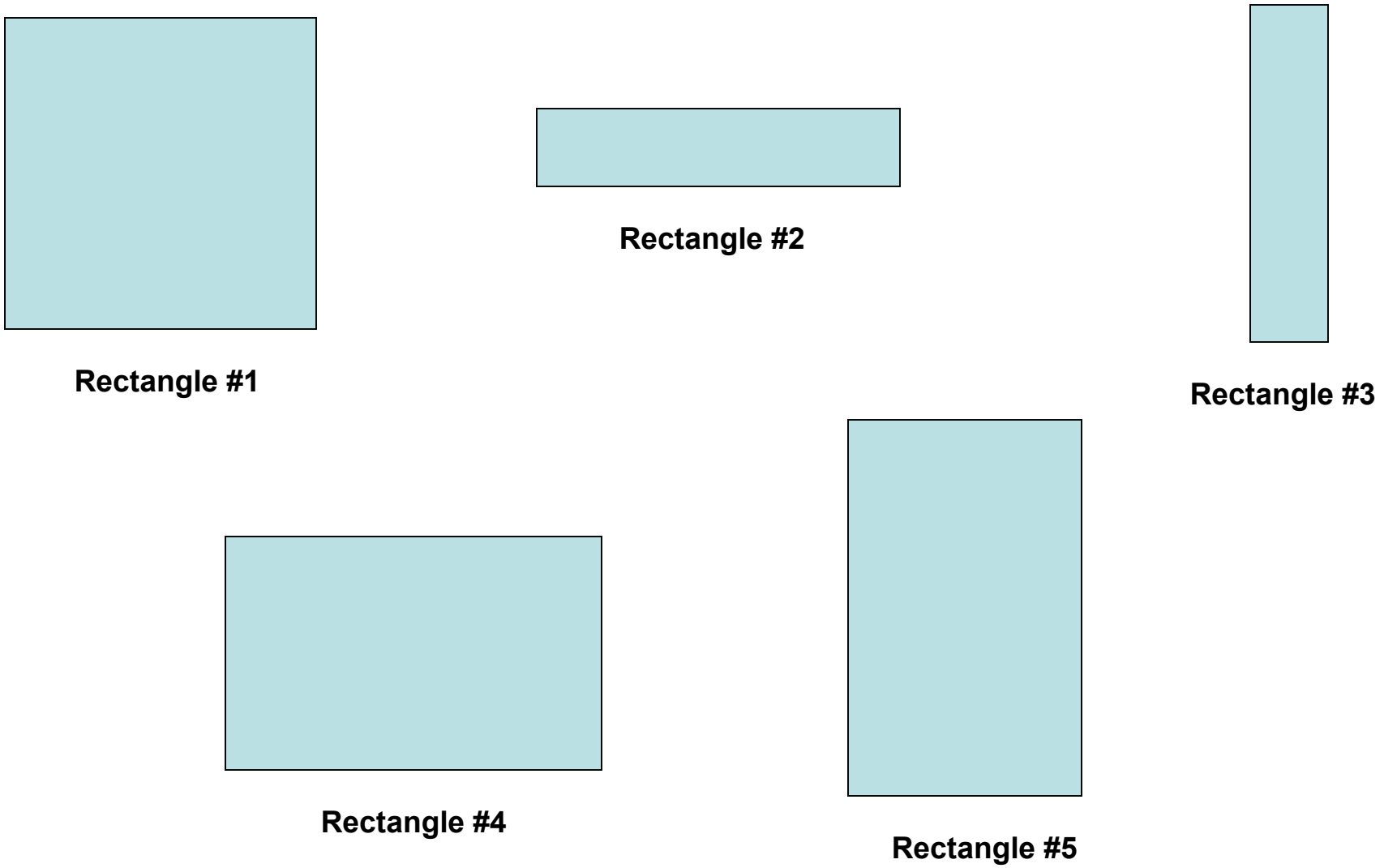


Figure 2.1 Assorted Rectangles

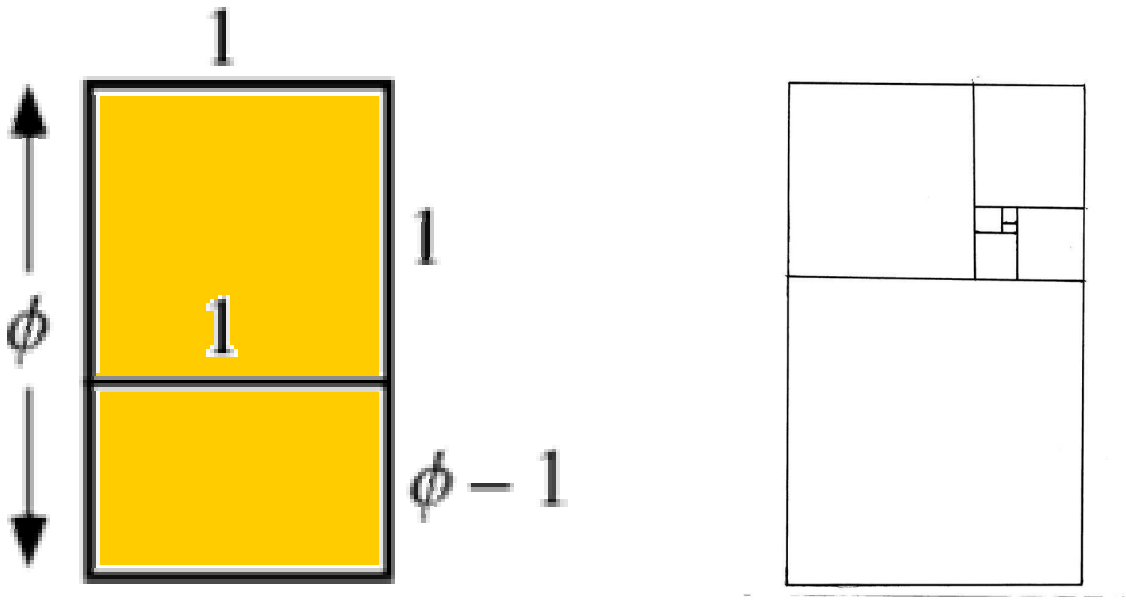
