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The Museum of Modern Art

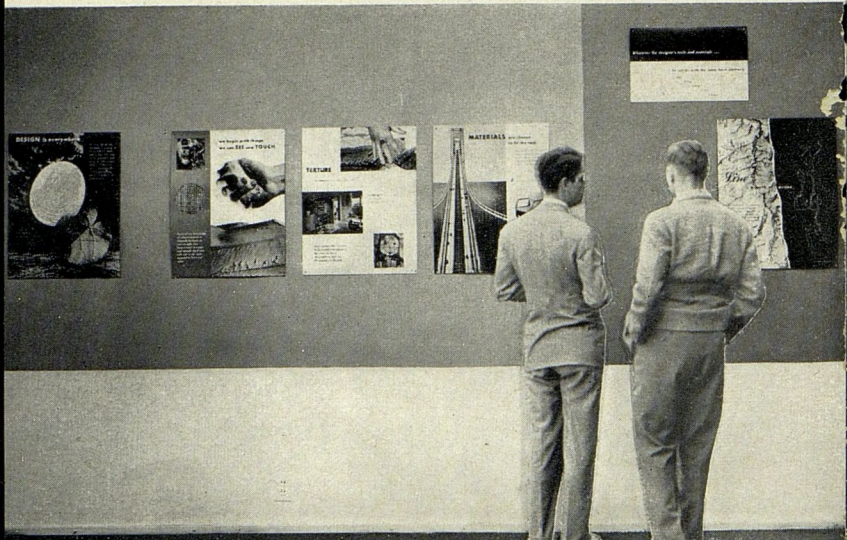
*announces*

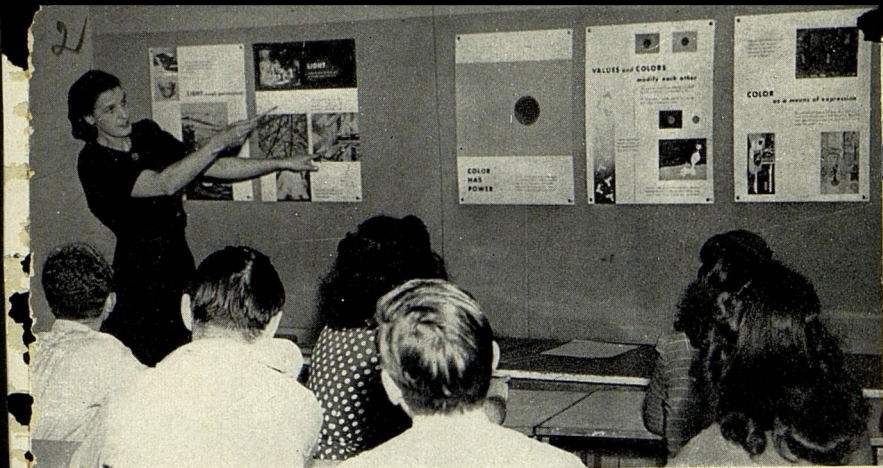
a new experiment in visual education

**ELEMENTS OF DESIGN**

*It is an exhibition:*

These panels are designed to be hung with dramatic effect in a small gallery, hall, showroom, or library.





*It is teaching material:*

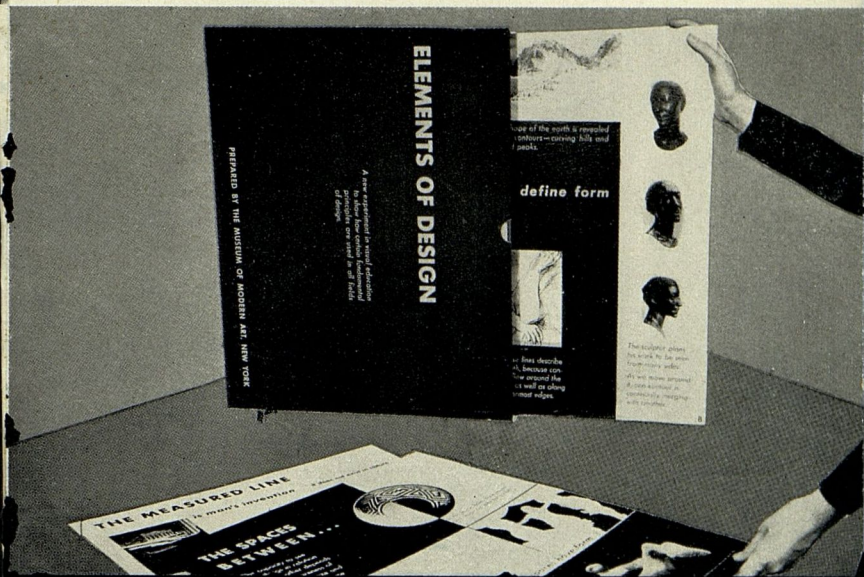
In a classroom the panels may be handled singly or in groups. A whole course of study can be based on these visual demonstrations.

*It is a portfolio:*

Anyone seeking the relationship of art to his own experience will find this set a valuable addition to his library.

Twenty-four cardboard panels, 20 x 25 inches, present elements basic to all the plastic arts through photographs, drawings, charts, and full color reproductions of important modern paintings. The set comes in a handsome portfolio, packed ready for shipment.

This exhibition may be purchased at the retail price of \$30 plus mailing charges, with 20% discount for all educational institutions. Please address requests to the Department of Circulating Exhibitions, Museum of Modern Art, 11 West 53rd Street, New York 19, N. Y.



**ELEMENTS OF DESIGN**

PREPARED BY THE MUSEUM OF MODERN ART, NEW YORK

A new experiment in visual education  
provides new tools in all fields  
of design.

... of the earth is repeated  
without—moving hills and  
peaks.

**define form**



... lines describe  
it, because you  
have arranged the  
it well or along  
certain edges.

The sculpture shows  
the work by the artist  
from various angles.  
It is more important  
to see the sculpture  
from different  
points of view.

**THE MEASURED LINE**

**THE SPACES BETWEEN...**

**GN is everywhere**

It is easy to get into the habit of looking at things without really seeing them. We think we know what a leaf looks like. We've seen millions of them. Yet upon close inspection we find unexpected structural patterns of great beauty.

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of the sea—  
s own  
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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.