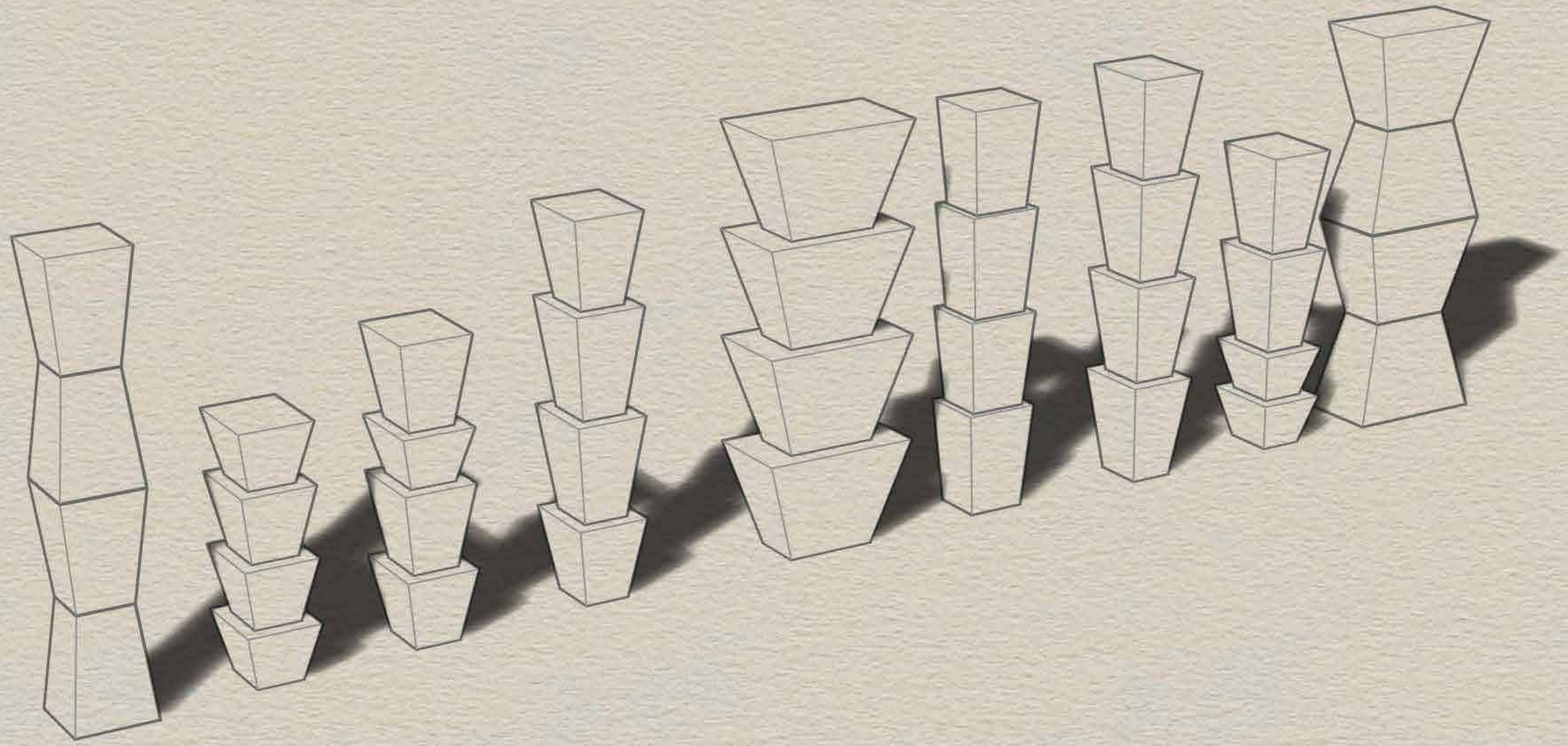
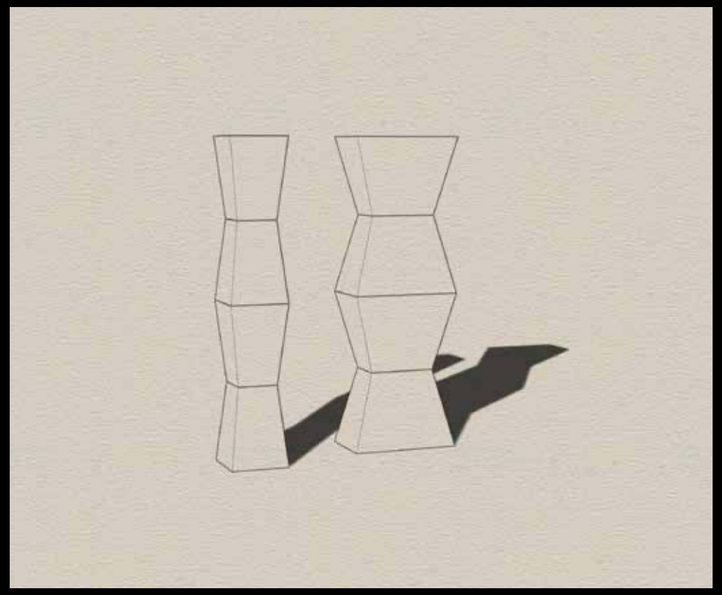
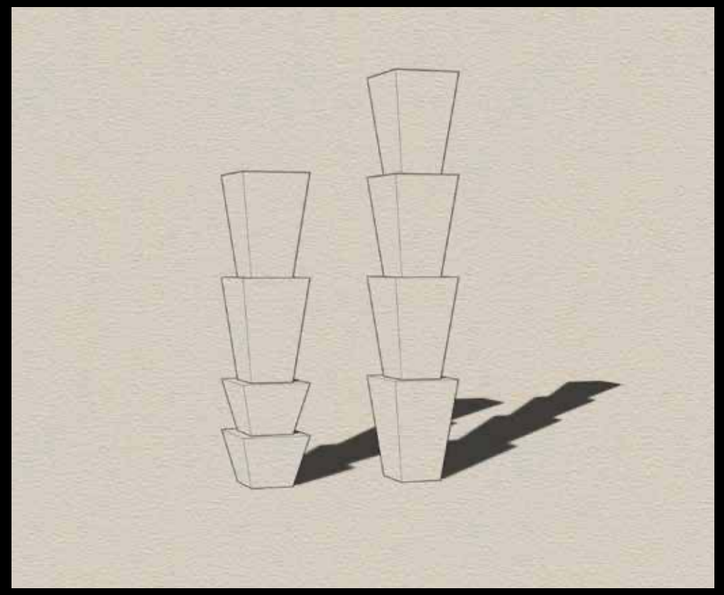
Design Iteration #1

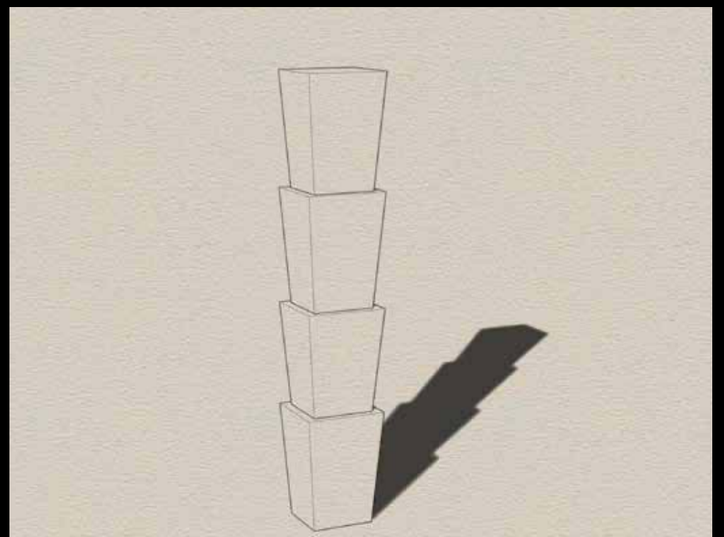
Explored how stacked geometric variation affects visual rhythm.
Adjusted height + taper across units.

