



# PRINCIPLES OF DESIGN



**BALANCE**

**ALIGNMENT**

**CONTRAST**

**PROXIMITY**

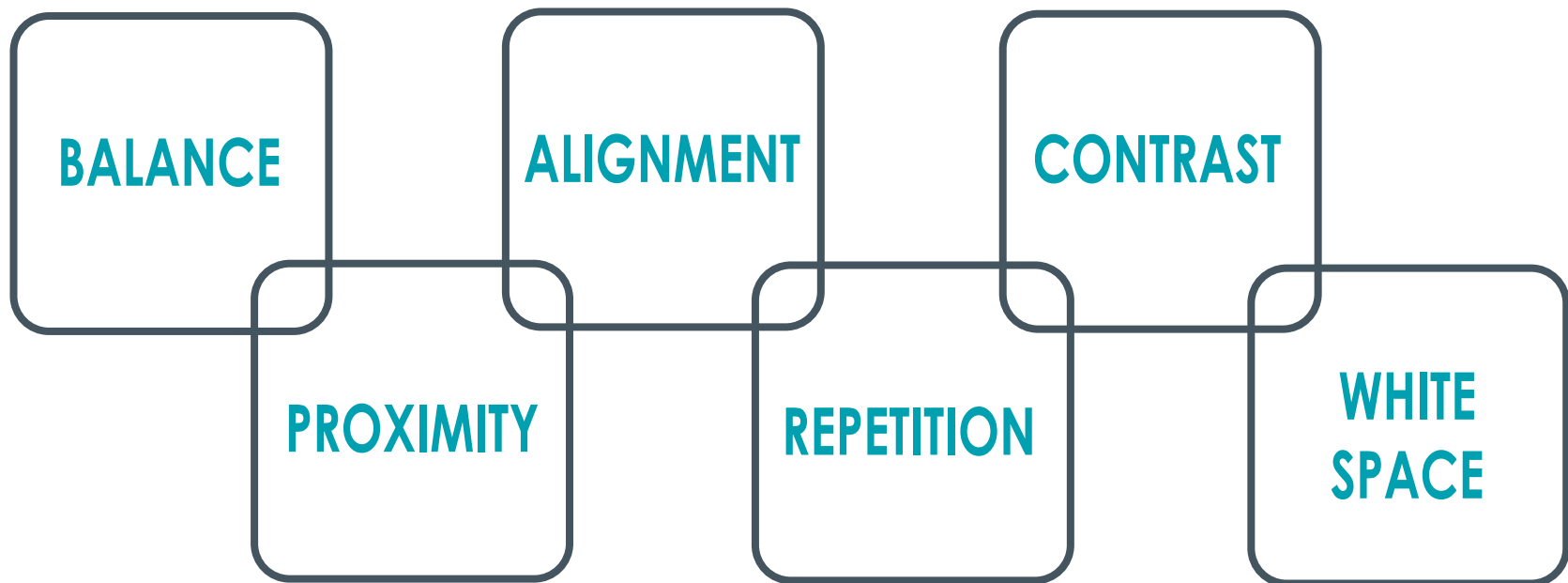
**REPETITION**

**WHITE  
SPACE**

# PRINCIPLES OF DESIGN



The principles of design are **balance**, **proximity**, **alignment**, **repetition**, **contrast** and **white space**. The principles govern the relationships between the elements used in the design and organize the composition as a whole. Successful design incorporates the use of the principles to communicate the intended message effectively. They help designers organize the images and type on the page, so that it feels more comfortable to viewers and makes a greater impact.



# PRINCIPLES OF DESIGN



## BALANCE

Balance is an equal distribution of weight. In terms of graphics, this applies to visual weight. Each element on a layout has visual weight that is determined by its size, darkness or lightness, and thickness of lines. Balance is vital to the success of a design. There are two main types of balance:

### SYMMETRICAL BALANCE

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### ASYMMETRICAL BALANCE

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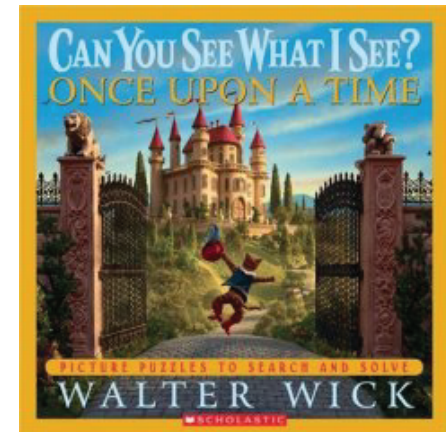
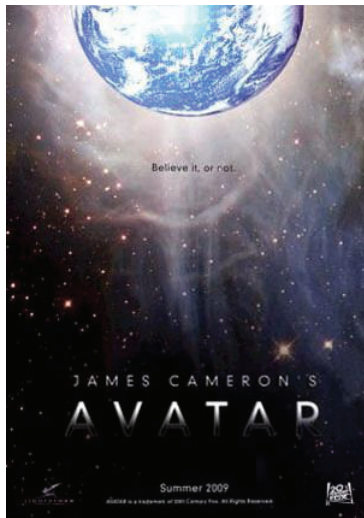


