

## ORGANIC AND INORGANIC DESIGN

The human eye is a very sensitive organ which discerns thousands of colors and patterns, yet it is particularly attracted to colors and patterns which emulate very natural forms.

Organic Design makes use of natural forms and emulates living things (e.g., leaves of trees, oranges, etc).

Inorganic Design makes use of non-living things and/or metallic things (e.g., geometric formations of different kinds of rock, etc).

Colors may be considered organic or inorganic. For example, natural shades of green, blue, orange, softer browns, may be preferable in an organic color scheme. Whereas, stronger, darker colors such as navy blue, black, silver, gold, platinum may signal more inorganic qualities.

You can see such color choices at the supermarket, where "organic" items or "natural" foods have colors and labeling which sometimes emulates things found in nature.

But, Organic and Inorganic design schemes are found everywhere. Consider film. Think of the *Star Wars* Trilogy or even the *Lord of the Rings* saga. In these films, the directors have chosen an organic design for all of the good characters (they were lighter colors, have more natural surroundings, have very rounded artifacts, etc.). Inorganic design may be found in all of the evil characters (very mechanical and industrial artifacts, darker color schemes, sharp-edged weapons, etc.). Such use of organic and inorganic is very deliberate.

Rounded objects tend to look much more organic and much more appealing than squared objects (thus, the expression of things often lusted after as "having curves" or being "curvy." and I am not referring solely to human beings, but rather objects).

In creating tables/text boxes, if provided the option, choose to pick tables/text boxes with rounded edges rather than square edges. Reason: Edged patterns or strong geometric patterns can agitate those with neurological disorders. Furthermore, rounded objects seem less imposing.

In using text, pick fonts which use curves (such as Sans-Serif fonts), especially to improve readability and the overall comfort of the reader, especially for shorter text.

If you decide that creating comfort is better then keep natural shades of green, blue, orange, softer browns, may be preferable. Often, people seeking to lighten their work tend to choose the traditional pastel shades of primary and secondary colors.

Now, vice versa: If shocking your audience is better, you can always choose the inorganic route, which is to choose visual elements with more edged qualities, harsh colors -> away from softer colors.

Organic color patterns look more like stripes on a zebra or spots on a dog/giraffe. These spots/stripes are often imperfect.

Nature love imperfection. Therefore, some organic shapes/patterns are imperfect (having different sizes, etc). Just consider circles (there are no perfect circles). Or, just think about the mathematic implications of PI. Living things are almost by definition imperfect.

In contrast, most inorganic shapes/patterns are perfectly aligned or have perfect symmetrical qualities.

Inorganic colors patterns which may be used in addition to just inorganic colors take on more metallic qualities, more metallic effects, more lines, and more strong geometric shapes. Think diamonds, squares, hexagons, pentagons, etc. Think plaid.

If in doubt to whether or not something is organic or inorganic, simply ask yourself, is the thing more like a something not once living, a rock, a piece of metal, geometric, edged, or something mechanical? Or, is this thing more like something living, water, a plant, the spots on a giraffe, or a fruit?