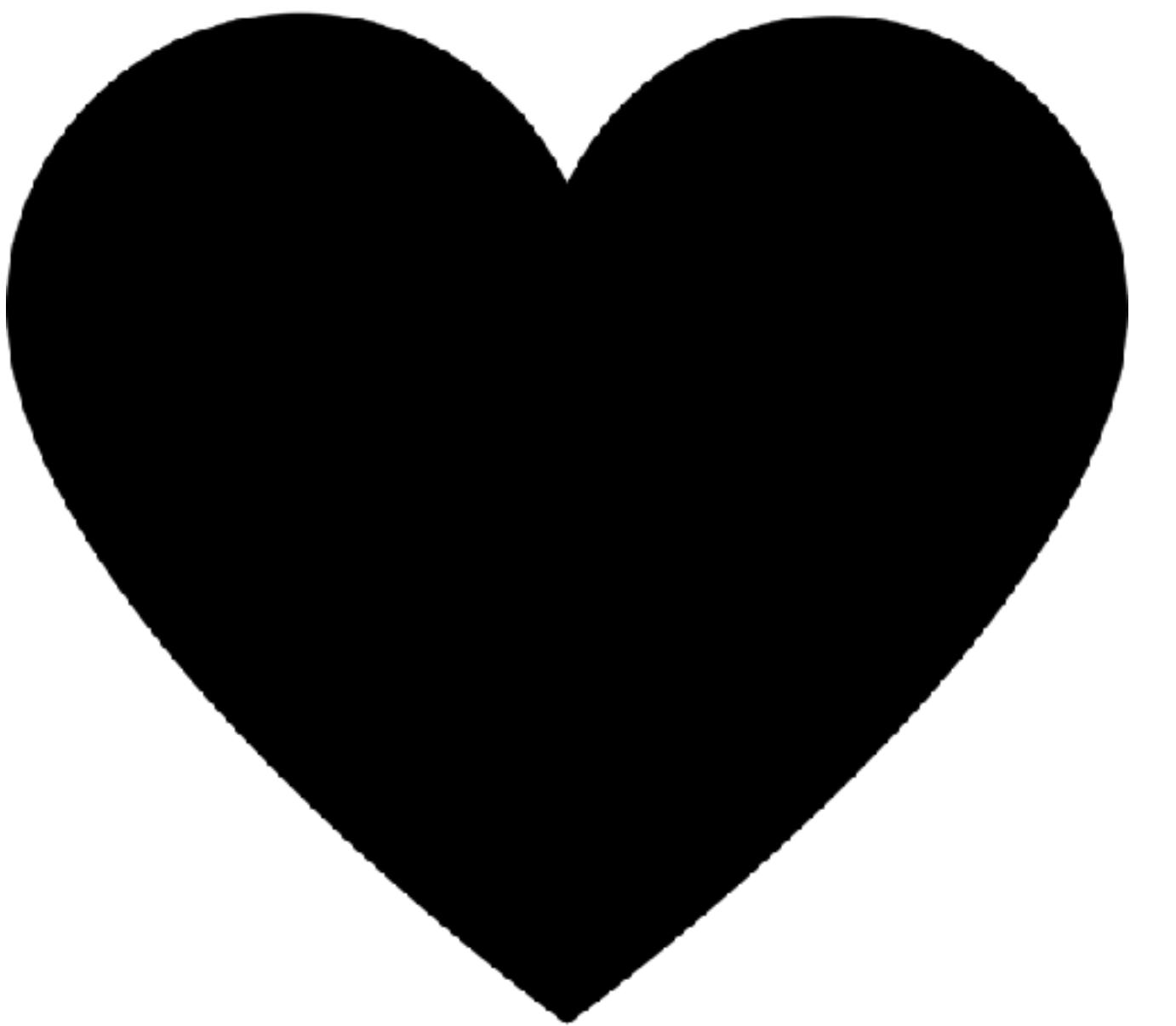




# Forma & percepção

**Como percebemos as  
formas ao nosso redor.**







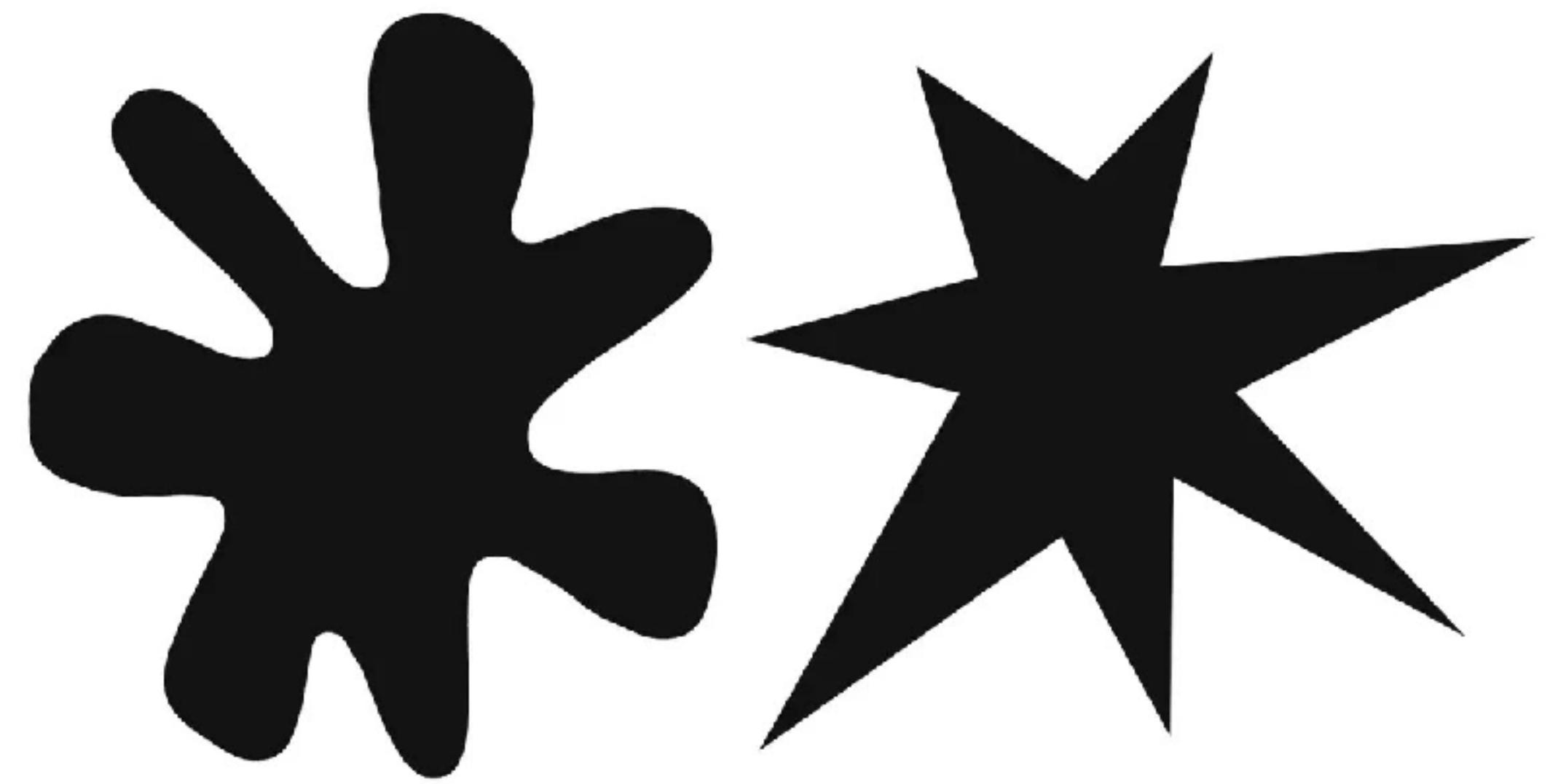


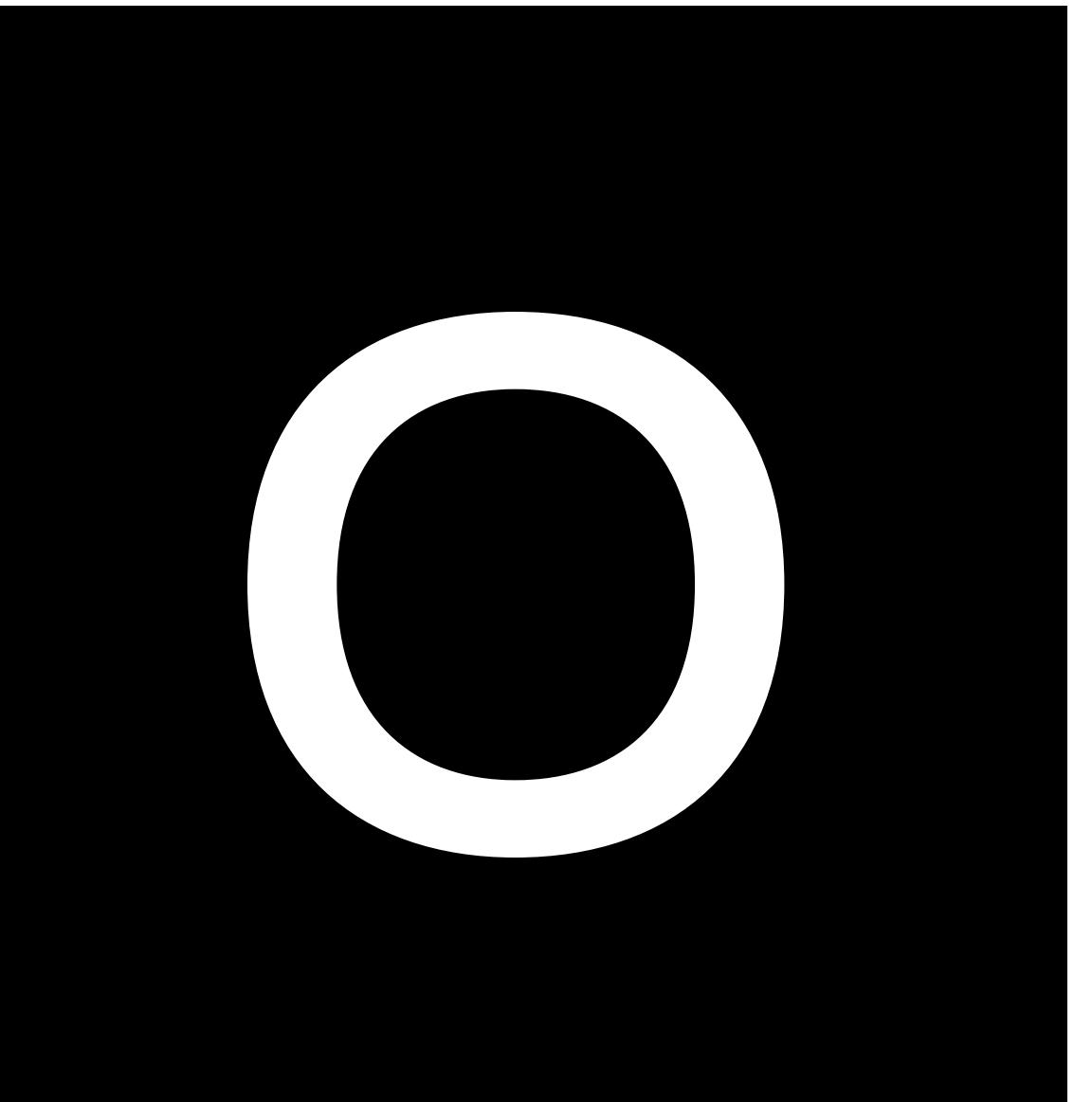