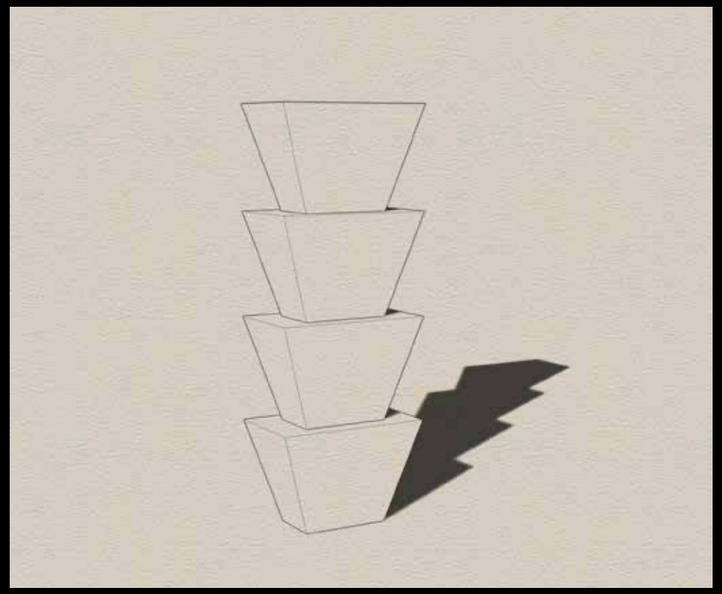


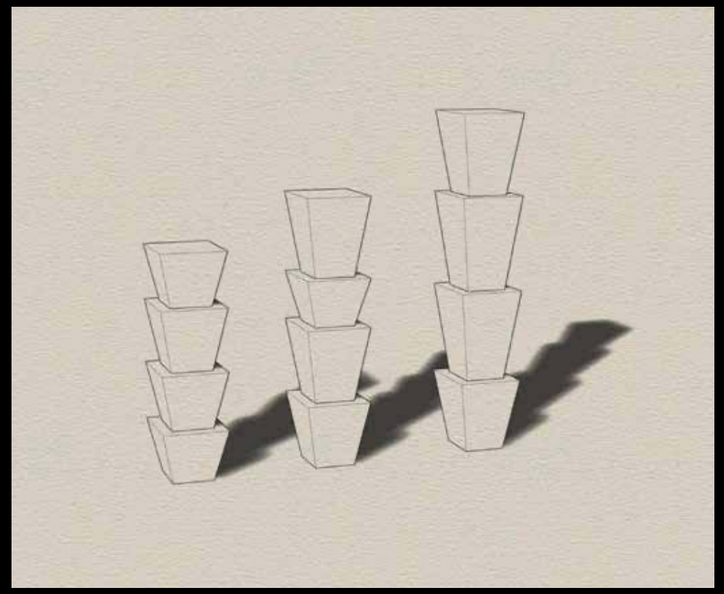
Found that subtle variation reads as cohesive, yet can be difficult to differentiate at a glance.

