><b>15.6" Ноутбук ASUS X554LJ 90NB0818-</b> ★★★★★ <b>33 999 ₺</b> Бонус 340</p> <p>+ Купить</p> <p>Самовывоз: <u>сегодня</u></p>
 <p><b>16" (40 см) Телевизор DEXP H16B3000ED/A</b> ★★★★★ <b>5 799 ₺</b> Бонус 58</p> <p>+ Купить</p>	 <p><b>Принтер струйный HP Deskjet Ink Advantage</b> ★★★★★ <del>2 299 ₺</del> <b>1 799 ₺</b> Бонус 18</p> <p>+ Купить</p>	 <p><b>Радар-детектор Dexp A77</b> ★★★★★ <b>2 150 ₺</b> Бонус 22</p> <p>+ Купить</p>

# Трансляционная симметрия



# Трансляционная симметрия

**ALLIANCECO** WE TAKE CARE ABOUT THE FUTURE

About Us Projects Services Equipment Partners Training Contact Us

Who We Are  
Our Staff  
Latest News

Search

**Machines**  
Aute irure dolor repheder  
invopte velit cilum dolore nugat  
oficia desent mollit anim labrum  
sintcecat cupidatan.  
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**Resources**  
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oficia desent mollit anim labrum  
sintcecat cupidatan.  
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**Planning**  
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[More](#)

**Technologies**  
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# Осевая симметрия

Apple Store

Questions? Call 1-800-MY-APPLE

Welcome to the Apple Store

Help Account Cart

Shop Mac Shop iPad Shop iPhone Shop iPod

Order iPad mini by midnight December 5 for guaranteed delivery before Christmas.

**Popular Accessories**

Apple TV

**For iPad**

AirPrint Printers  
App-Enabled Accessories  
Cables & Docks  
Cases  
Charging Devices  
Headphones  
Keyboards  
Speakers

**For iPhone**

App-Enabled Accessories  
Cases & Armbands  
Cables & Docks  
Car Accessories

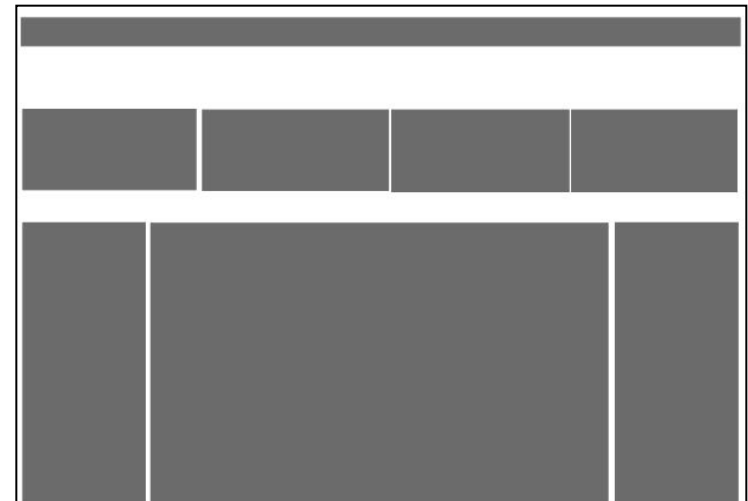
**More Stores**

Education Store  
Business Store  
International Stores  
Government & Military  
Apple Retail Stores

**Store Services**

**Need it by December 25?**  
Order iPad mini by midnight December 5 for guaranteed delivery before Christmas.

**iPad**  
The perfect gift.  
Now in two perfect sizes.  
From \$329  
**Buy now**  
Get free engraving.



# Осевая симметрия





# Осевая симметрия

Home About Us Why Choose Us **anz fisheries** PREMIUM SEAFOOD Products **Values** Contact Us

## Our Values

**Quality**

We have a passion for Premium Seafood and it is integral to our business that we continue to achieve the highest standards possible to ensure our customers get expertly-handled fresh produce every time.

**Professionalism**

We are committed to professional excellence, delivering on commitments on time and of the highest calibre. We adopt only the best practices in the industry and it is through our stringent processes and systems that you can be assured your business is in good hands all year round.

**Knowledge**

With over three decades entrenched within the seafood industry, our experience and knowledge of the management of fresh fish and the local and international markets is second-to-none. It is our desire to keep our finger on the pulse within the seafood industry therefore we make it our promise to expand and share our knowledge with our customers.