**Pontiagudo = Perigoso**

**Arredondado = Seguro**







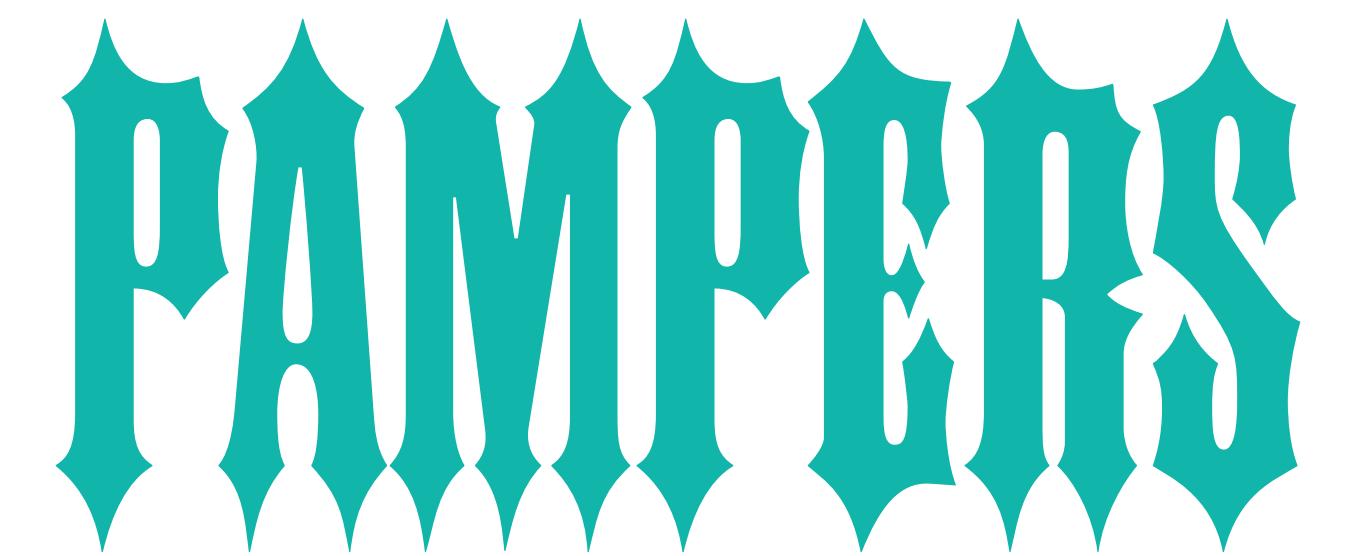
**Formas têm som,  
sabor e carregam  
percepções.**