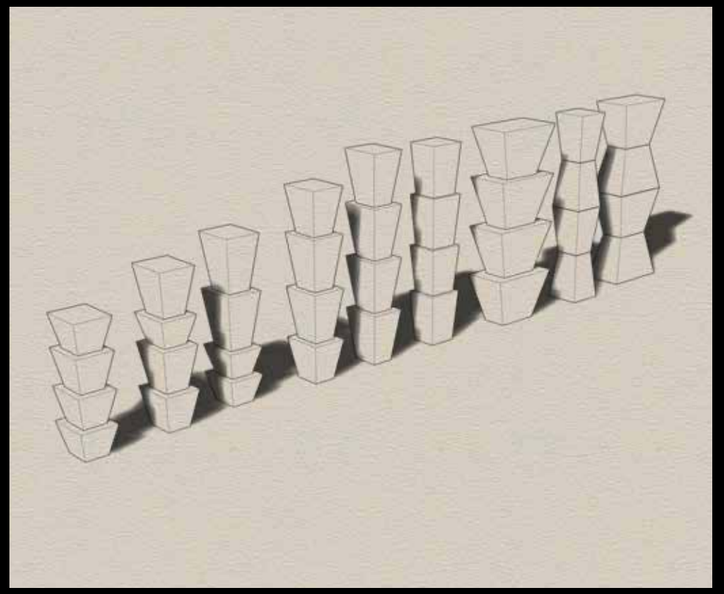








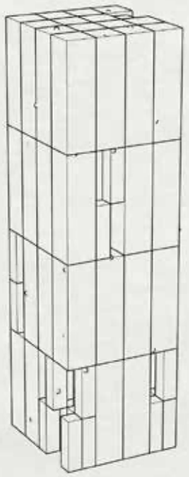


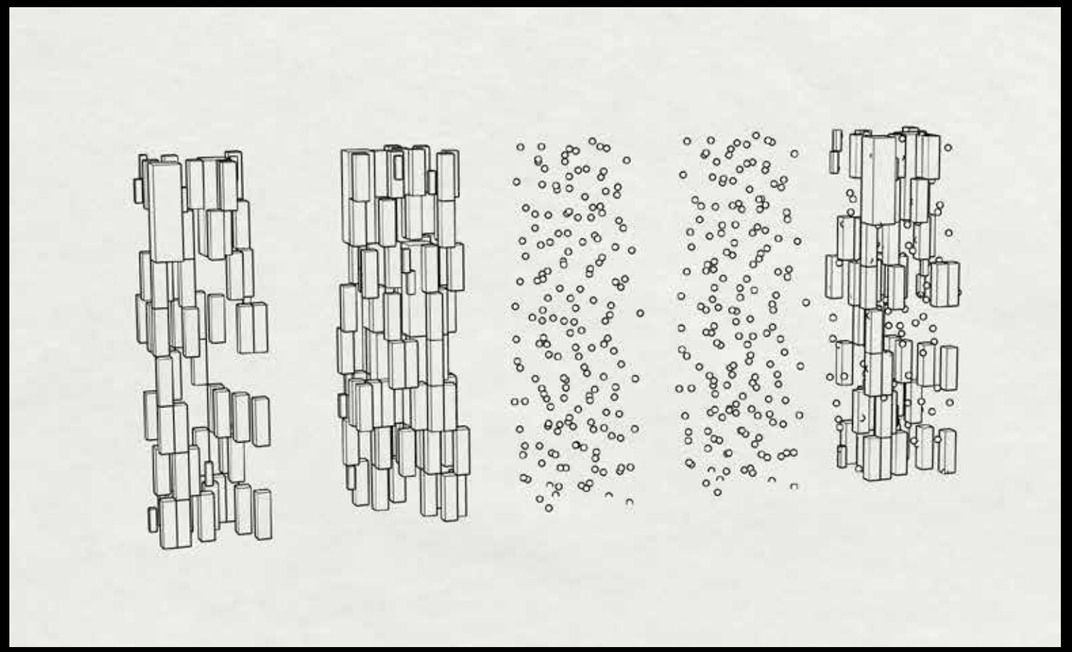


Design Iteration #2

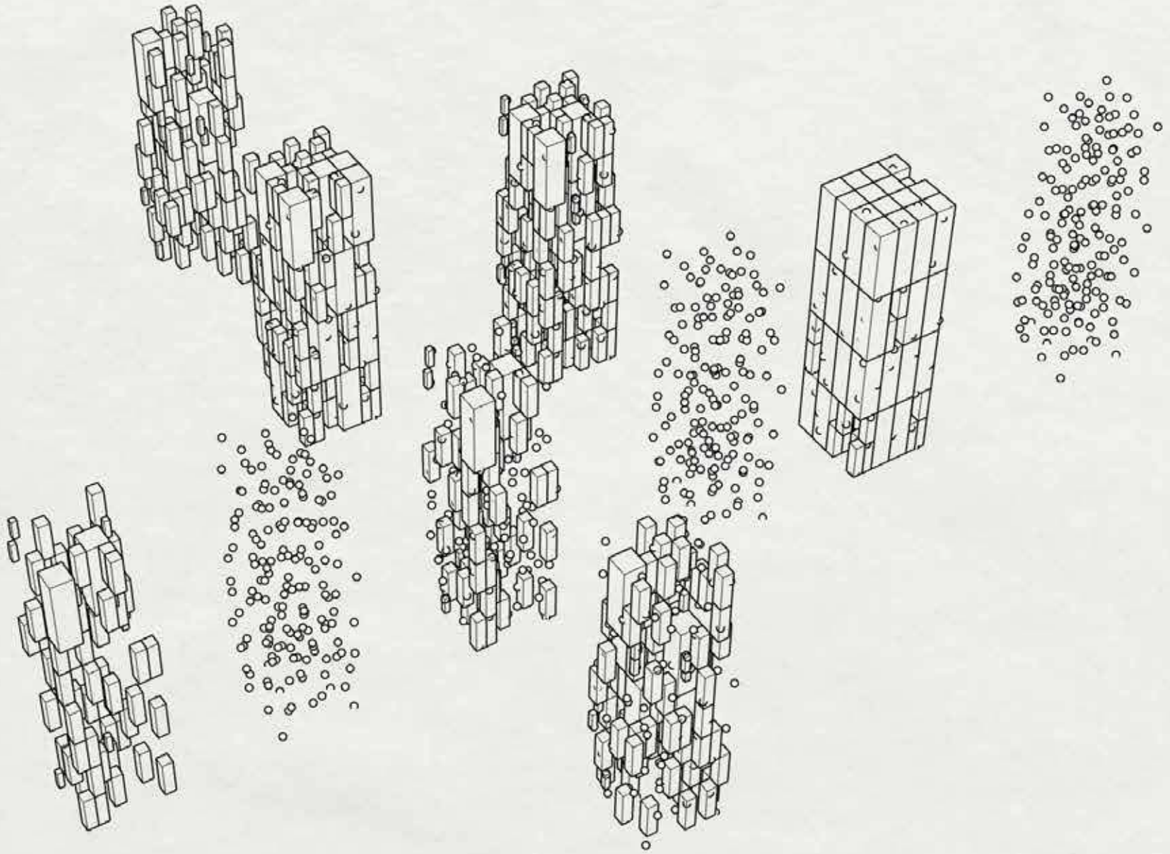
Explored fragmentation to reduce visual predictability. Introduced cutouts + irregular spacing.

starting geometry

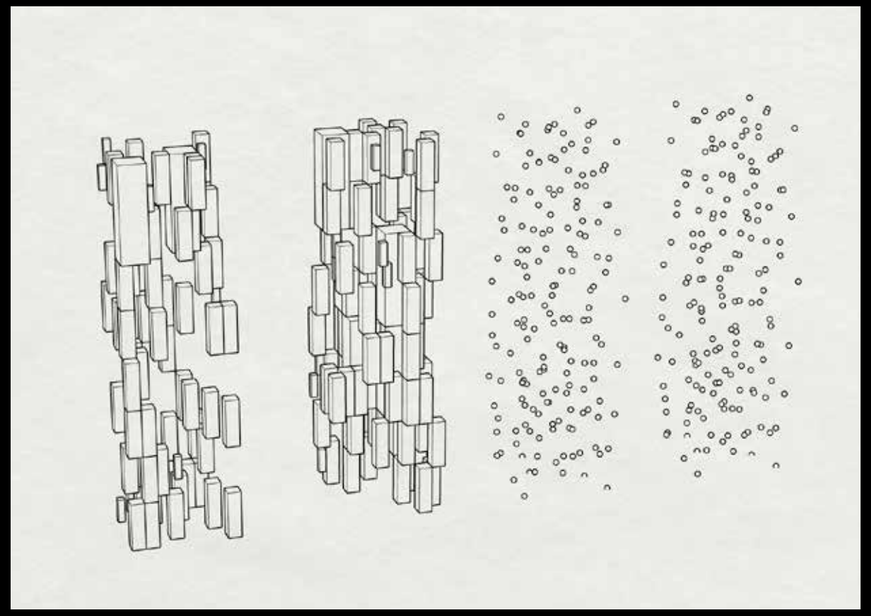


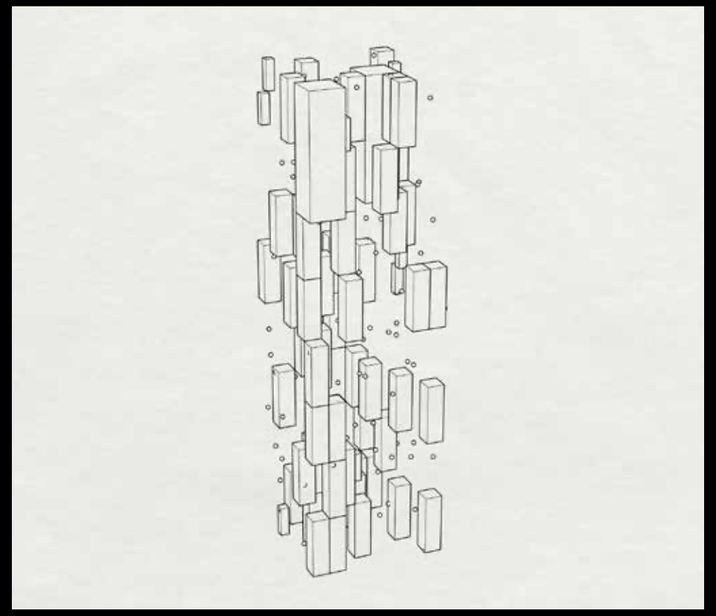


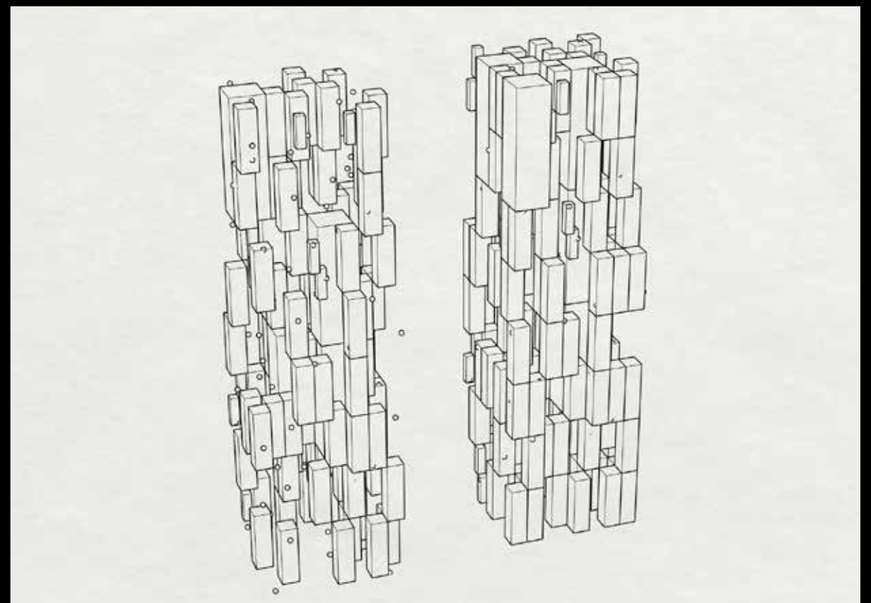
combining dots and cutouts or just cutout to communicate cognitive load