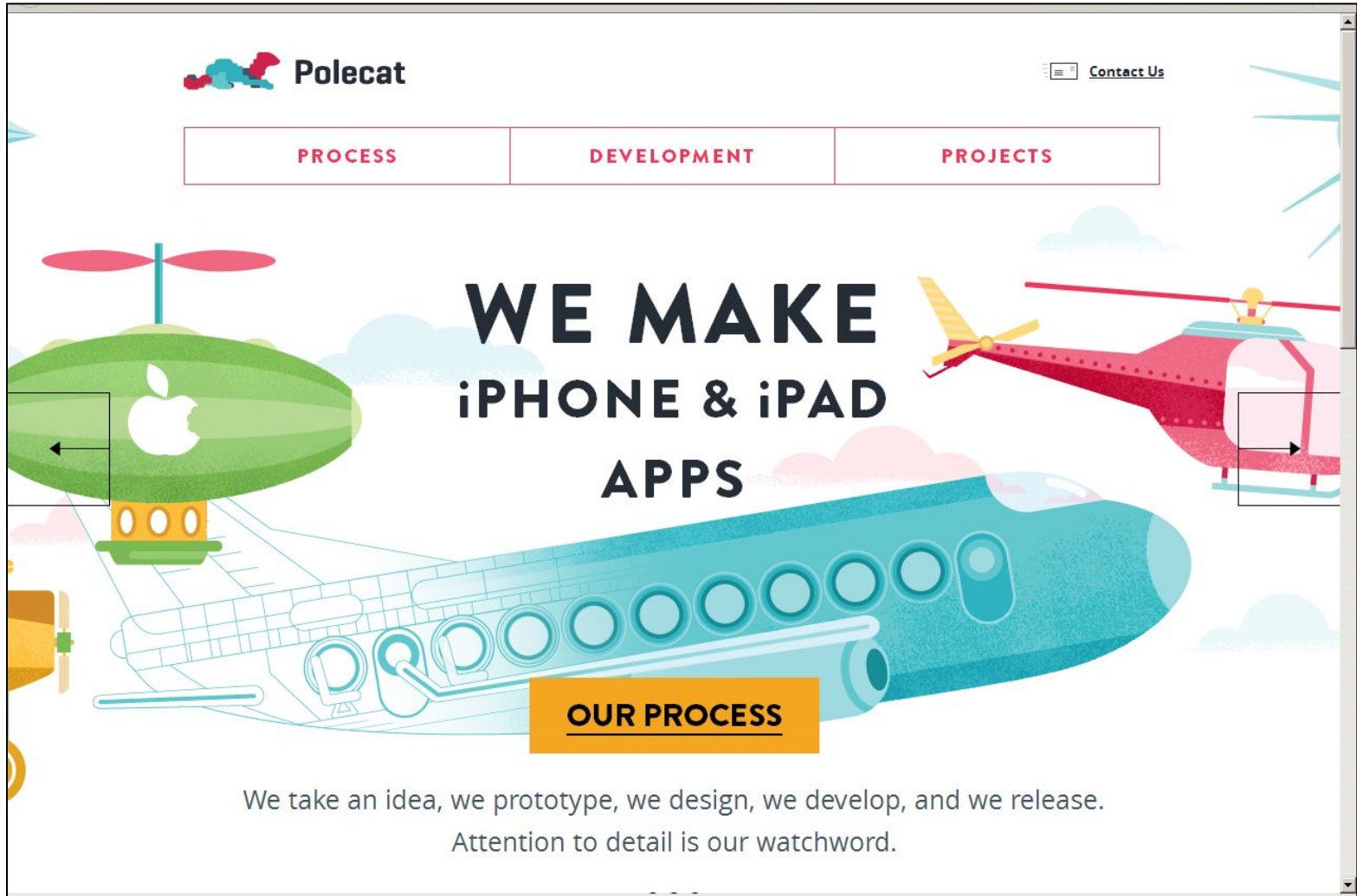
**Integrity**

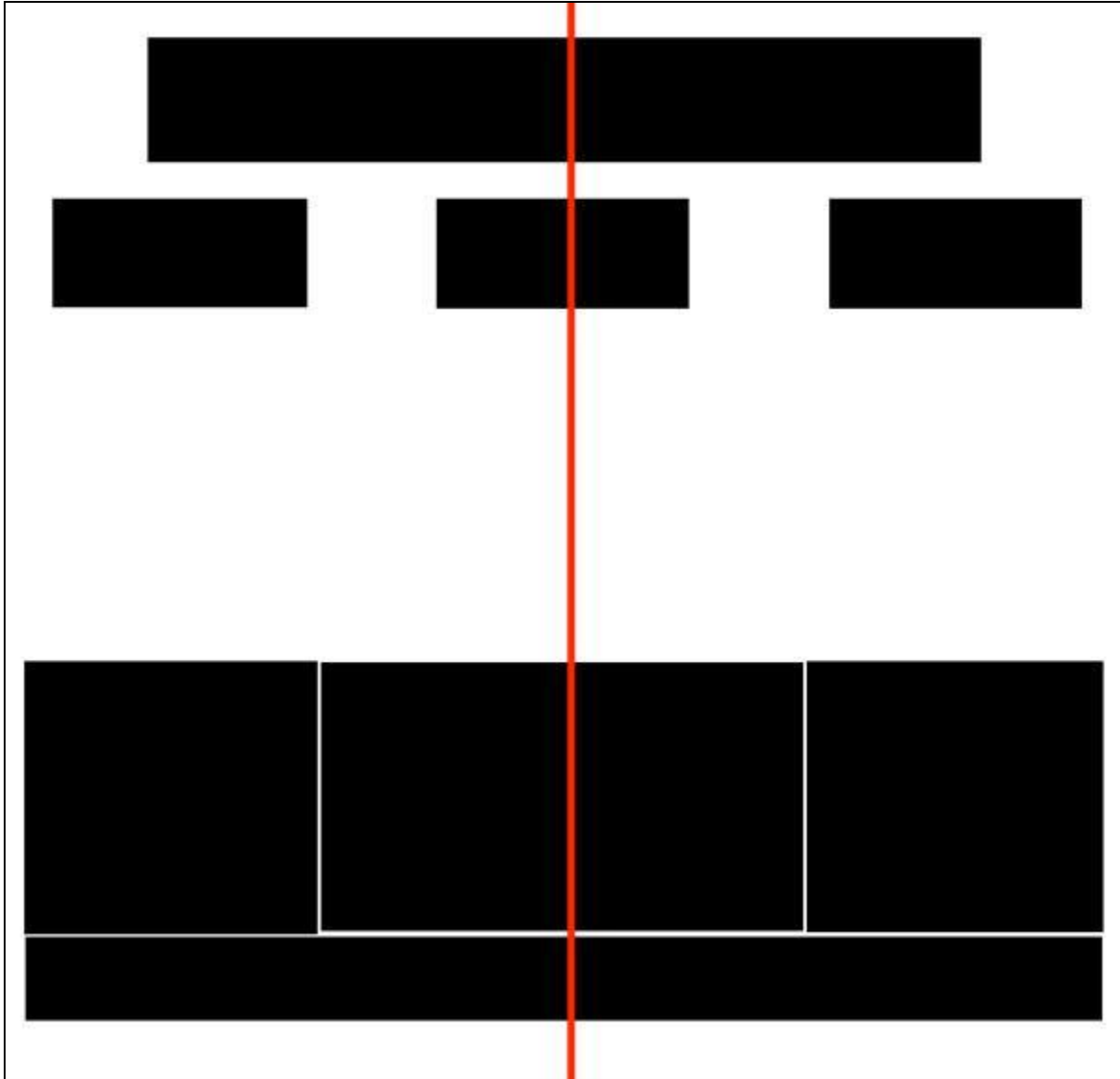
We believe we have an obligation and responsibility to our suppliers, our customers

