

Design Fundamentals



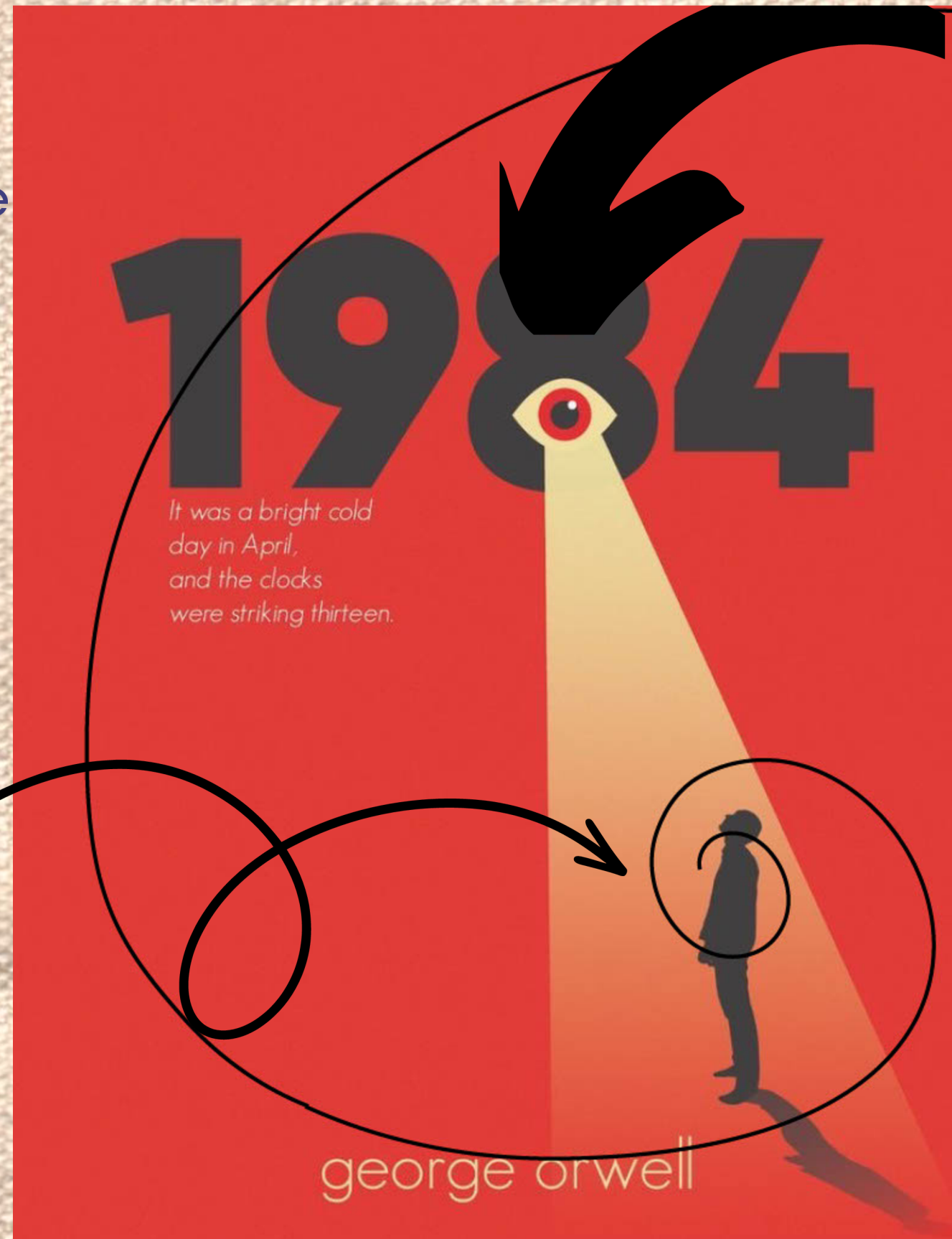
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GOLDEN RATIO

Bold Typography

The title "1984" and the quote are positioned along the curve of the spiral, aligning harmoniously with the overall flow. The number "8," where the eye is embedded, sits roughly on the golden section, making it a visual focal point.