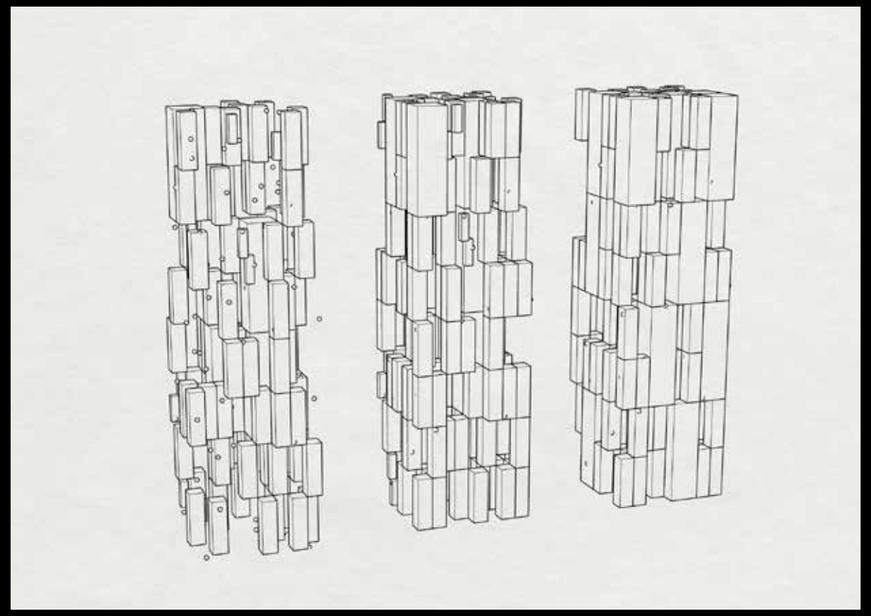


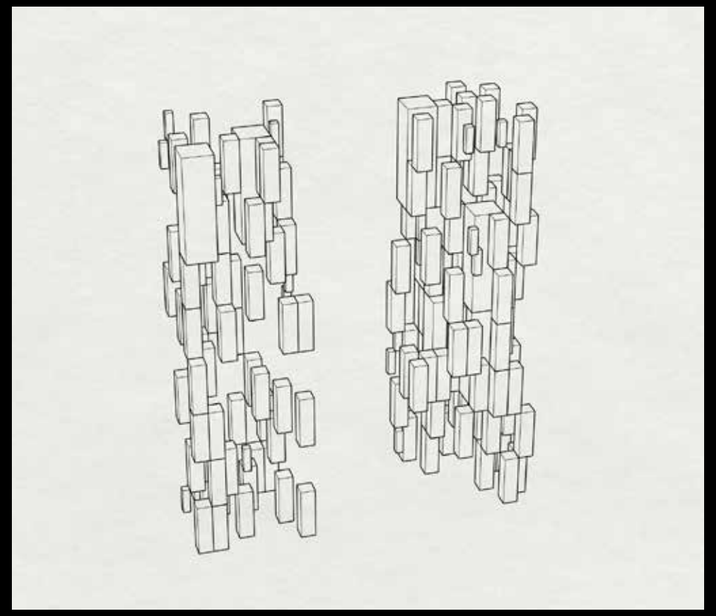
Explored more shape with increased complexity. Realized the readability dropped when there is too much complexity.