**Partnership**

The sum of all of our values helps us build long lasting, valued and trusted

# Осевая симметрия





# Вращательная симметрия

**Polecat** | [Our Team](#) | [Get in Touch](#) | [UI Design](#)

## WE MAKE IPHONE AND IPAD APPS

**ROUGH IDEAS**

**COSMOPOLITAN OUTLOOK & LET'S PUT OUR HEADS TOGETHER**  
First we listen, ask questions and thoroughly examine the proposal.

**THOROUGHLY THOUGHT CONCEPT:**  
We ponder and sketch out the user interface, navigation, work

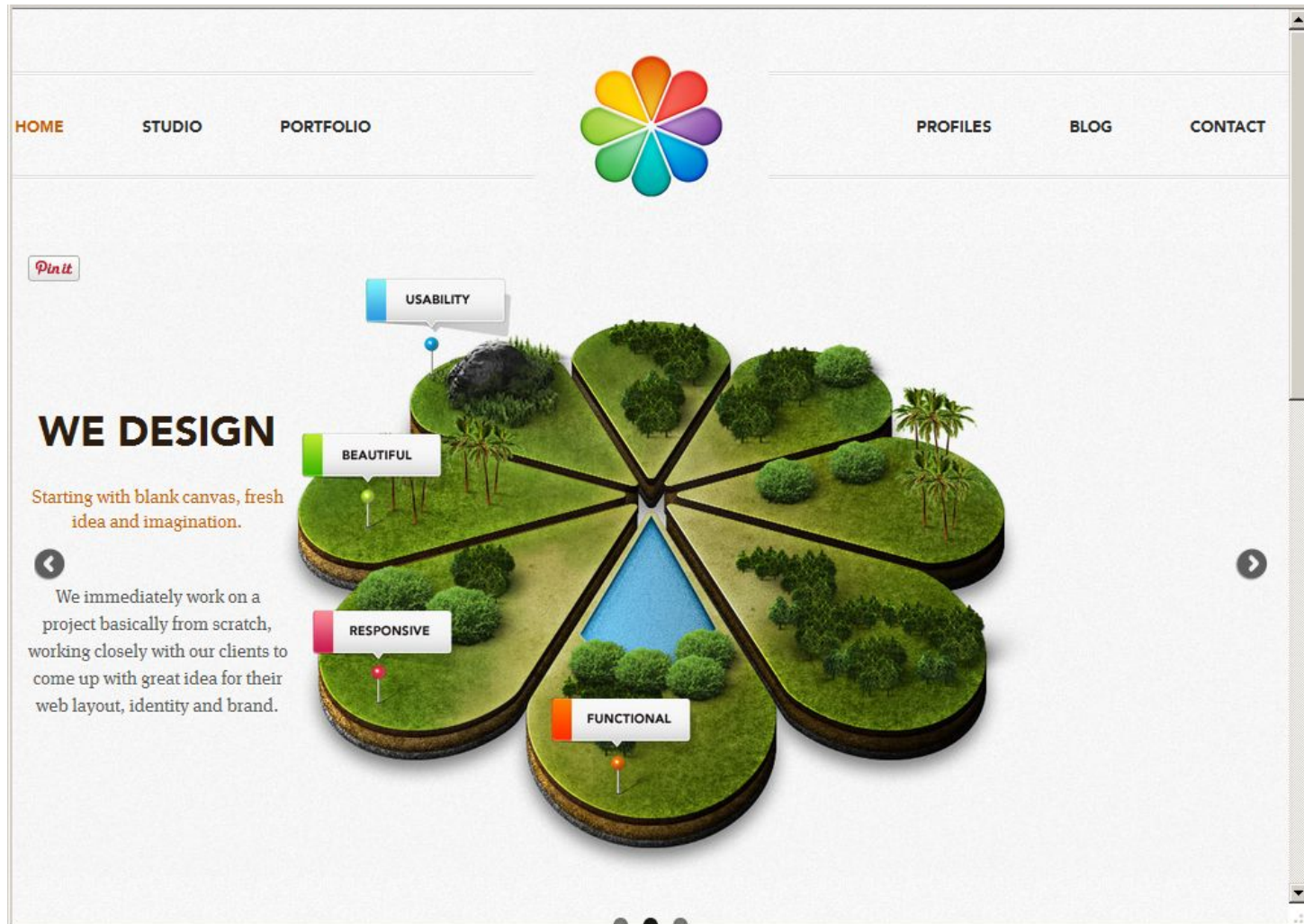
**INTERFACE PICS**

**HEART FUNCTIONALITY AND FURTHER ENRICHMENT**  
Program and knit everything together, adapt to new information then test.

**HOORAY! RELEASE AND CELEBRATE**

Living in Sevastopol, Ukraine, we have been developing software and designing interfaces

# Вращательная симметрия



# Вращательная симметрия



# Асимметрия

## Transform A Tablet Into An Affordable Kiosk For Your Clients

By [Jason Mark](#)

🕒 November 26th, 2012    📌 Business, IOS, iPad    💬 43 Comments

Twenty minutes after unboxing my first iPad, I realized this device's potential to revolutionize the world of kiosks. Ten years ago, my team and I worked with Honda to develop touchscreen kiosks for its dealerships. Potential buyers could customize their purchase with a few touches of their fingertips. While innovative at the time, these early interactive kiosks didn't come cheap, running Honda \$3,000 to \$5,000 per installation. Today, we can create such a kiosk for a fraction of the price.