**DEXTER**

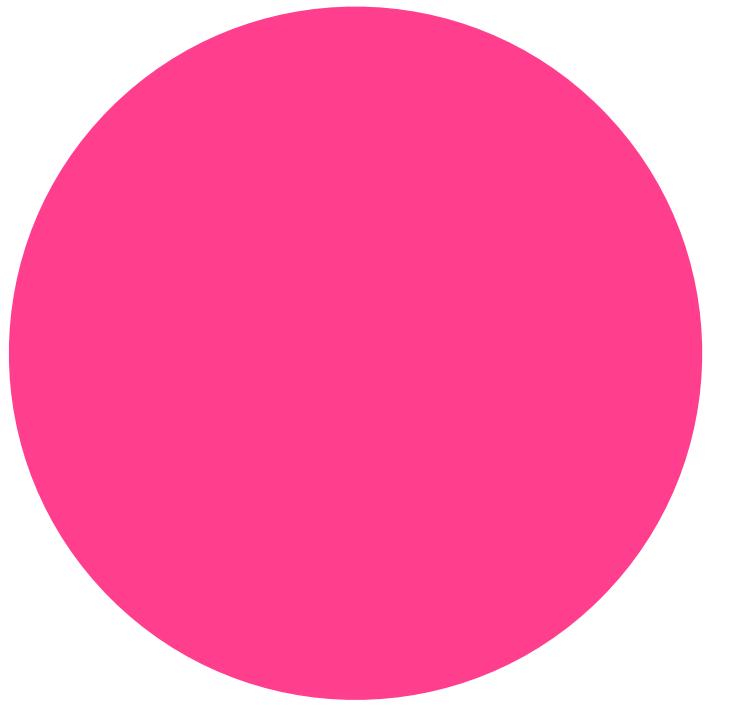






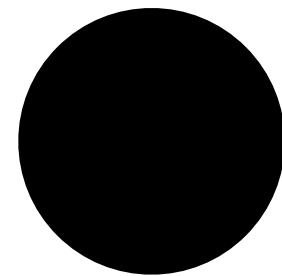
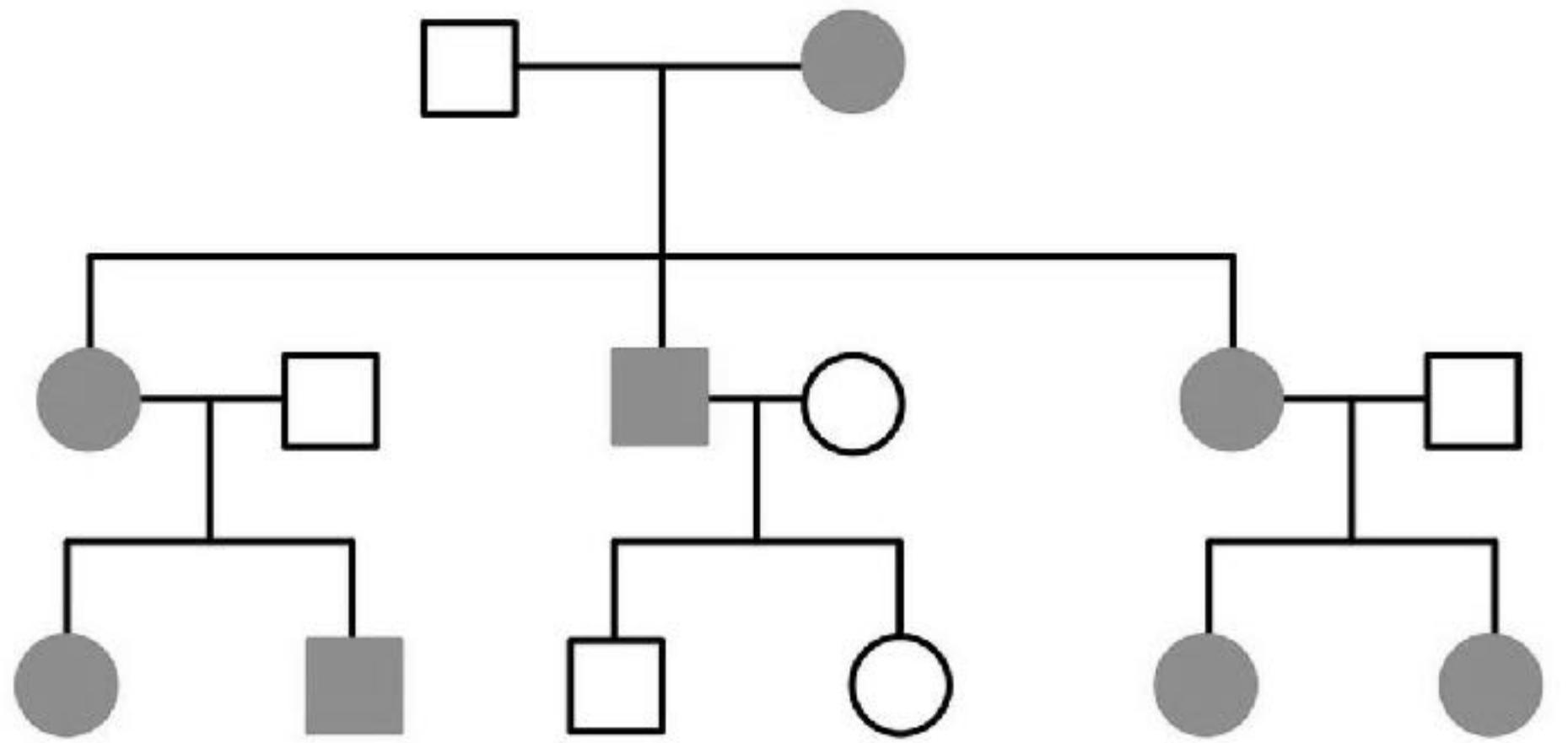


- **Estabilidade**
- **Peso**
- **Força**
- **Dureza**
- **Masculinidade**
- **Seriedade**
- **Confiança**
- **Solidez**
- **Racionalidade**
- **Artificial**

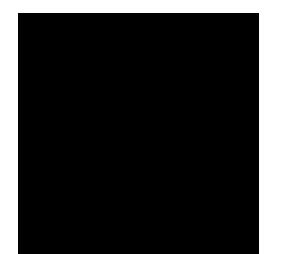


- Naturalidade
- Movimento
- Continuidade
- Feminilidade
- Amistosidade
- Leveza
- Maciez
- Humanismo
- Fluidez
- Emoção