The cone of light emphasizes control, attention, and exposure



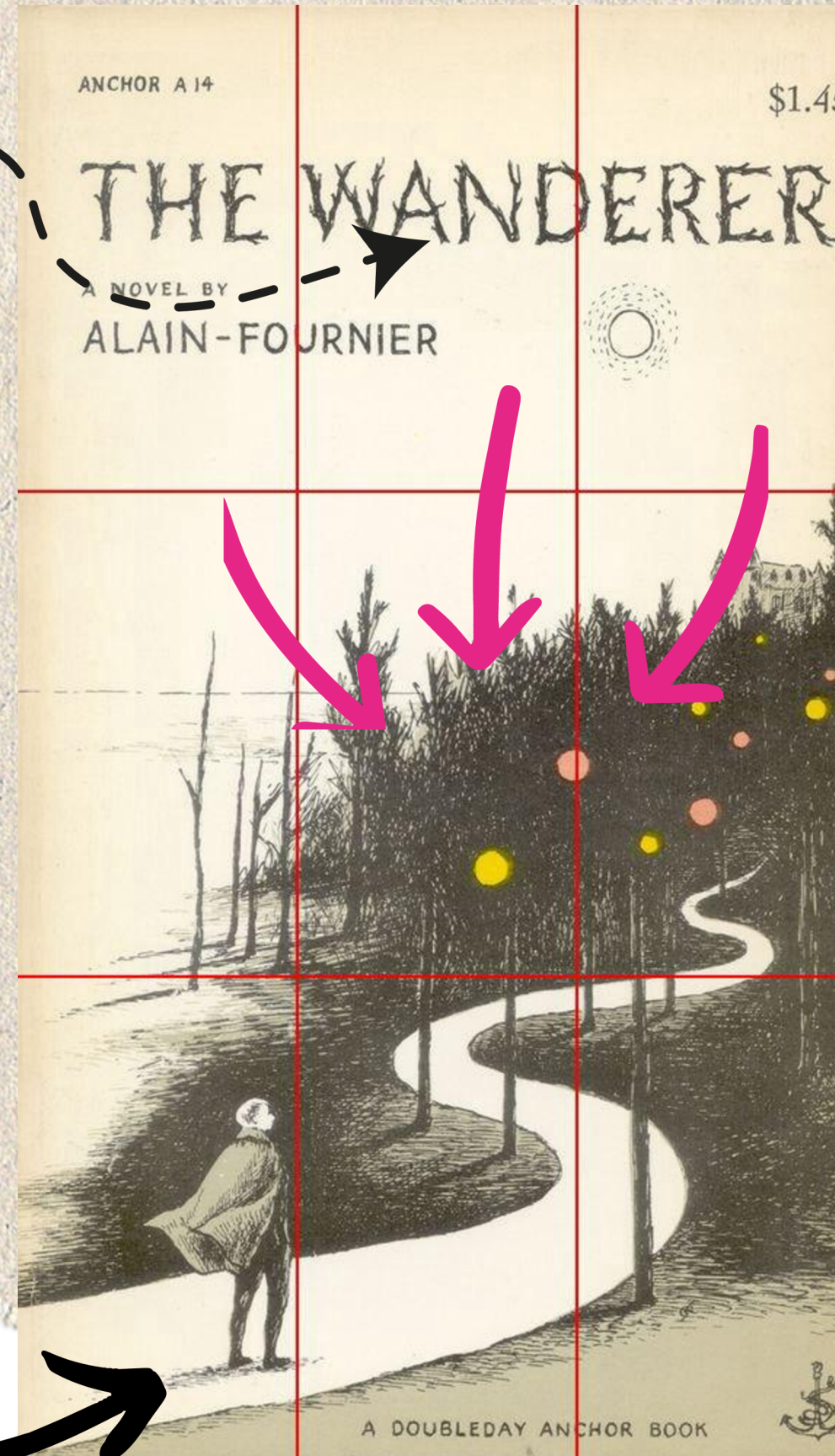
The placement of the eye within the zero creates a focal point seamlessly integrates with the number.

The tightest part of the spiral is centered on the man standing in the spotlight, drawing the viewer's attention directly to him. This placement emphasizes his vulnerability and isolation, key themes in the novel.

RULE OF THIRDS

Typography: The slightly rough, uneven texture of the title font gives a sense of mystery and timelessness, aligning with the novel's themes.

The winding white path leads the eye through the image—from the wanderer at the bottom to the distant house—creating narrative movement.