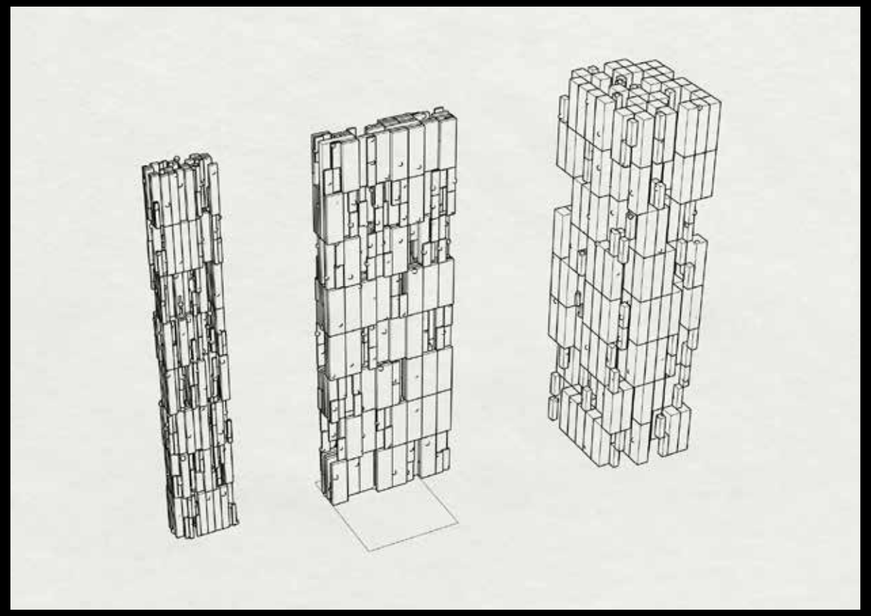






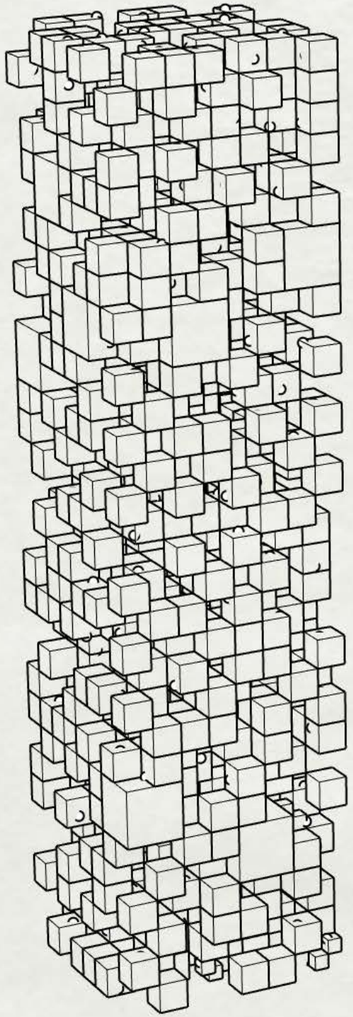


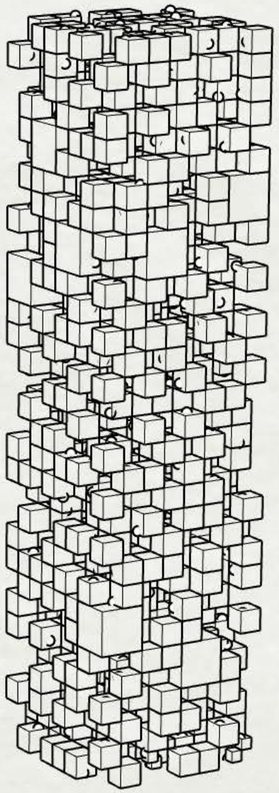


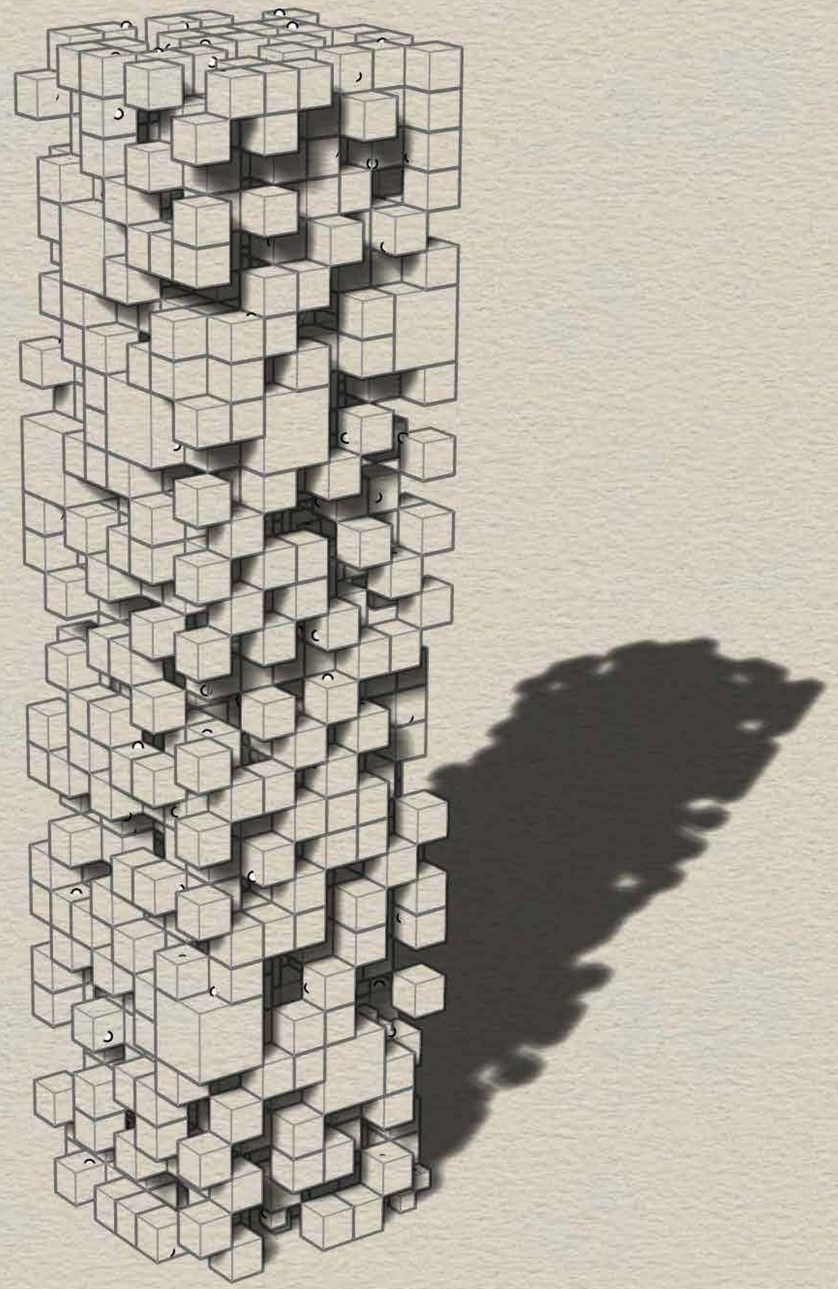


Design Iteration #3

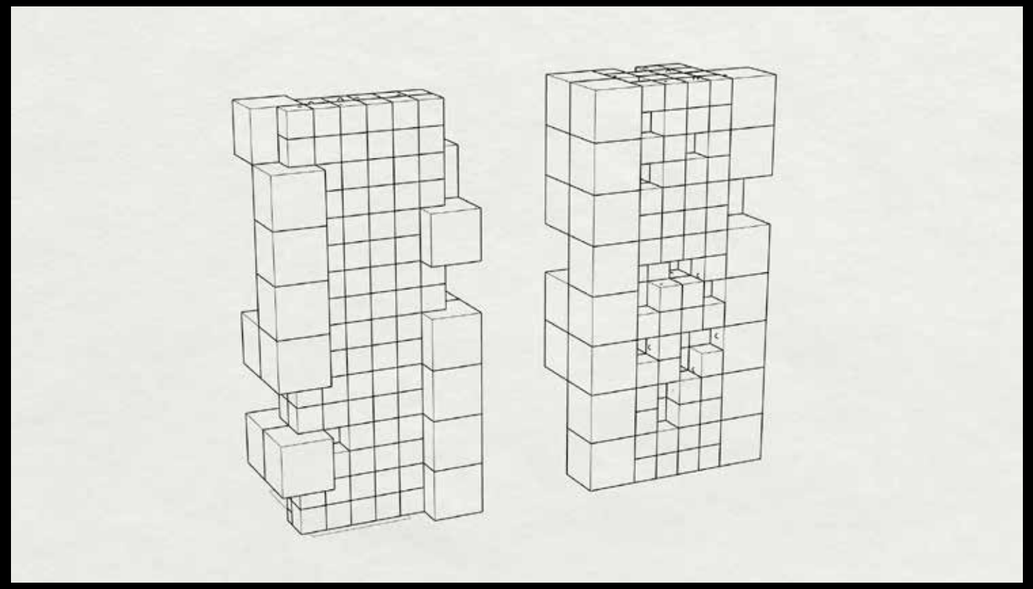
Investigated modular repetition using uniform cubes.
Applied subtraction to create internal voids.