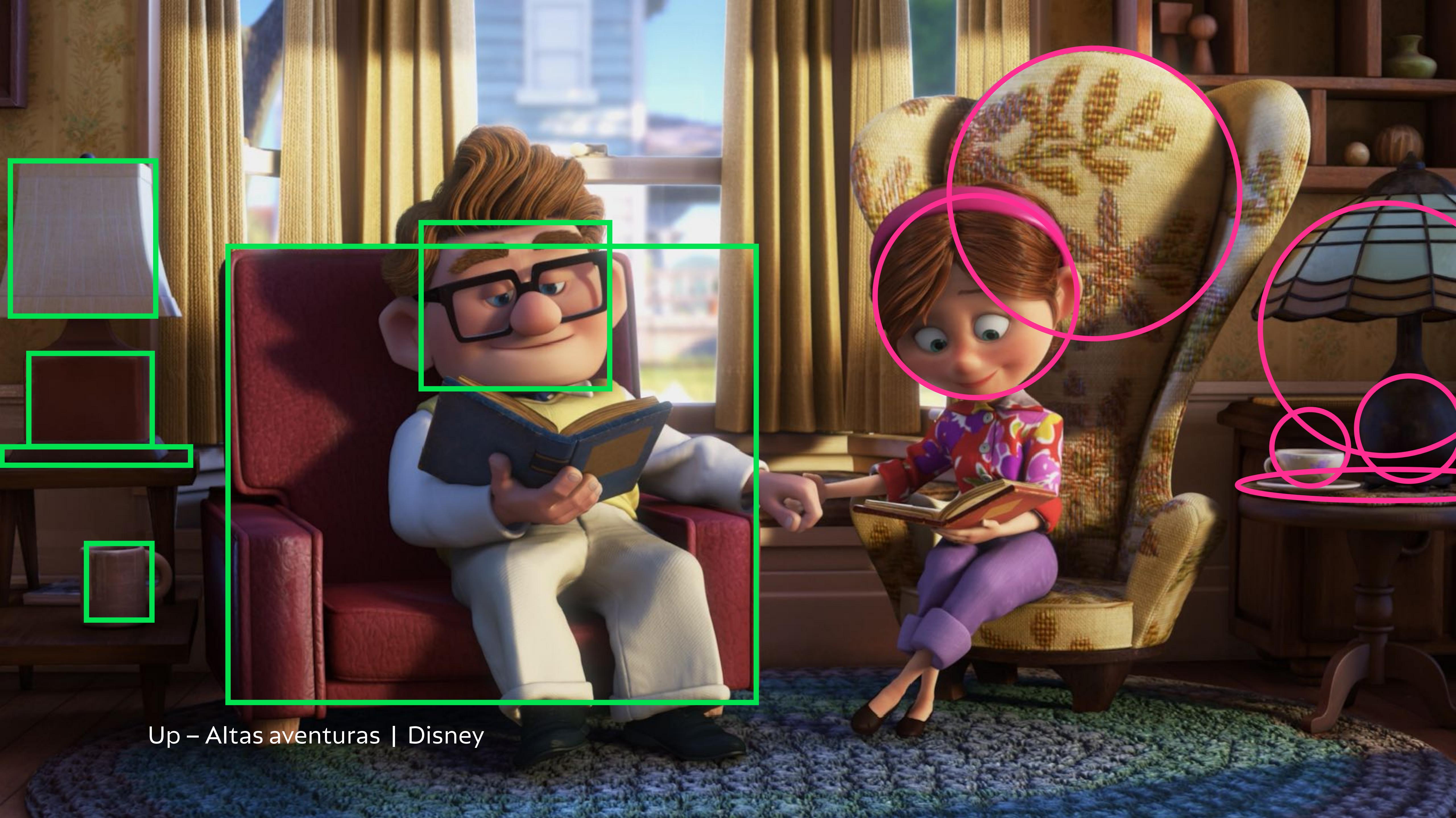
## Heredograma



Mulher

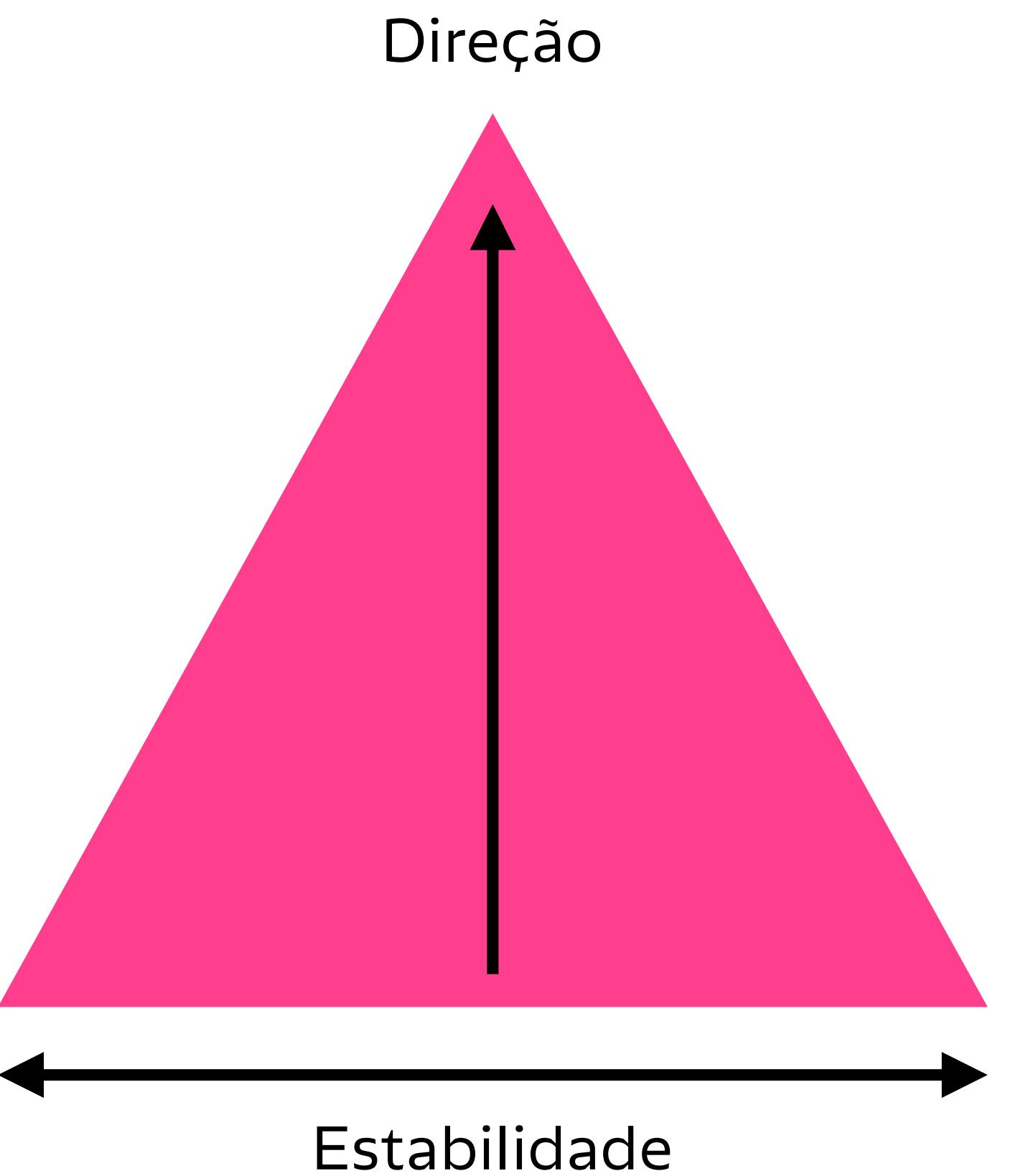


Homem



