INTERNATIONAL STANDARD GUIDE

FRM-400
Addopted-1997
Standards-1998
Revised-1999
Revised-2000

Using The Goldenmean For Proportional Divisions In Decorative Matting

1.00   Design (defined)

To plan out in systematic, usually graphic form:

To create or contrive for a particular purpose or effect:

To create or execute in an artistic or highly skilled manner.

1.01   Everything can be called a design, but to achieve good design the particular purpose must be clear.

1.02   When designing for the framing of artwork art the purpose is " create a surrounding to complement with out distraction".

1.03   When designing for wall decor the latitude is greater, the purpose may be to create a greater interest, make a color or size statement, brighten a drab corner or create something everyone will ask about.

1.04   The Golden Mean provides a formula for the pleasing division of space.
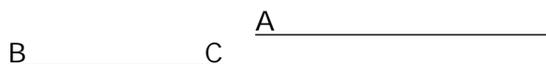
2.00 The Golden Mean (divine proportion)

2.01   In about 300 BC a mathematician by the name of Euclid established a formula that also occurs in nature, when applied to an area that area can be divided into visually balanced unequal proportions that were visually pleasing to the eye.

2.02   In the 1st century BC Vitruvius, a Roman architect of c.90-c.20 BC, wrote De Architectura or the "Ten Books" documenting Roman and Greek architectural history and building practices. Used as an architectural standard, he proclaimed the formula the Golden Mean.

2.03   Early in the 15th century there was a revival of the classical orders in Italian Renaissance architecture. In 1509 Luca Pacioli wrote De divina proportione, illustrated by Leonardo de Vinci, and defined the Golden Mean as "divine proportion". These divine proportions are found in a painting attributed to Claude Lorrain, where the canvas is divided consistent with the formula.

3.00   The Golden Mean defined

3.01 The division of a straight line into two parts so that the ratio of the whole line to the larger part is the same as the ratio of the larger part to the smaller part

```
                        A _____
B _____ C
```

A line divided at B so that A/C = AB/BC

3.02   e.g., A 3 inch dimension is multiplied by the golden mean proportions of .618 to divide the 3"inch space.

3.03   Multiple divisions of a space may be used to create designs as are often used in the matting of artwork e.g.,   3.000 X .618 = 1.857 inch.

3.03.1 The second division of the largest area e.g.,   1.857" X .618 = 1.148"

3.03.2 The third division of the largest area e.g.,   1.148" X .618 = .709"

3.03.3 The forth division of the largest area e.g.,   .709" X .618 = .438"

3.03.4 The fifth division of the largest area e.g.,   .438" X .618 = .271

3.03.5 The sixth division of the largest area e.g.,   .271" X .618 = .167

3.09   All lines are applied to the mat area. Measuring out from the window opening.

3.10   Designs are a matter of line selection and of strengthening some, creating toned panels between others, and eliminating some.

3