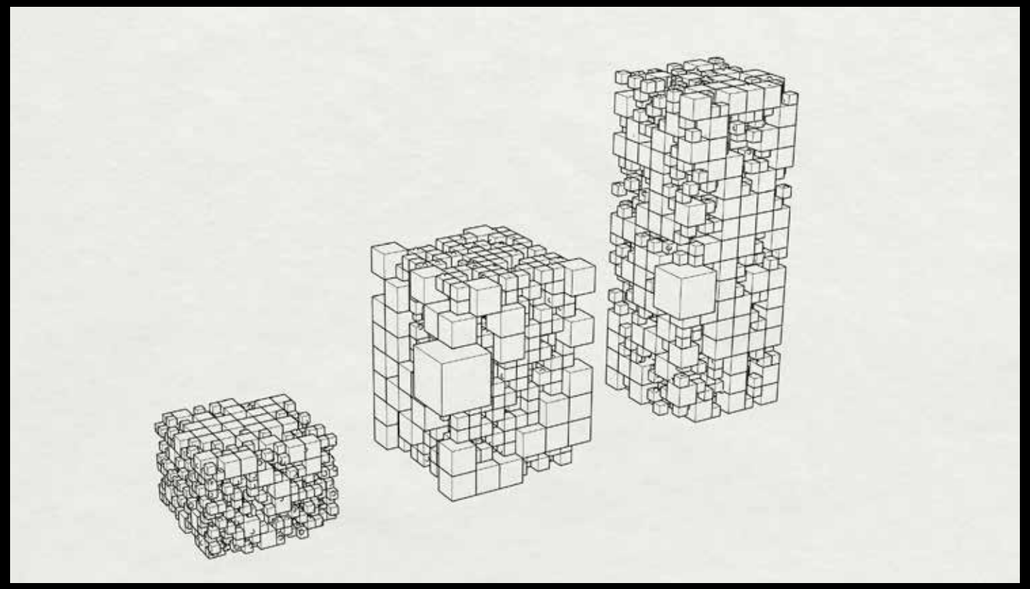


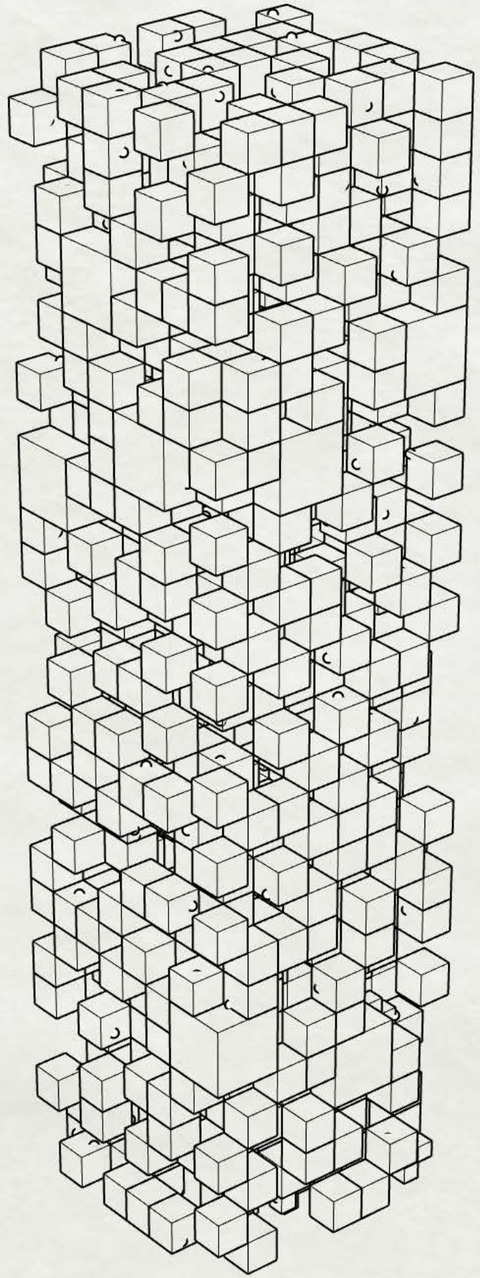




Learned that density + void contrast creates depth without losing system logic.