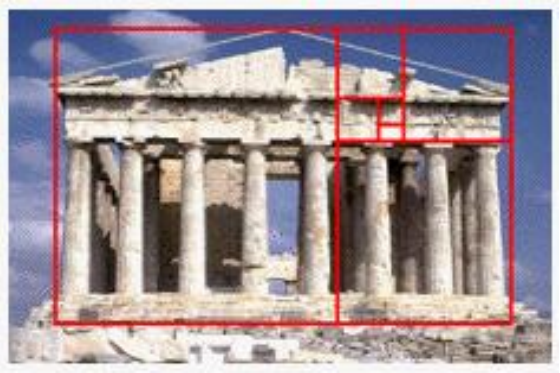
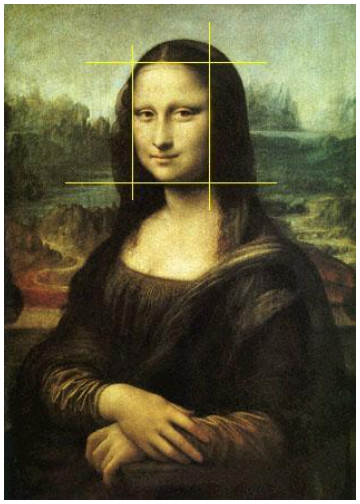