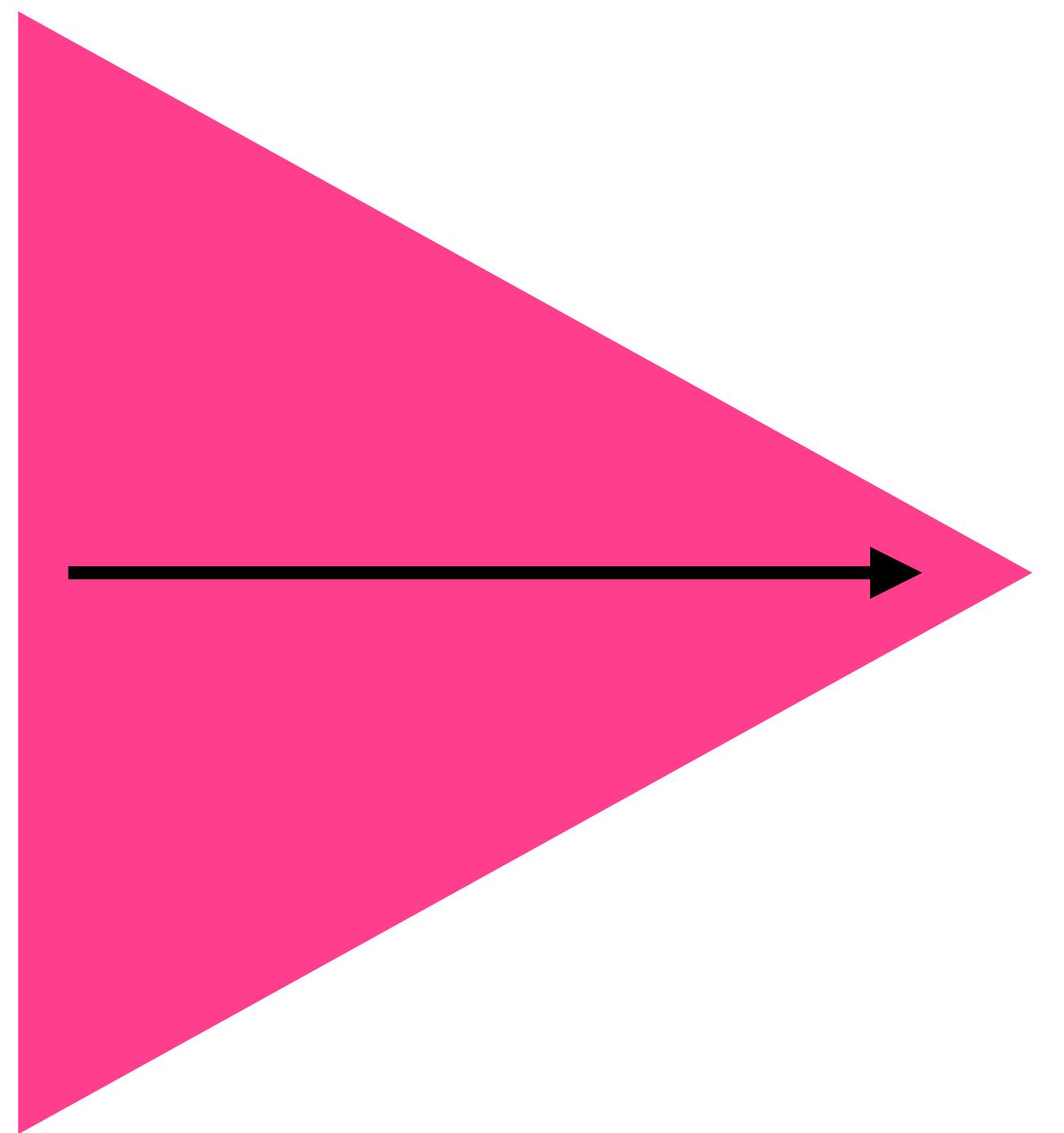
Up - Altas aventuras | Disney



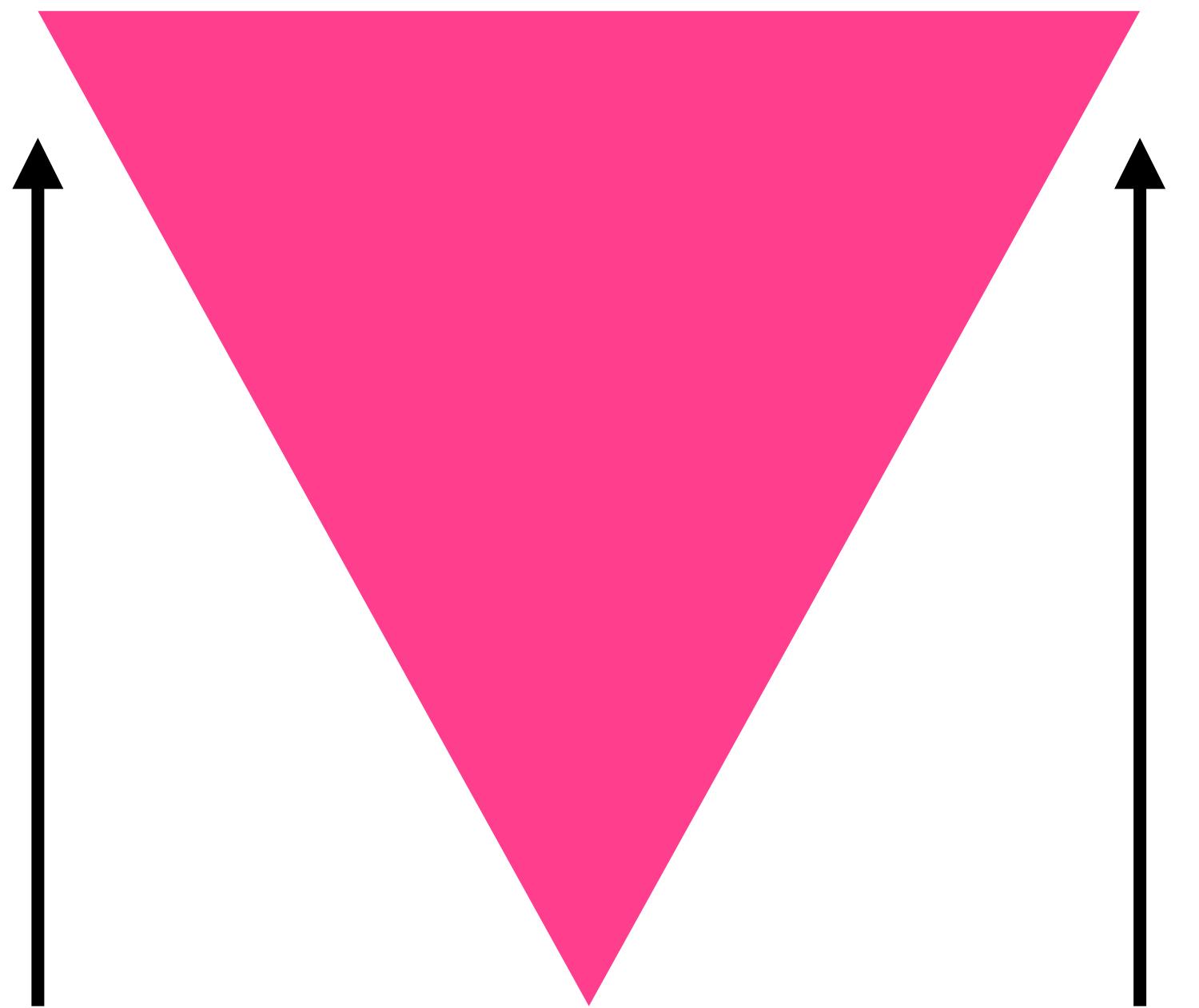




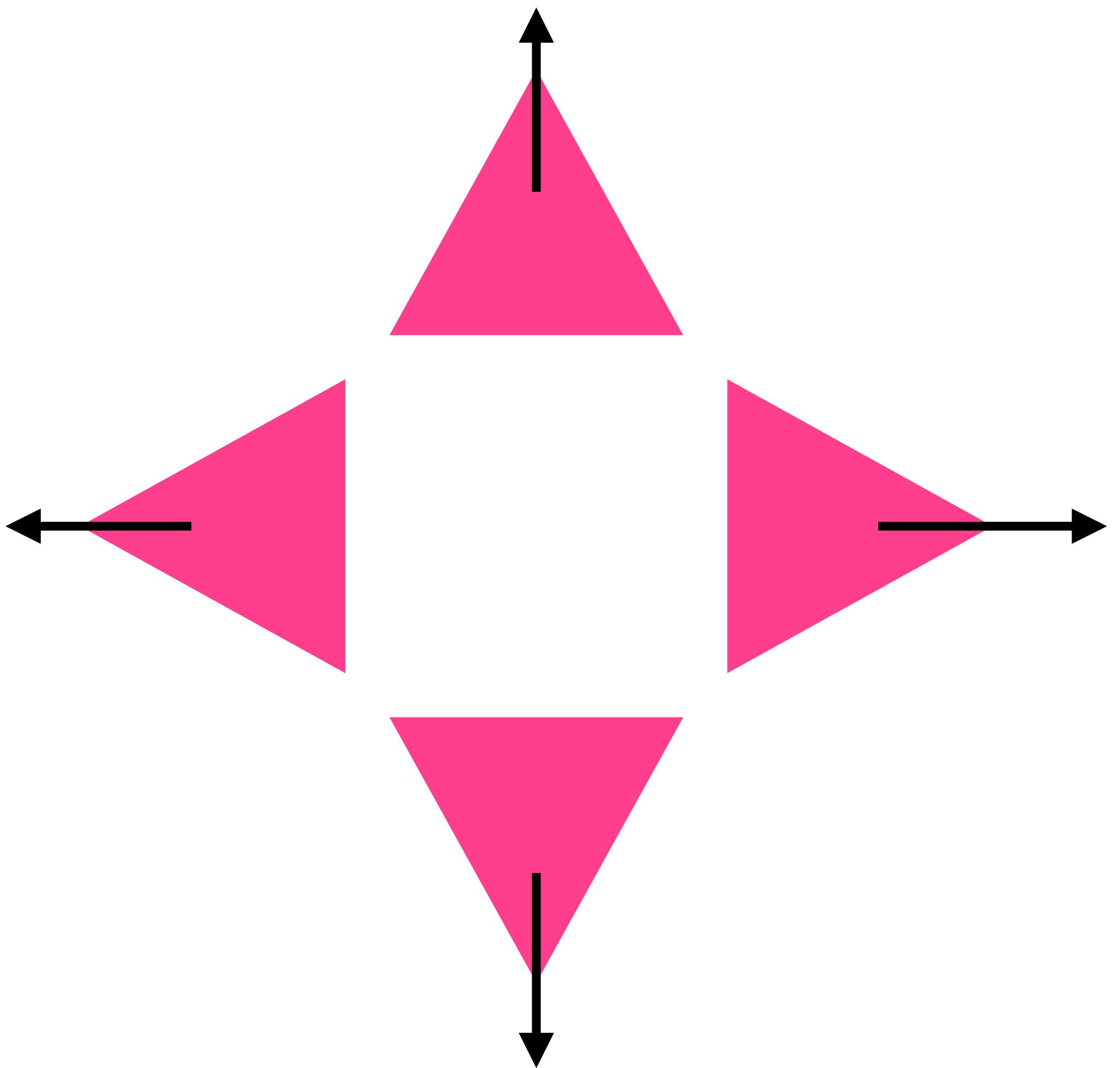