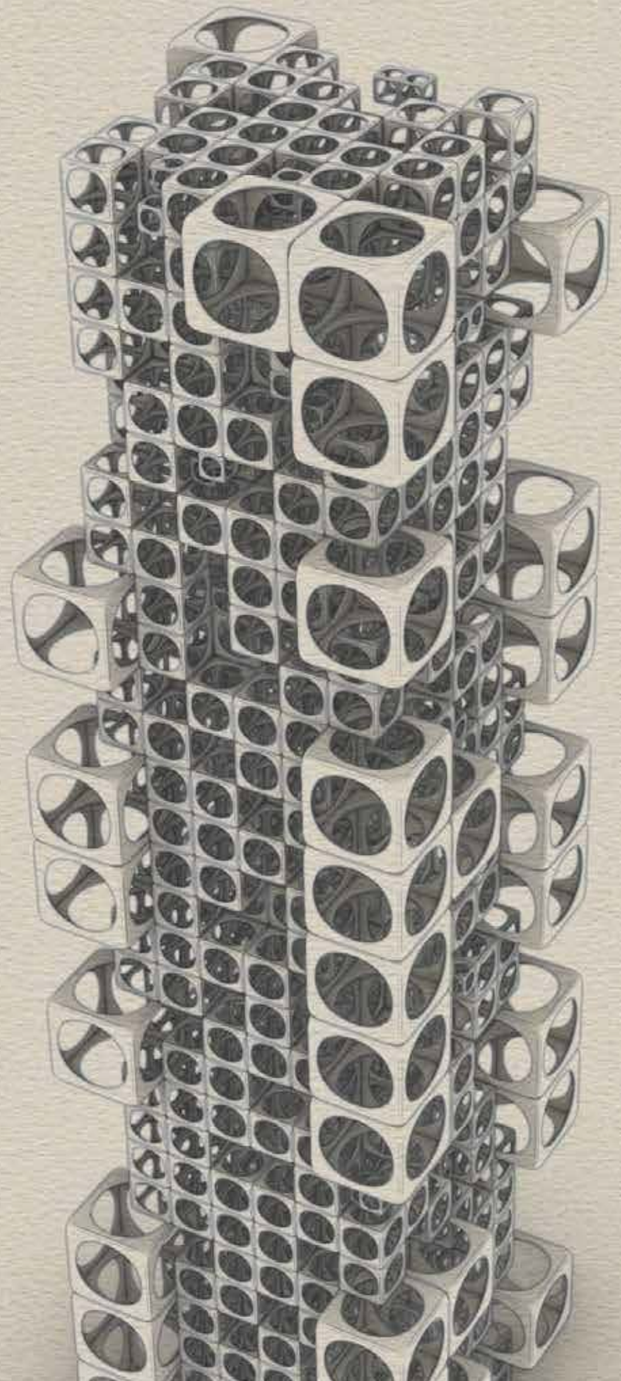


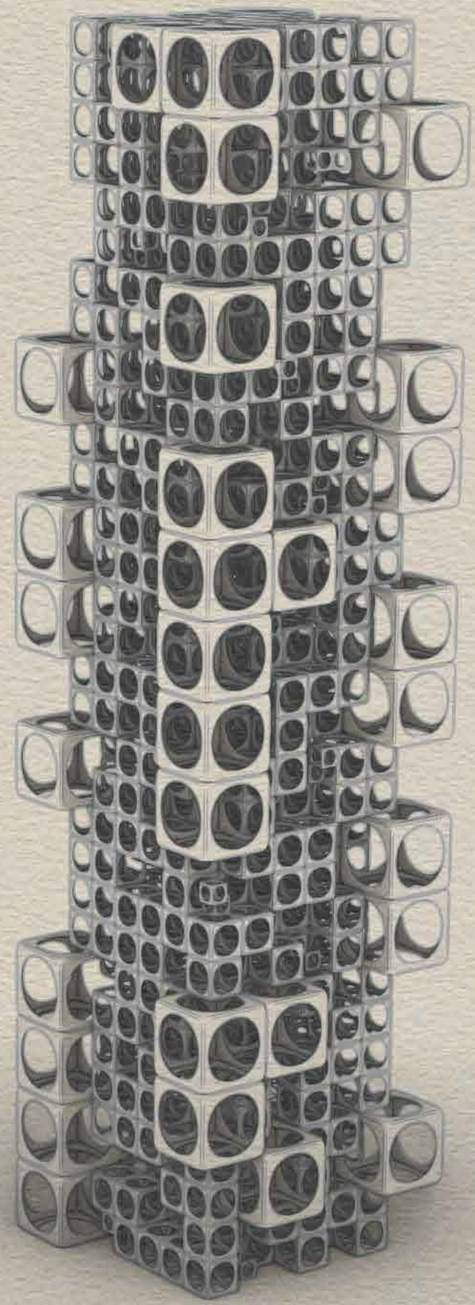




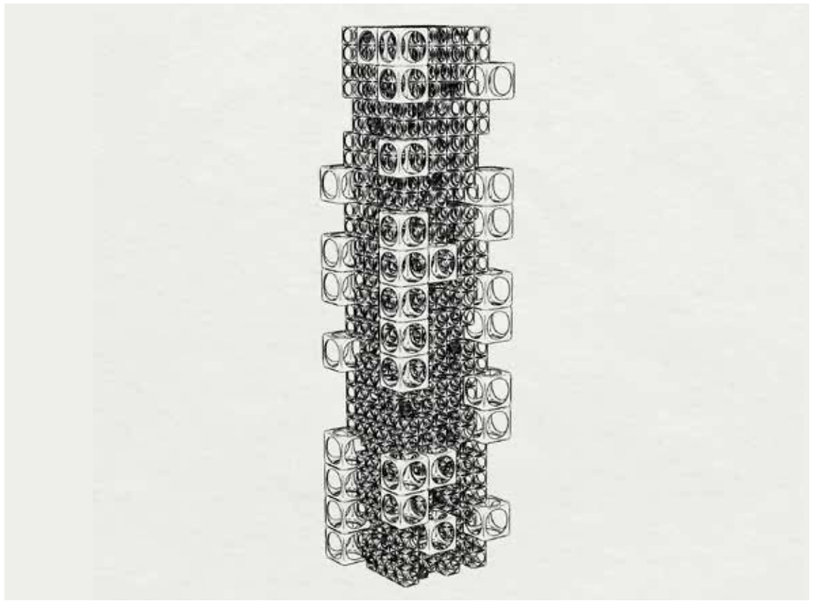
Design Iteration #4

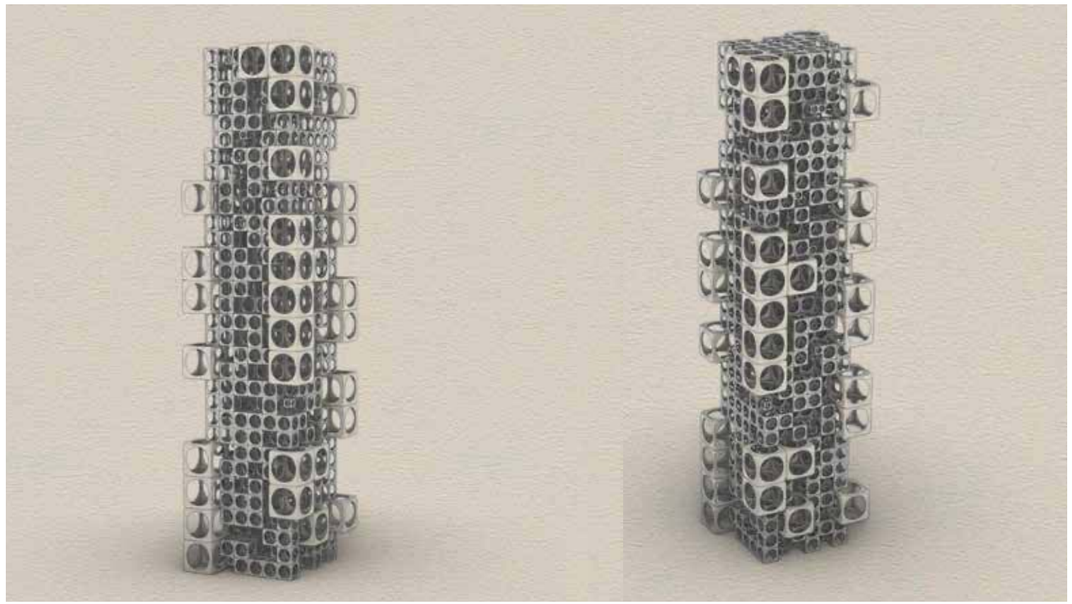
Explored scomfort as a function of cognitive load (trypophobia).

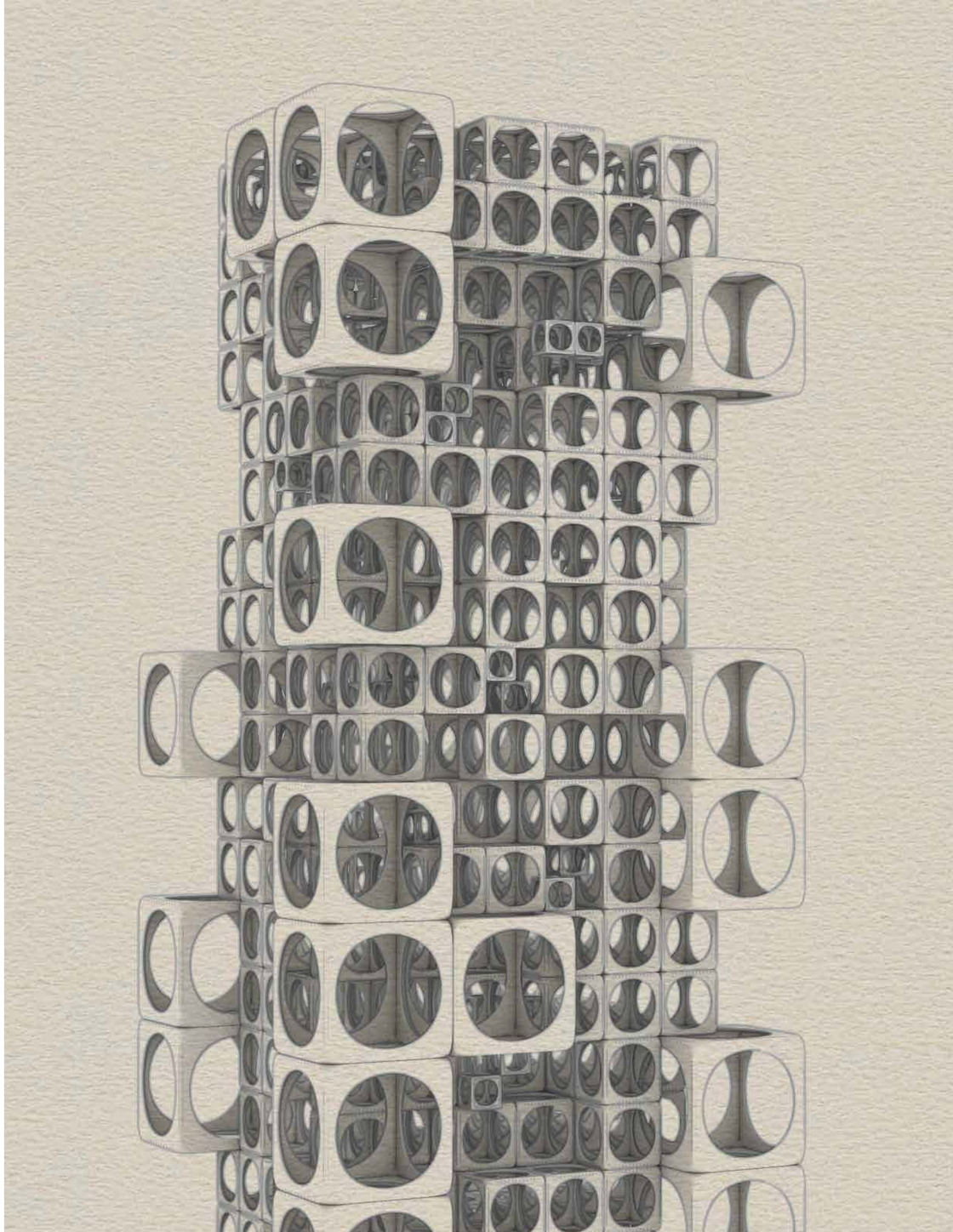




Too much complexity can result in delayed readability and visual tension.