Figure 2.2 The Golden Ratio

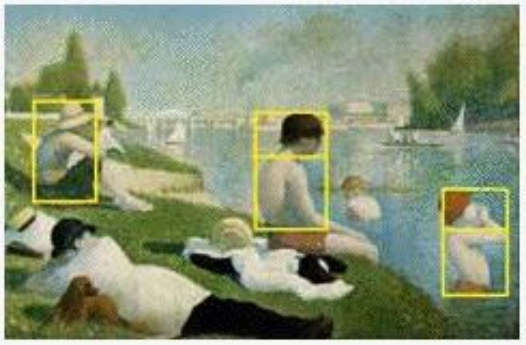


The Parthenon



Da Vinci

Monet



Mondrian

Golden Gold Card

Figure 2.3 Faces of the Golden Ratio, φ

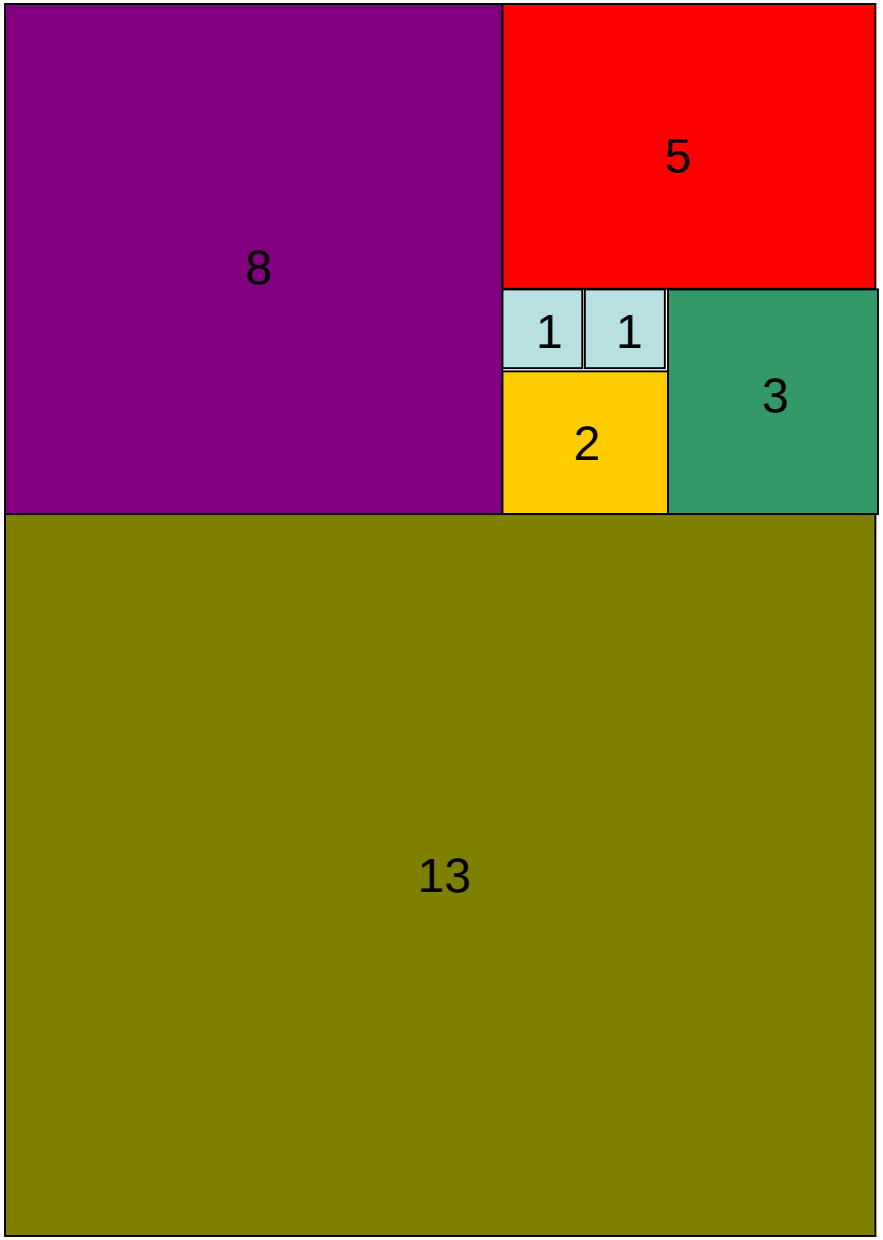


Figure 2.4

The Fibonacci Series

via Geometry

$$
\begin{aligned}
Ø^2 &= ø + 1 \\
Ø^3 &= 2ø + 1 \\
Ø^4 &= 3ø + 2 \\
Ø^5 &= 5ø + 3 \\
Ø^6 &= 8ø + 5 \\
Ø^7 &= 13ø + 8 \\
Ø^8 &= 21ø + 13
\end{aligned}
$$