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In this section, we present to you the most valued and appreciated articles from the last few years on Smashing Magazine.

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In this article, we'll provide practical guidelines that you can easily follow. These guidelines have been crafted from usability testing, field testing, website tracking, eye tracking, Web analytics and actual user complaints.

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Every now and then, we look around, select fresh free high-quality fonts and present them to you in a brief overview.

#### [Pixel Perfection When Rotating, Pasting And Nudging In Photoshop](#)

With some small changes to your workflow in Photoshop, you should be able to maintain the highest-quality artwork from the start to the end of the project.

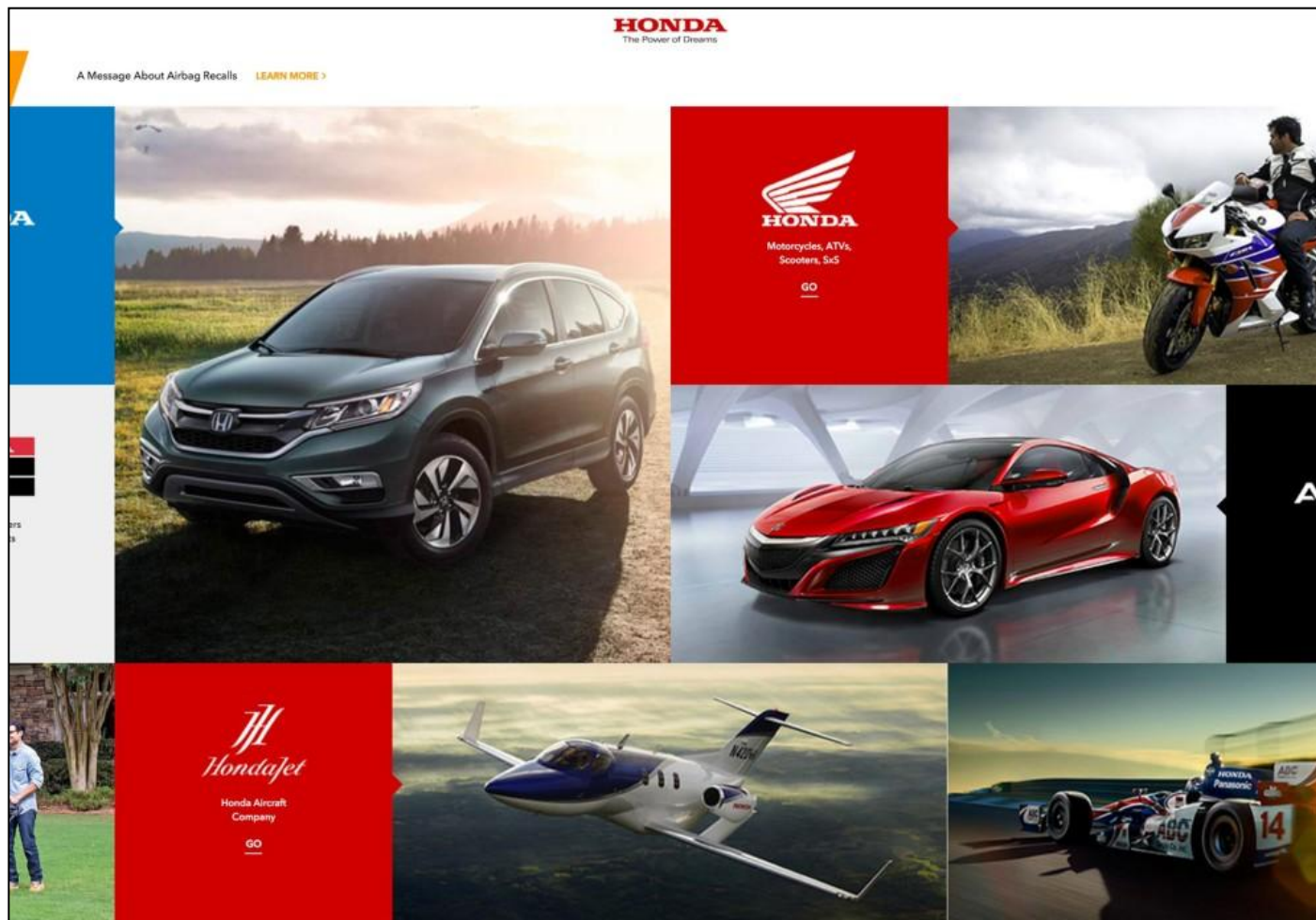
# Асимметрия

The image shows a Twitter profile page for James George (@creativebeacon). The layout is a grid with several key elements:

- Navigation Menu (Left):** A vertical list of links: Tweets, Following, Followers, Favorites, and Lists.
- Profile Header (Right):** A large banner image with the text "CREATIVE BEACON" in large blue letters. Overlaid on this is a small circular profile picture of James George and his name "James George @creativebeacon". Below the name is a bio: "Web Designer, Graphic Designer, Writer. Professional specializing in web and graphic design, Wordpress, and Illustration. Everywhere · <http://www.creativebeacon.com>".
- Stats (Right):** Three boxes showing "1,407 TWEETS", "1,710 FOLLOWING", and "747 FOLLOWERS".
- Grid of Images (Middle-Left):** A 2x3 grid of image thumbnails. The top row contains three images: a logo with the text "alfa beta gamma ham burg", a large stylized letter "R", and a portrait of a man. The bottom row contains three empty grey boxes.
- Similar to you (Bottom-Left):** A list of suggested accounts: "NoD NotesonDesign.net @NotesOnDesign", "GraphicDesign Blog @graphixdesign", and "TAXI @designtaxi".
- Tweets (Bottom-Right):** A list of tweets from James George, including a thank you message to @creativity2go and two tweets about a "A Designer's Guide To Drop Shadows".
- Footer (Bottom-Left):** Copyright information: "© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Business Media Developers".