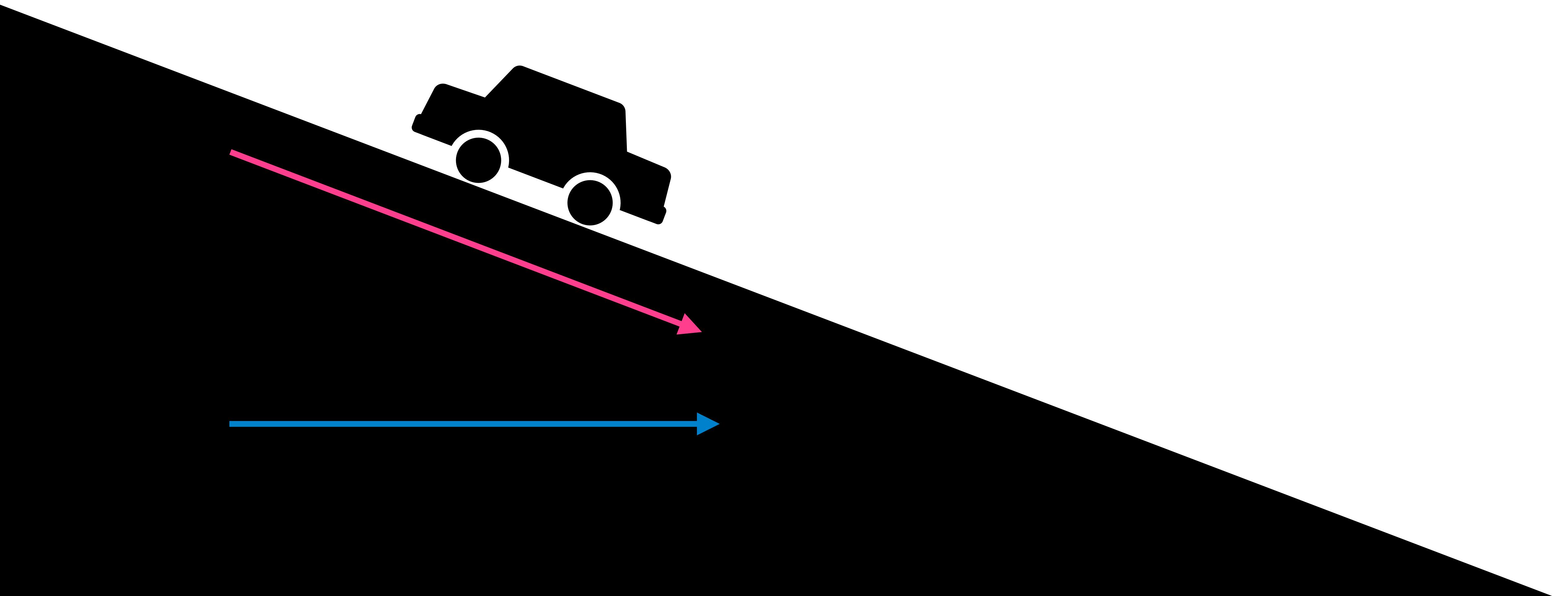
Direção

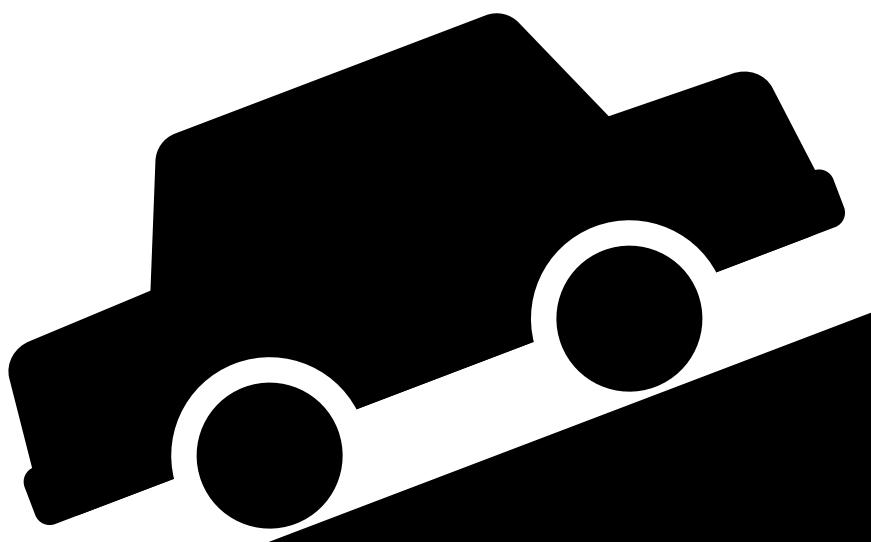


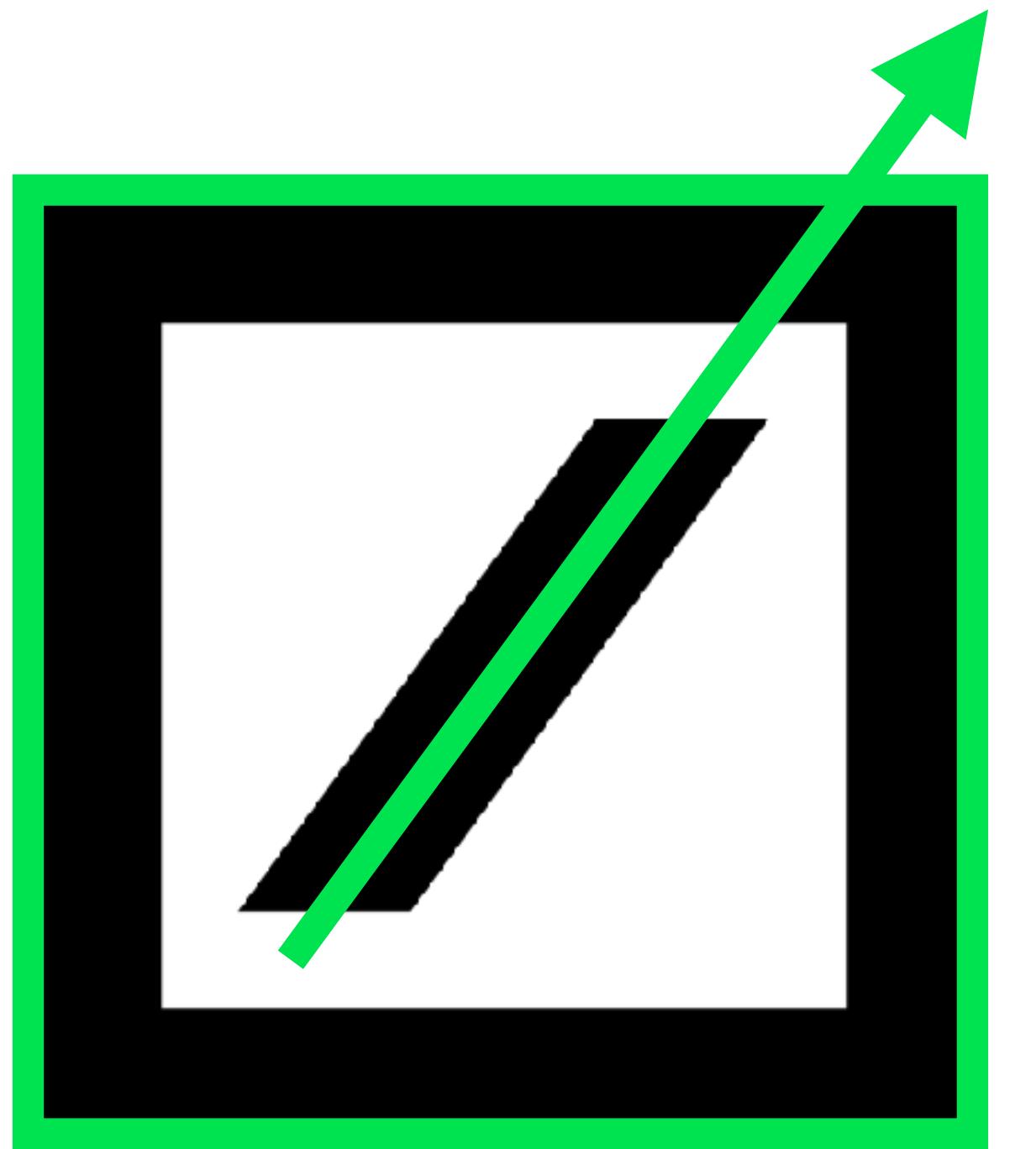