Figure 2.5 The Fibonacci Series via Algebra

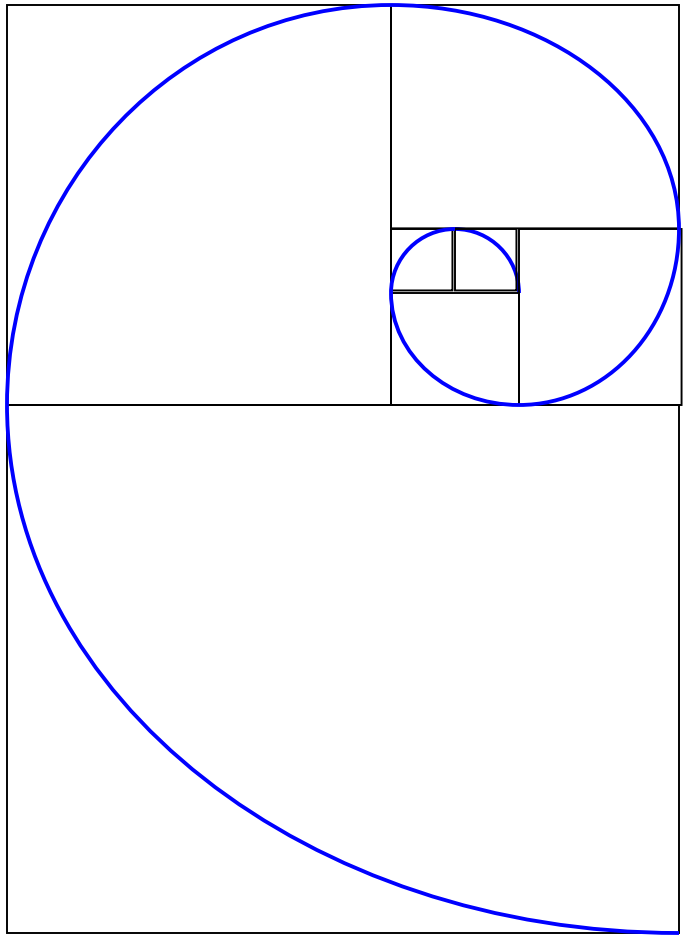


Figure 2.6 The Fibonacci Spiral

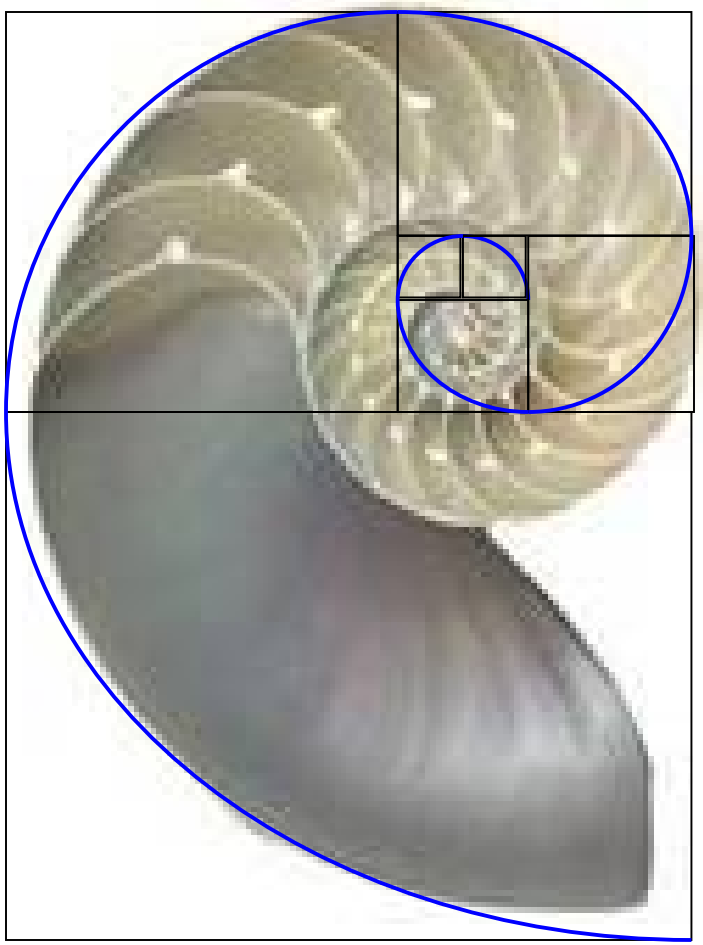


Figure 2.7 The Fibonacci Spiral in a Nautilus Shell