# Асимметрия



# Асимметрия



# Асимметрия

## MAKE CONTACT

In a galaxy not far away at all, Viget has 3 offices and now is looking for people to join. Explore our open positions and be in touch if you'd like to see our team in person at Viget.

- » Creative Copywriter
- » Digital Project Manager
- » Front-End Developer
- » UX Designer
- » Designer
- » Digital Project Manager Apprenticeship
- » Ruby On Rails Developer

[CHECK OUT OUR POSITIONS](#)

**DENVER, COLORADO**

**FALLS CHURCH, VIRGINIA**

**DURHAM, NORTH CAROLINA**

viget

# Асимметрия



**MACALLAN**  
R I D G E



*The first TRUE RENTAL RESORT in the SMOKIES*

**HOME**  
FRONT PAGE

**LOCATION**  
BEST OF BOTH WORLDS

**AMENITIES**  
SECOND TO NONE

**ACCOMMODATIONS**  
MOUNTAIN-LODGE ELEGANCE

**CONTACT US**  
DISCOVER THE POSSIBILITIES

**WELCOME TO MacAllan Ridge**



**SITE MAP**

MacAllan Ridge is an 80-acre luxury resort development in the Great Smoky Mountains. Every aspect of MacAllan Ridge is the product of an integrated development strategy designed to create the region's "First True Rental Resort in the Smokies."

Guests of MacAllan Ridge will be welcomed by what appears to be a castle arising out of the smoky mountain mist. They'll discover the magnificence of The Claymore Lodge perched on a hillside elevated by a series of terraced lawns. The Claymore will feature 17 one-bedroom suites, a restaurant and bar, conference facilities and an event staging capability approaching 300 guests.

Adjacent to The Claymore will be the Amenities Center featuring the Outdoor Aquatic Center, Fitness Center & Day Spa, and snack bar. Further up the mountain, in Garden Golf Park guests will have access to a 9-hole par three golf course.

**SIGN UP FOR ENEWS**

**SUBMIT EMAIL**

# BILTMORE®

RESERVE TICKETS NOW

SEND A GREETING

DAY



NIGHT

## LOOKING FOR A CHRISTMAS THAT'S GONE MISSING?

*Try searching by candlelight.*

Christmas gifts await your family at Biltmore. They're the kind you can't wrap. Things like fascination, wonder and family bonding. And in the beauty of *Candlelight Christmas Evenings*, they're easy to find. Especially with thousands of sparkling lights guiding your way. **Click below and explore.**