The sketchy lines gives it a personal, almost timeless aesthetic. The transition from foreground to background using tree density and shading creates depth

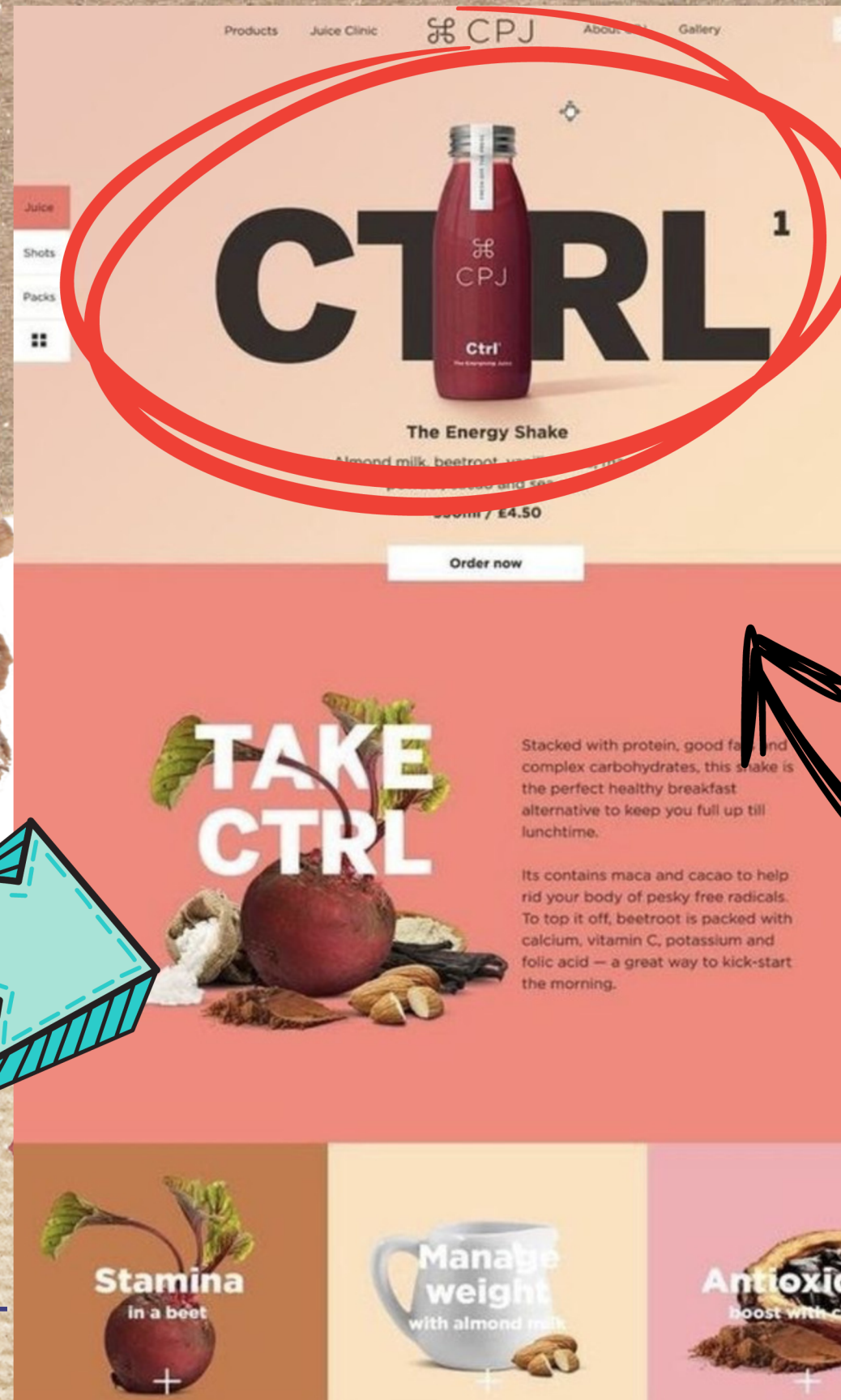
The visuals and positioning of the person on the bottom left suggests that the rule of thirds has been applied to this composition

DESIGN PRINCIPLES ANALYSIS

Typography: The use of bold, sans-serif fonts establishes a modern and clean feel. Important terms

like "TAKE CTRL" are emphasized through size and weight. Fonts are consistently used across headers, body text, and buttons, reinforcing brand identity.

Realistic images of ingredients (beetroot, cacao, almonds) and product bottles connect visually with the health-focused content.



The large "CTRL" text and central bottle draw immediate attention. The hierarchy clearly guides the viewer from product name to description to call-to-action.

Earthy colors like beet red, almond beige, and cacao brown reflect the natural ingredients and health-focused branding. White text on dark or colored backgrounds ensures readability.