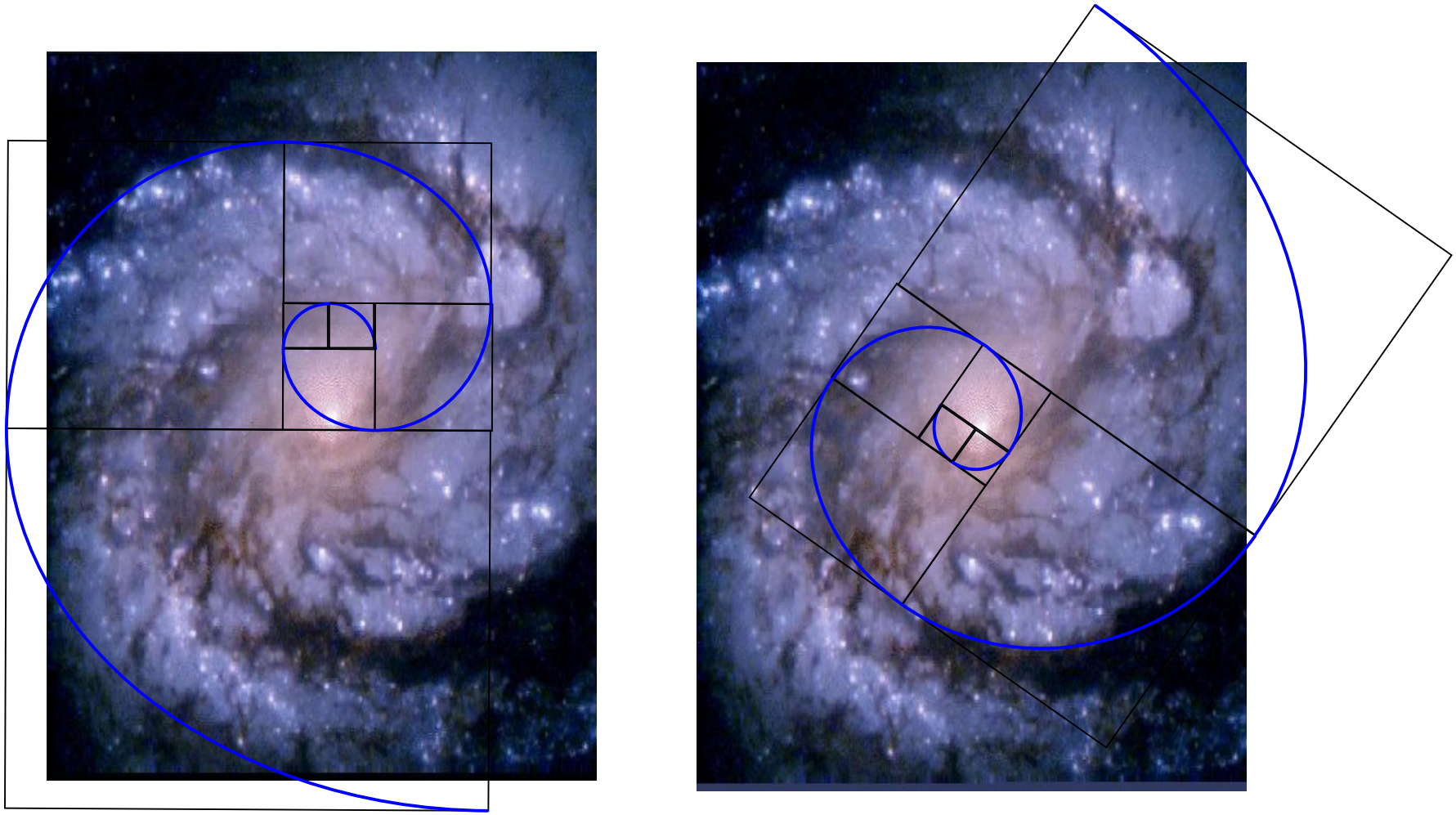


Figure 2.8 The Fibonacci Spiral in Spiral Galaxy M100

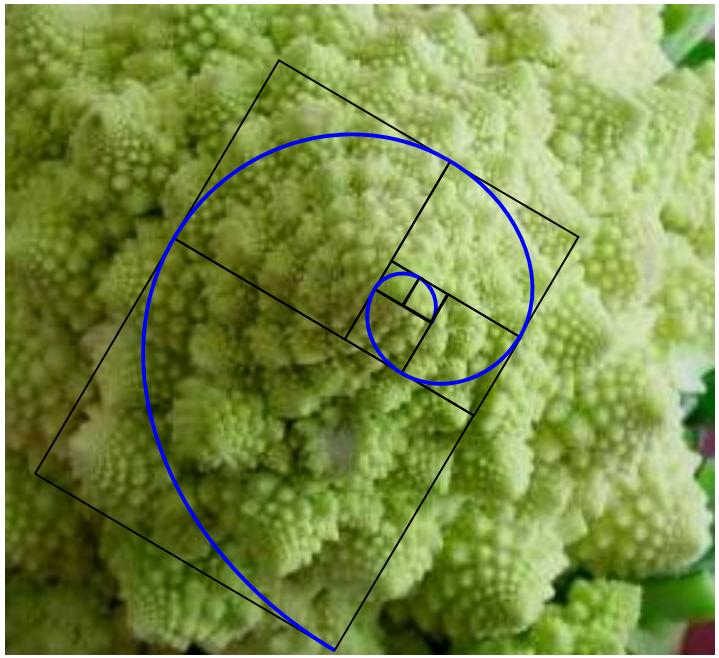


Figure 2.9 The Fibonacci Spiral in a Cauliflower