AWE



INSPIRATION

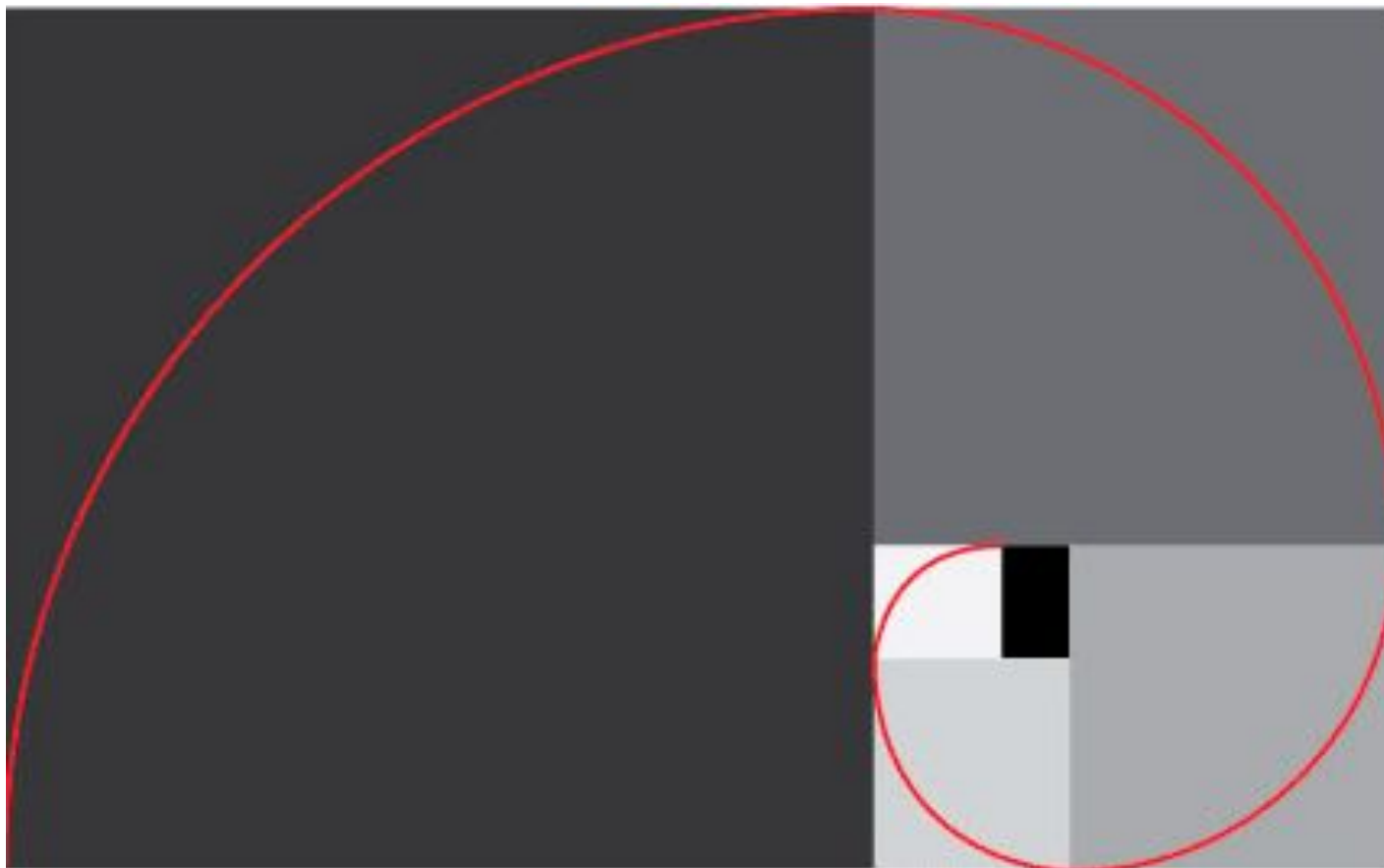


JOY



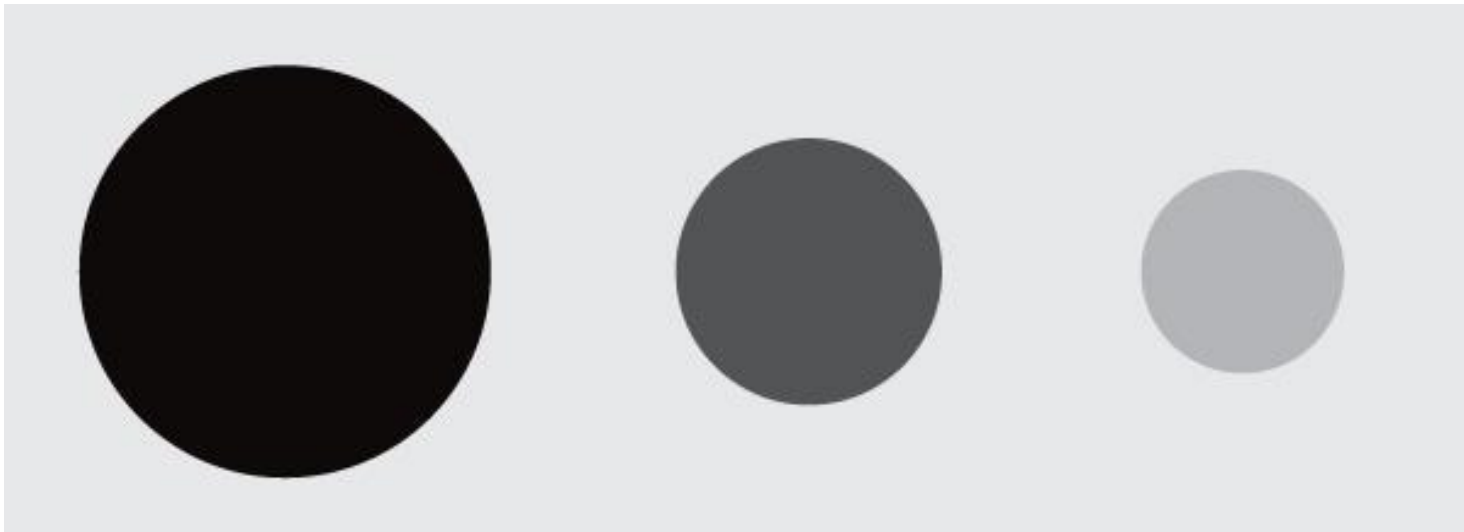
STORIES

# «Золотая пропорция»



## **2. Контраст**

# Контраст по цвету





# Контраст по форме





**КОНТРАСТНЫЙ  
ТЕКСТ**

**КОНТРАСТНЫЙ  
ТЕКСТ**

**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami

DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS from 9pm-11pm  
Doors at 9pm - Proper ID Required  
21+ \$10 Cover // 19+ \$15 Cover  
Special V.I.P. for guests of  
America George & Grand Pool-Box

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio

Star Fbo-Box  
DJAM

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# THE AUDACITY OF DESPAIR

Collected prose, links and occasional venting from David Simon



## Introduction

I've had a leasehold on [davidsimon.com](http://davidsimon.com) for years now. People smarter than I am told me that even if I had no sense of its use at present, I should throw a few shekels down in case. But until recently, I saw no reason to do much of anything with the site.

My ambivalence rests on a couple basic ideas:

[Read more →](#)

253 COMMENTS / POSTED IN BLOG / BY DAVID SIMON

## What's My Line?

*I wrote this up some months ago, at the time that the "Show Me A Hero" miniseries was broadcast on HBO, but then held the essay back for the simple reason that viewers were still acquiring the narrative. After all, nothing is more distracting to the viewing of any edifice than to stumble through a side door and be confronted by all the interior scaffolding, if not evidence of an architect's early mistakes and lesser intentions. But as the miniseries has now been airing for six months — and as the DVD release of "Show Me A Hero" is slated for tomorrow — I'm guessing that any little extra attention to detail can only be a good thing. And, oh yeah, SPOILERS:*

Home

Commentary

Published Prose

Books

Television

In Development

Worthy Causes

Links

Stuff

Calendar

Video

Contact

### RECENT POSTS

[What's My Line?](#)

[What I did on my humble-brag trip to Western Maryland](#)

[Ain't no justice. It's just us.](#)

[Old faces and fresh dishonor](#)

[The frauds of memory, the limits of penitence. And baseball.](#)

[Allen Toussaint \(1938-2015\)](#)

[Graveous assimilation on the streets of New York](#)

[Some brief correspondence regarding the Chicago Cubs](#)

[Probably smarter, possibly funnier.](#)

[A good day to be an American](#)

[Father's Day Redux: Pickles & Cream](#)

[Mr. O'Malley's Bad Math](#)

25  
APR

01  
FEB

OFFICIAL DETAILS OF

THE Manufacturing PROCESS

HARD WORK. DETERMINATION. GENUINE PEOPLE.



1 BRAINSTORM IDEAS

The inspiration comes from almost anything, and the best information comes from talking with you, my client. This helps me feel out what your needs are and gives clues as to how G.I. can exceed them.



