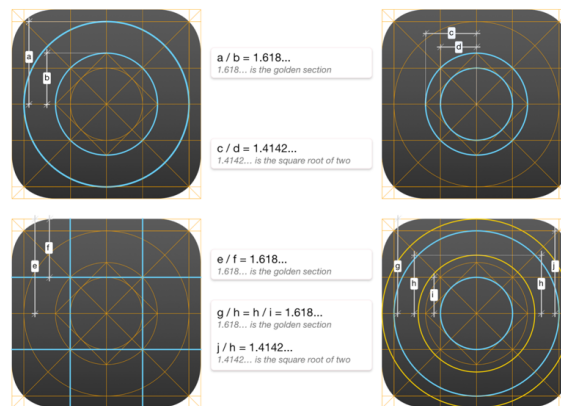
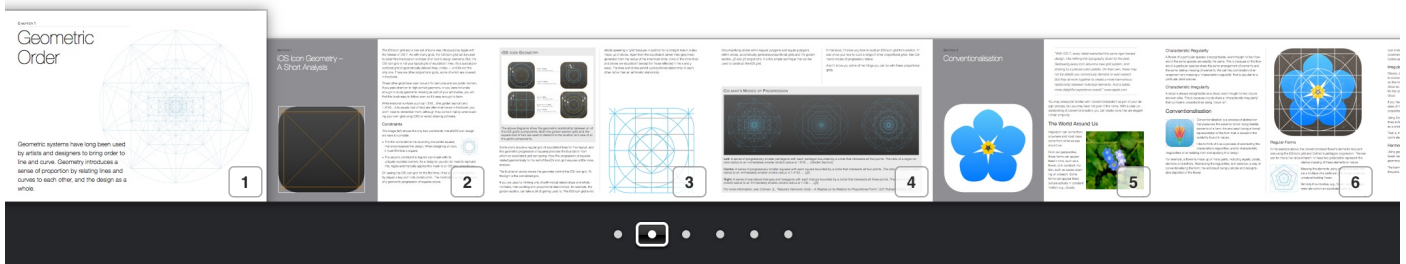


CHAPTER 1

Geometric Order

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Excerpt from
Chapter 1
Geometric Order

On seeing the iOS icon grid for the first time, I had a hunch that geometry played a key part in its construction. The most obvious sign is the use of a geometric progression of squares above. Some icons require a regular grid of equidistant lines for their layout, and this geometric progression of

squares provides the foundation from which an equidistant grid can spring. How this progression of squares related geometrically to the rest of the iOS icon grid requires a little more analysis. The illustration above shows the geometry behind the iOS icon grid.

If you are used to thinking only of arithmetical relationships and whole numbers, then working with proportional relationships, for example, the golden section, can take a bit of getting used to. The iOS icon grid is not strictly speaking a 'grid' because in addition to its straight lines it is also made up of circles.