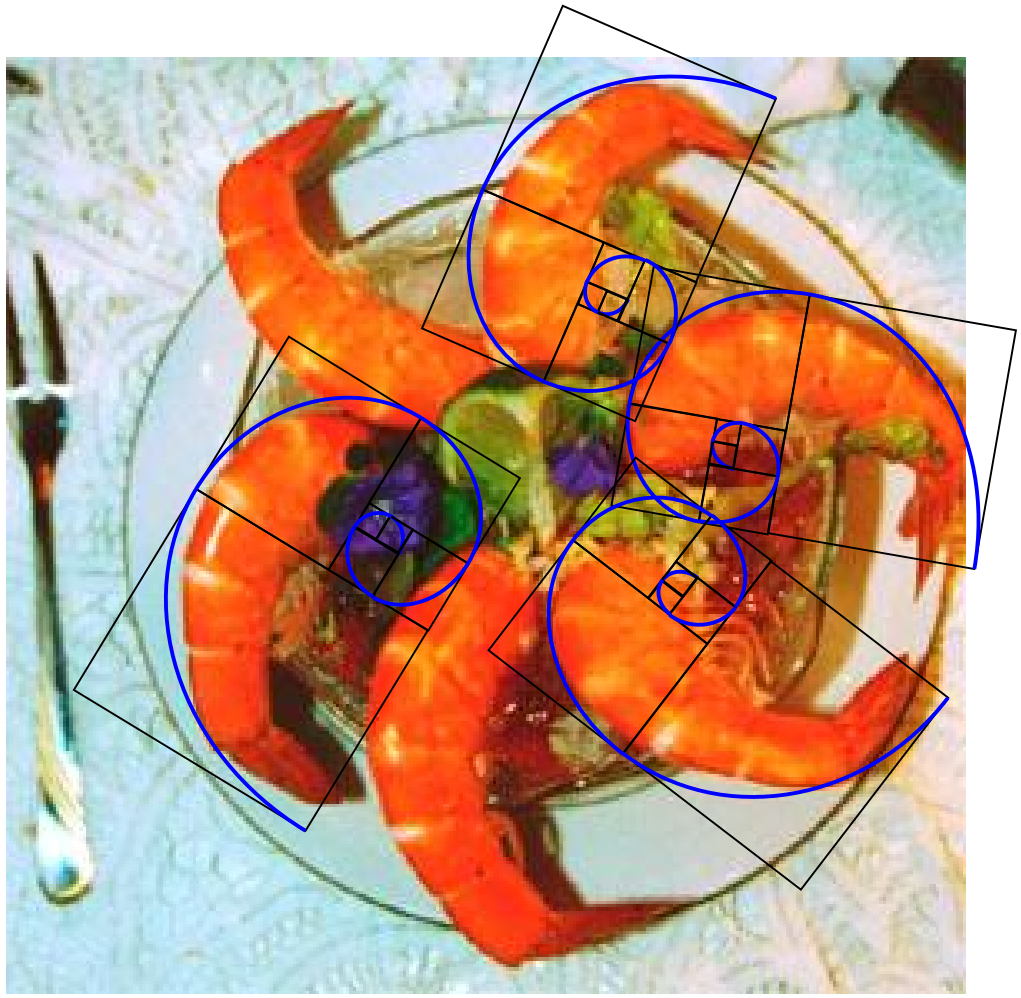


Figure 2.10 The Fibonacci Spiral in a Shrimp Cocktail

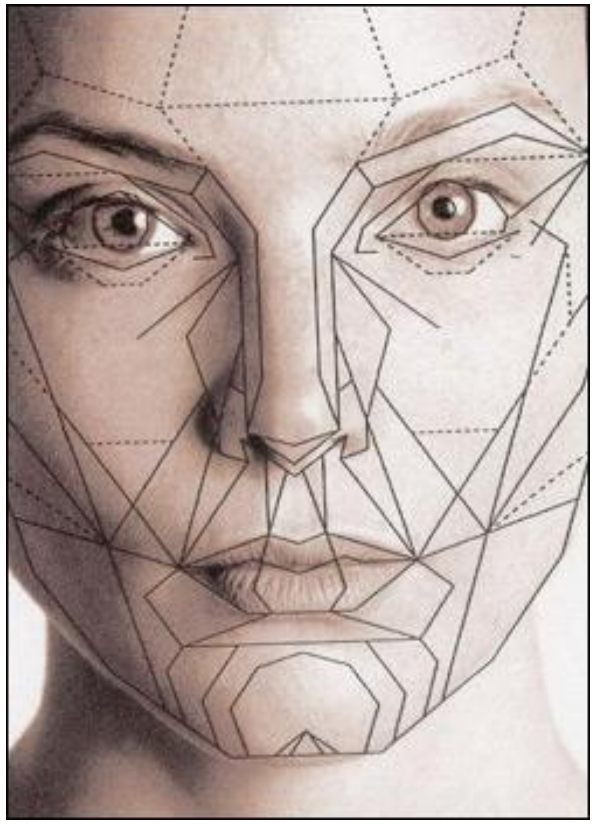


Figure 2.11 Geometry of Beauty

"Standards of beauty may be related to natural mathematical proportions which have captivated humans across cultures since the beginning of time, such as the golden ratio."

www.ocf.berkeley.edu/~wwu/psychology/attraction.shtml