

Scale & Proportion

Art & Design

The proportional systems designers use, and what each is good for.

Ratios of the short side to the long side.

System	Ratio	Property
Square	1 : 1	Static, no direction
Root two, the A series	1 : 1.414	Halves into its own shape
Golden section	1 : 1.618	Remainder repeats the shape
Root three	1 : 1.732	Hexagonal relationships
Two to three	1 : 1.5	35 mm film, common prints
Double square	1 : 2	Strongly directional

A ratio has no aesthetic power on its own. It is useful because it produces repeatable relationships across a whole design.