Equilíbrio



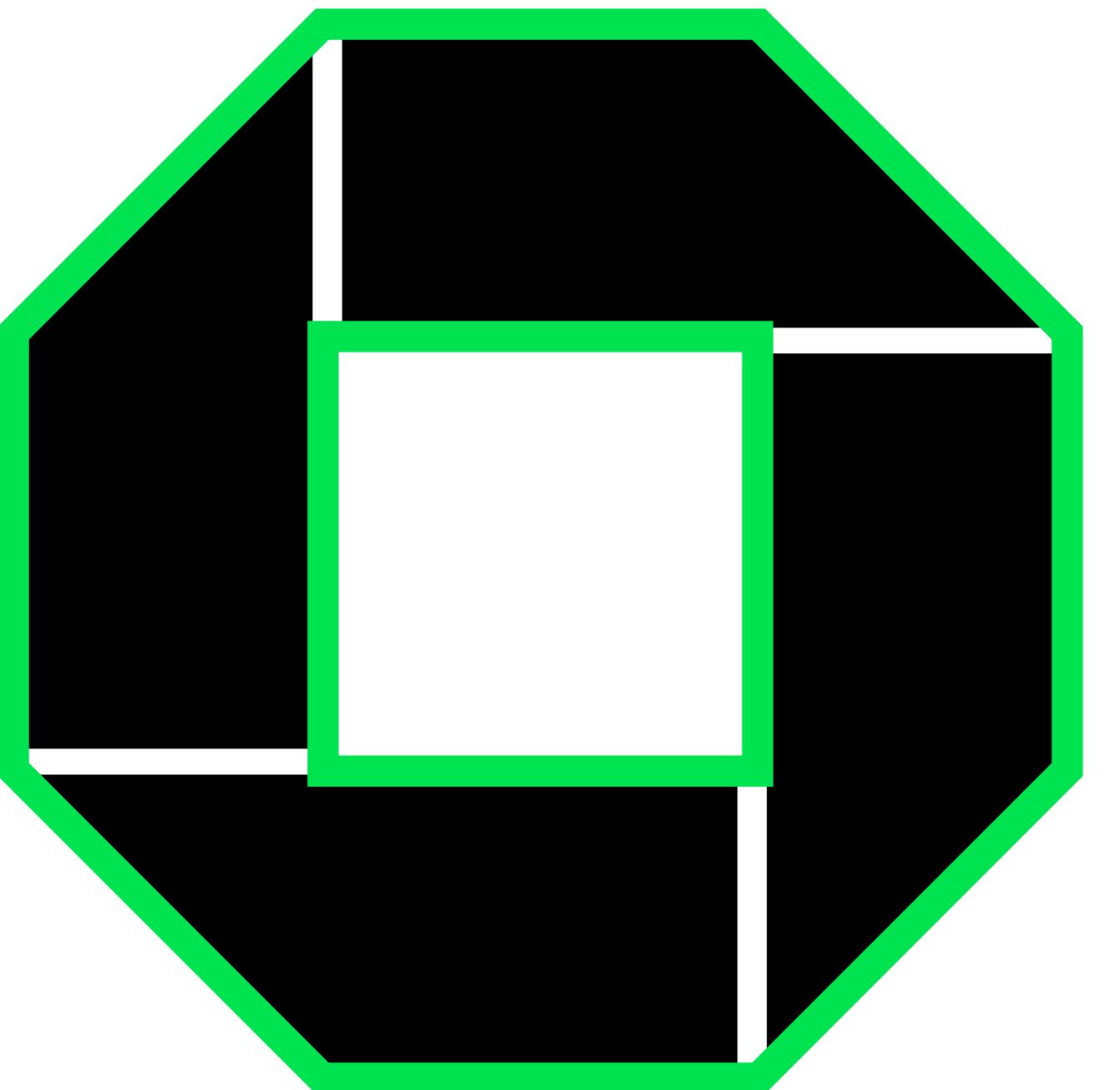




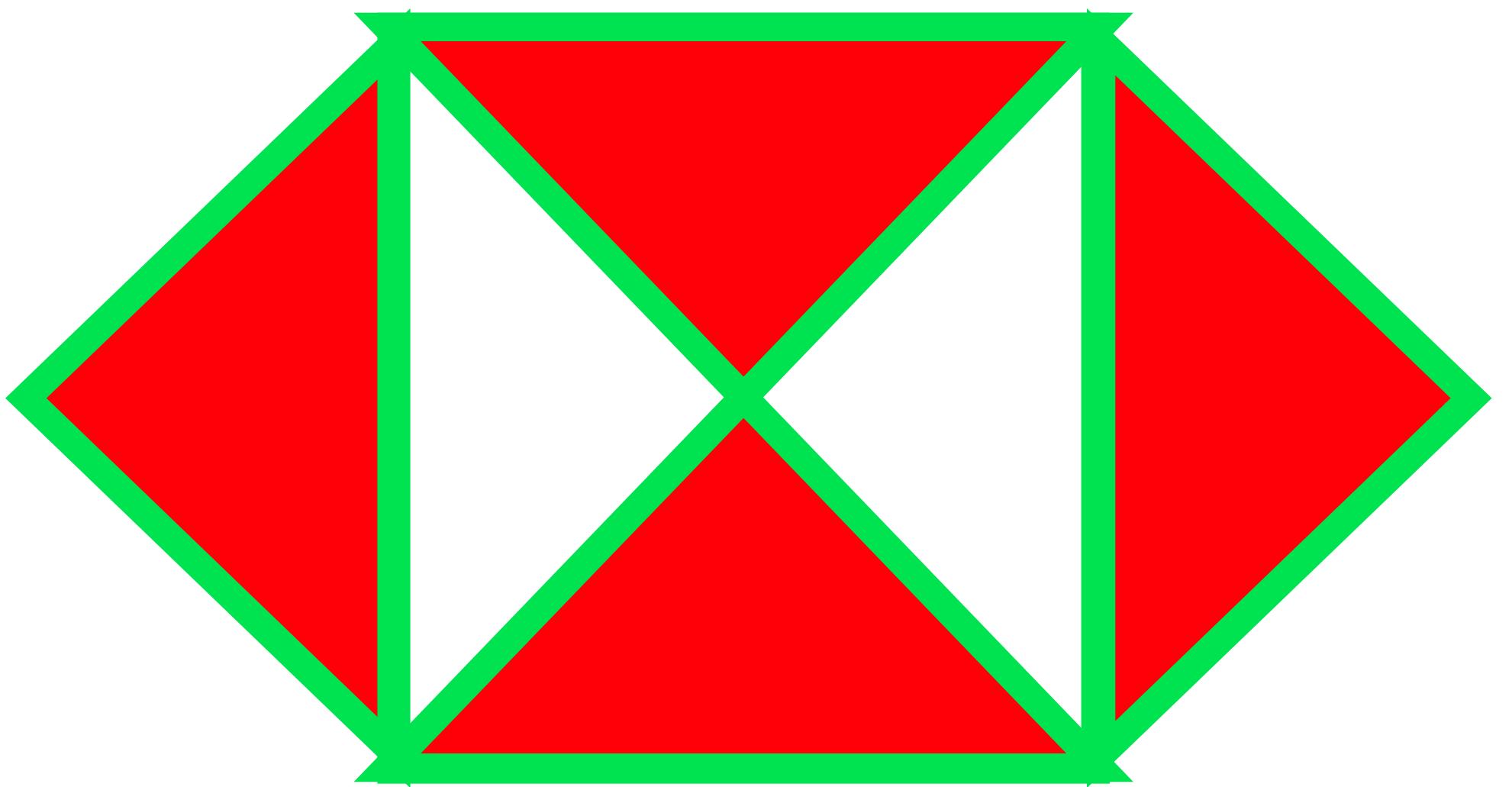




Deutsche Bank