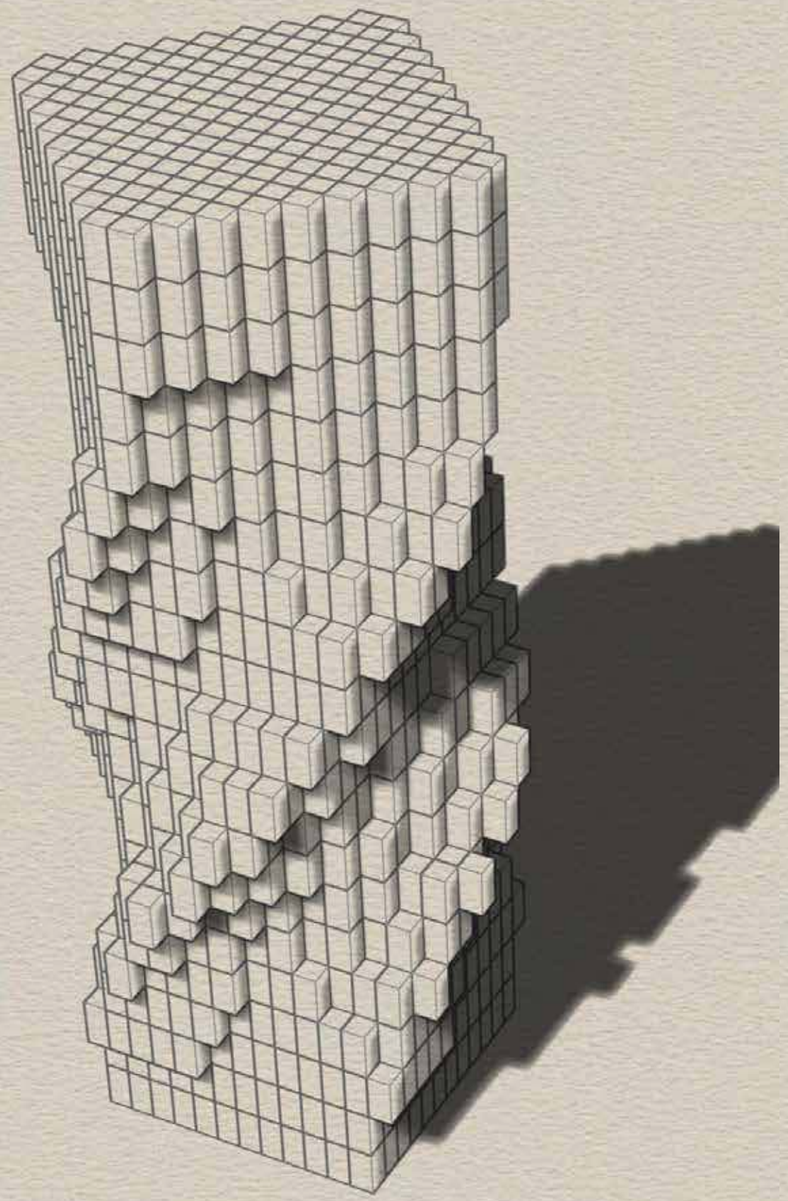


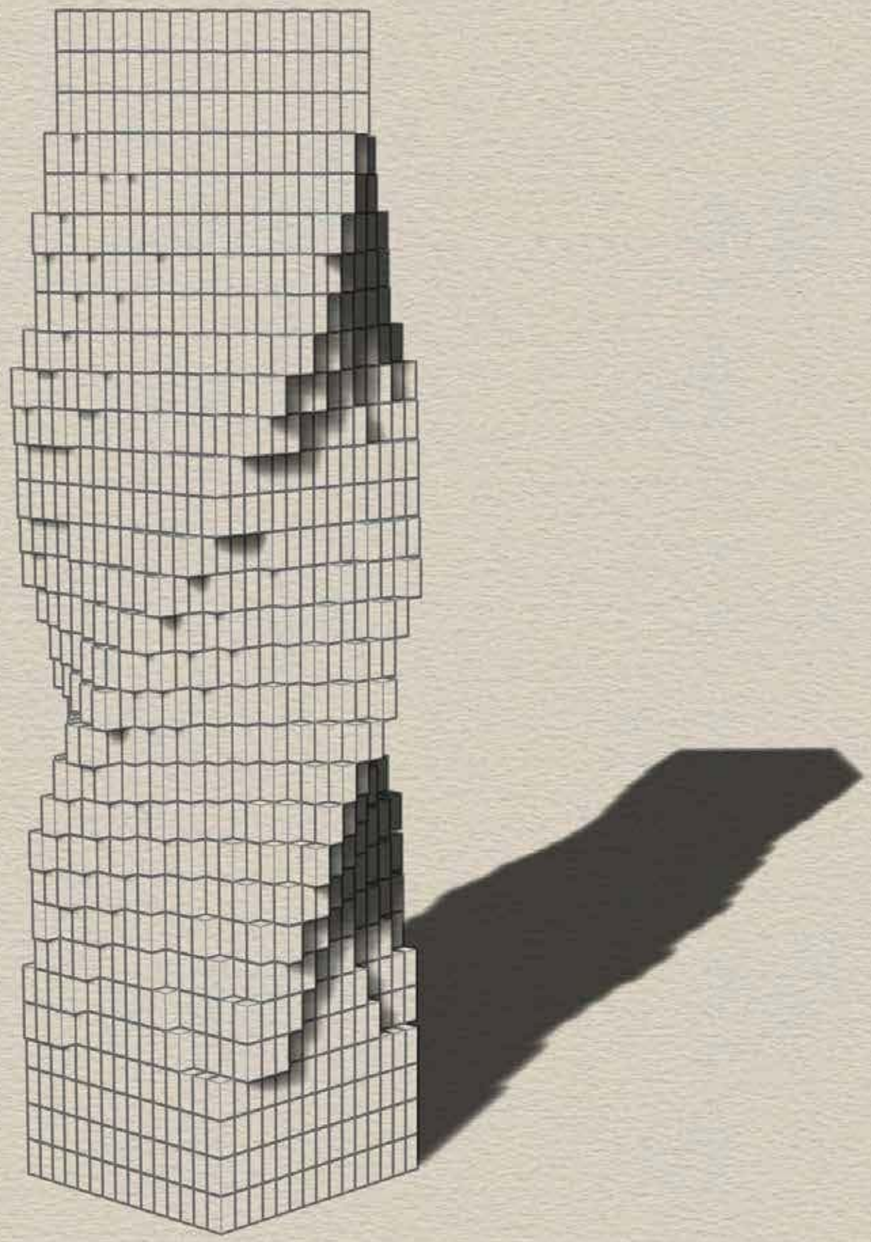




Design Iteration #5

Introduced a twist to the modular grid to create directional tension. Distorted the system along a vertical axis to disrupt uniformity.





The form appears stable yet distorted, creating discomfort through unresolved alignment.