4 A JOB WELL DONE

Only the best makes the cut, and as my client you will be getting nothing less than our hardest effort to help you achieve your goals. *It'll be my work do the talking.*

2 CREATE CONCEPTS

After I have worked with you to come up with some ideas, I put my nose to the grindstone and craft a solution for your design problem.



3 FINE TUNE THE DETAILS

Not finished until everything is perfect, I wear the small stuff. I adjust, improve, suggest, and listen to your feedback, to deliver only the best from the

# **3. Значимость и подчиненность**

# Transform A Tablet Into An Affordable Kiosk For Your Clients

By [Jason Mark](#)

🕒 November 26th, 2012    📁 [Business, IOS, iPad](#)    💬 [43 Comments](#)

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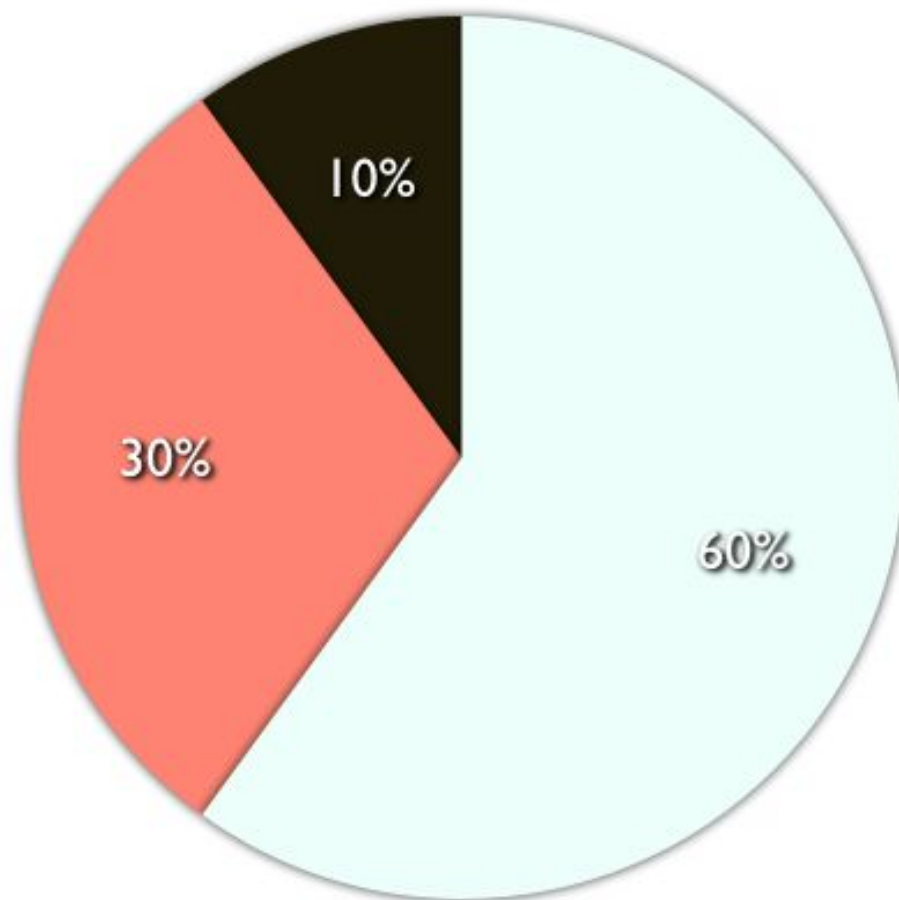
### [Pixel Perfection When Rotating, Pasting And Nudging In Photoshop](#)

With some small changes to your workflow in Photoshop, you should be able to maintain the highest-quality artwork from the start to the end of the project.



# **4. Направление внимания**

# ***Насыщенность цвета***



## We find out about you

To help you find the love of your life, we first need to learn about you. Our scientific Relationship Questionnaire allows us to do this at an unprecedented level of depth. Comprehensive, intense, and fun, it's one of the key reasons eHarmony's Compatibility Matching System™ has produced so many loving, lasting relationships.

Next Step ▶



## Ready to find your Soul Mate?


- Take the first step.
- Get your \$40 Personality Profile FREE!
- View Your Highly Compatible Matches FREE!

[GET STARTED NOW ▶](#)

# Ведение взгляда

EDITION: INTERNATIONAL | U.S. | MEXICO | ARABIC

Set edition preference

**CNN** 

Sign up | Log in


SEARCH

powered by Google

Home | Video | World | U.S. | Africa | Asia | Europe | Latin America | Middle East | Business | World Sport | Entertainment | Tech | Travel | iReport

March 18, 2011 - Updated 17:35 GMT (01:35 HKT)

Make CNN Your Homepage




**Continuing violence reported despite Libya cease-fire**

Witnesses in western Libya say pro-Gadhafi forces are continuing to attack Misrata, despite the announcement of a cease-fire by the Libyan government. [FULL STORY](#)

- U.N. chief: 'Cease all hostilities'
- Q&A: What the Libyan no-fly zone means
- Are airstrikes imminent? [1](#)
- CNN on Twitter | CNN Arabic

**Japan tsunami, earthquake**


- Japan PM: Nuclear crisis 'very grave'
- Death toll in Japan nears 7,000
- Electricity vital for best-case scenario



**'I'm too scared to go to the morgue'**


In their own words, survivors of Japan's tsunami confront the grief of losing family members. One woman says she's too scared to go to the morgue in case she finds her husband's body. [ELDERLY SUFFERING](#) | [DEATH TOLL RISING](#)

**Japan nuclear crisis**



Japan lifts crisis rating to 5  
Prime Minister Naoto Kan says the situation at the Fukushima Daiichi nuclear plant remains "very grave."  
[LIVE BLOG](#) | [NISSAN SCANS CARS](#) | [NUCLEAR LATEST](#)

**CNN HEROES 2011**  
EVERYDAY PEOPLE CHANGING THE WORLD






**NOMINATE YOUR CNN HERO NOW**

ADVERTISEMENT

Hi there!  
[Log in](#) | [sign up](#)

**FRIENDS' ACTIVITY**

View more friends' activity | What's this?

