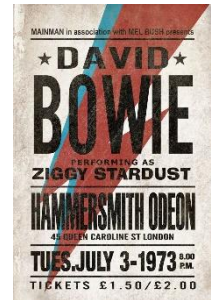
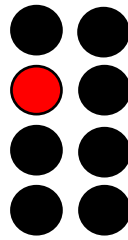


PRINCIPLES OF DESIGN

AAD529 SamSmith

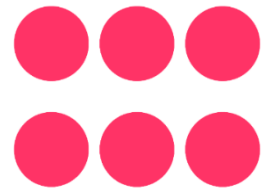
EMPHASIS

Ensuring the most important part of your design is what catches your attention. Lesser important information might be shown in smaller font/images



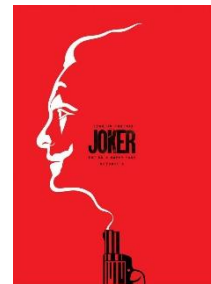
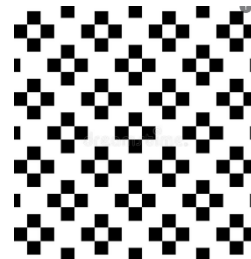
BALANCE

Everything in a design has weight, this includes text, colour, size etc. Balance is making sure everything works well together



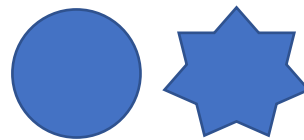
UNITY

Unity refers to how well the elements of a design work together



CONTRAST

Contrast is what can make your design stick out to people. It creates difference between your design elements. This can be done through colour, space, balance.



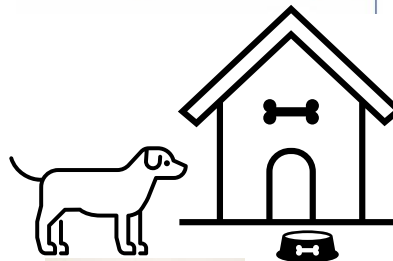
RYTHM

Spaces between repeating elements can create rhythm. There are five basic types: random, regular, flowing, alternating and progressive.



PROPORTION

Proportion is making the elements work together by being proportionately accurate. Proportion can be used to create depth, drama and disorientation.



VARIETY

To create interest in the design by using colour, font, images, shapes etc to have multiple different elements in a design. Can be variety of colour, size, shapes, images etc.