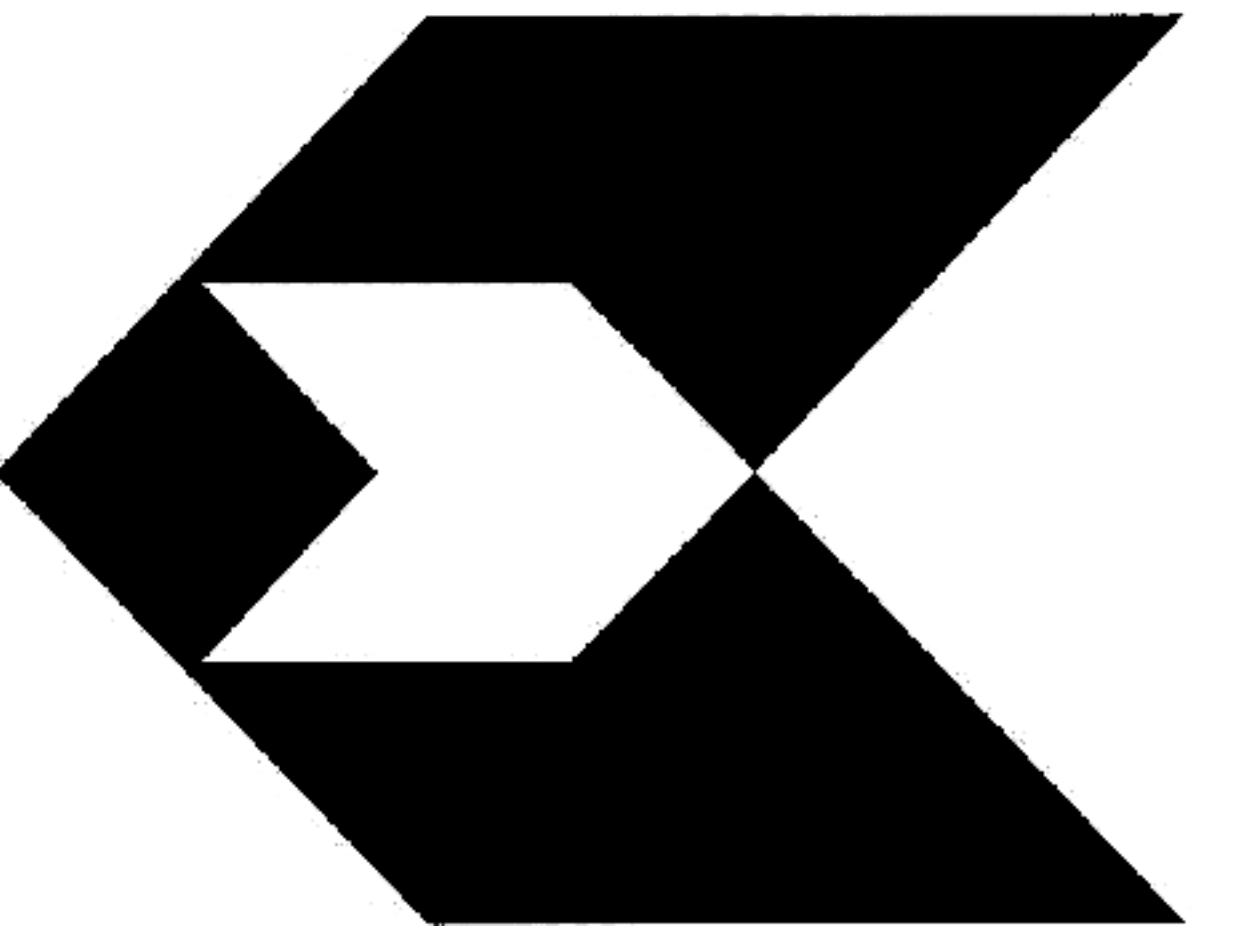


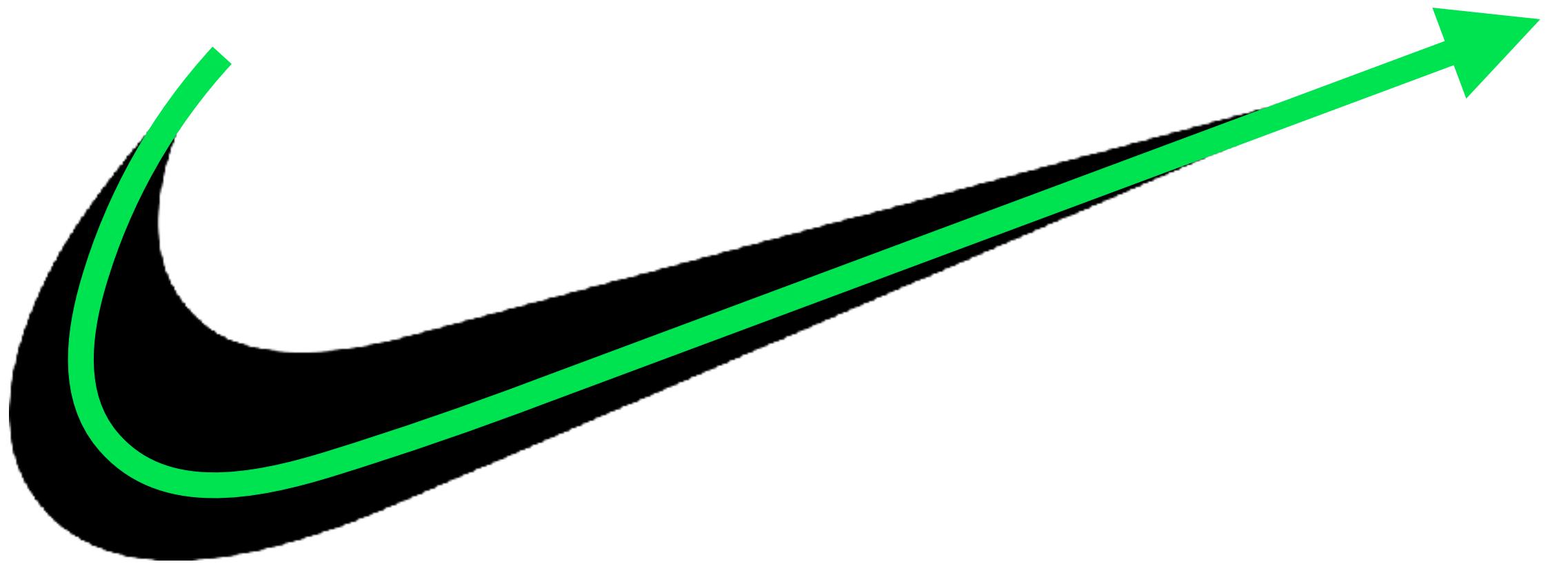
The Chase Manhattan Bank





Microsoft





Nike



Nike