-  **Rasha Hagdy** shared Video: Woman escapes tsunami by bike [1](#) on Wednesday
-  **Noura Badran** shared Video: Yoko Ono on Japan's resilience [1](#) on Tuesday
-  **Weekend full moon the biggest in**

# Ведение взгляда

The screenshot displays the BBC mobile website interface. At the top, there is a red navigation bar with the BBC logo, the word "Mobile", and a search bar. Below the navigation bar, the main content area is divided into several sections:

- TOP NEWS STORY:** A large article titled "Libya 'to halt military action'" with a sub-headline "Libya's government declares an immediate ceasefire after a UN Security Council resolution backs military action to protect civilians in the country." It includes a photo of a man in a balaclava and a rifle.
- Spotlight:** A section titled "TECHNOLOGY OF BUSINESS" featuring a "Cloud computing checklist" and a question: "Is your business ready for the biggest IT revolution yet?". It lists items like "Filesharing with Cory Doctorow", "Talking cars could hit the road", and "More Technology of Business".
- News:** A section with a "Japan raises nuclear alert level" headline (45 minutes ago) and a list of news items: "Dozens killed in Yemen shooting", "Pakistan fury over drone deaths", "Crucifixes in classrooms 'legal'", "Ivory Coast shelling 'war crime'", "Haiti's Aristide back after exile", "Air France charged in crash probe", and "William attends NZ quake memorial".
- Sport:** A section with a "Chelsea get Man Utd in last eight" headline (about 5 hours ago) and a list of sports news: "Long Run clinches Gold Cup glory", "Ireland bow out with stylish win", "Mancini ready to drop Balotelli", "Ramsey and Bale earn Wales calls", "Abidal undergoes liver operation", "Lack of flair cost us - Dalglish", and "Bin Hamman to challenge Blatter".
- World Service:** A section titled "NEWS IN 32 LANGUAGES" with buttons for Arabic, Urdu, Chinese, Hindi, Russian, and Portuguese.
- Business:** A section titled "MARKET DATA FRI, 18 MAR 2011 16:37 GMT" with a table of market indices.
- TV Channels:** A section listing channels like BBC World News, BBC America, BBC Canada, BBC Entertainment, Animal Planet, and People+Arts.

Index	Value	Change	Change %
Dow Jones	11888.45	▲	113.86
Nasdaq	2647.04	▲	10.99
FTSE 100	5719.22	▲	23.11





TOP NEWS STORY

### Libya 'to halt military action'

Libya's government declares an immediate ceasefire after a UN Security Council resolution backs military action to protect civilians in the country.

» More from BBC News

### Spotlight

TECHNOLOGY OF BUSINESS



Cloud computing checklist

Is your business ready for the biggest IT revolution yet?

- Filesharing with Cory Doctorow
- Talking cars could hit the road
- More Technology of Business

### News

Edit x



Japan raises nuclear alert level

45 minutes ago

- 'Dozens killed' in Yemen shooting
- Pakistan fury over drone deaths
- Crucifixes in classrooms 'legal'
- Ivory Coast shelling 'war crime'
- Haiti's Aristide back after exile
- Air France charged in crash probe
- William attends NZ quake memorial

UK

+ -

PM to 'judge Gaddafi by actions'

### Sport

Edit x



Chelsea get Man Utd in last eight

about 5 hours ago

- Long Run clinches Gold Cup glory
- Ireland bow out with stylish win
- Mancini ready to drop Balotelli
- Ramsey and Bale earn Wales calls
- Abidal undergoes liver operation
- Lack of flair cost us - Dalglish
- Bin Hammam to challenge Blatter

### Business

Edit x

### World Service

Edit x

NEWS IN 32 LANGUAGES

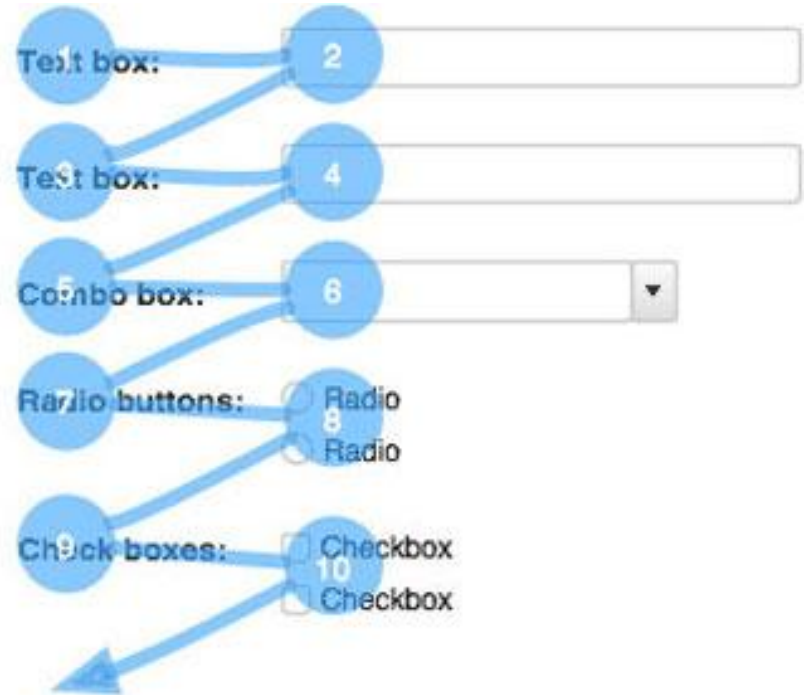
- |         |        |        |
|---------|--------|--------|
| العربية | فارسی  | اردو   |
| 中文      | हिन्दी | Somali |
| Русский | Brasil | Mundo  |

More languages

### TV Channels

x

# ФОРМЫ





**Спасибо за внимание!**