# PRINCIPLES OF DESIGN

## BALANCE

## SYMMETRICAL BALANCE

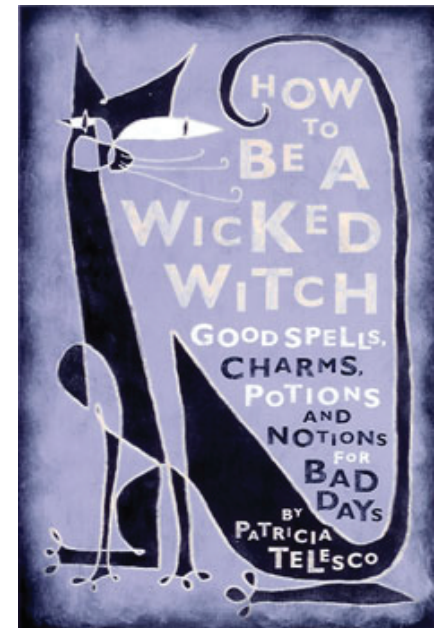
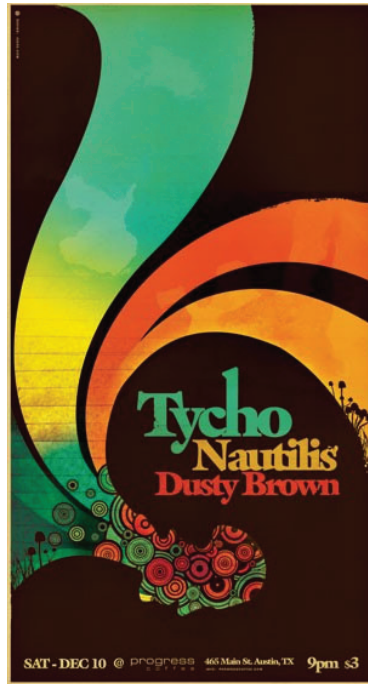
Symmetrical balance is an arrangement of elements so that they are evenly distributed to the left and to the right, or top and bottom of center.





# ASYMMETRICAL BALANCE

Asymmetrical balance is an arrangement of unlike objects of equal weight on each side of the page. Color, value, size, shape, and texture can be used as balancing elements.



# PRINCIPLES OF DESIGN

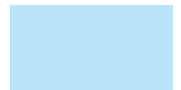


## BALANCE

### TIPS ON CREATING BALANCE

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- Color: Colors have weight (Red = Heavy, Baby Blue = Light)

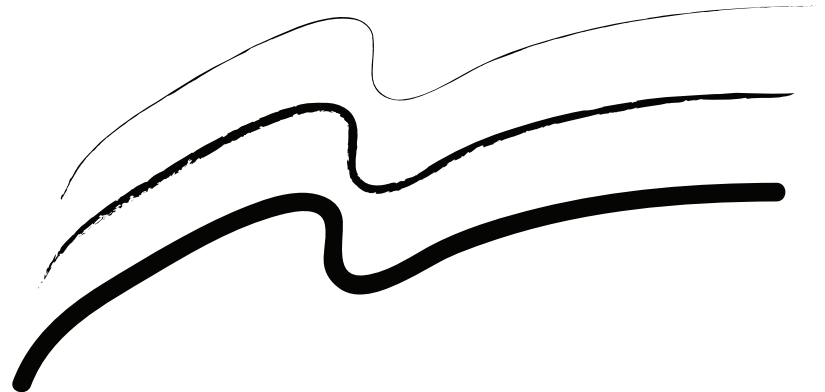


- Size: Larger = Heavier

**BALANCE**

BALANCE

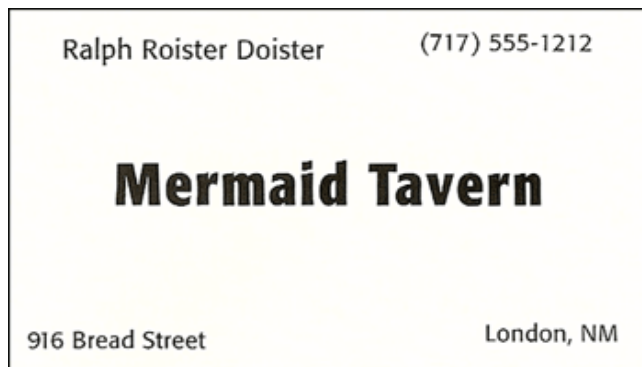
- Lines: Thin vs. thick



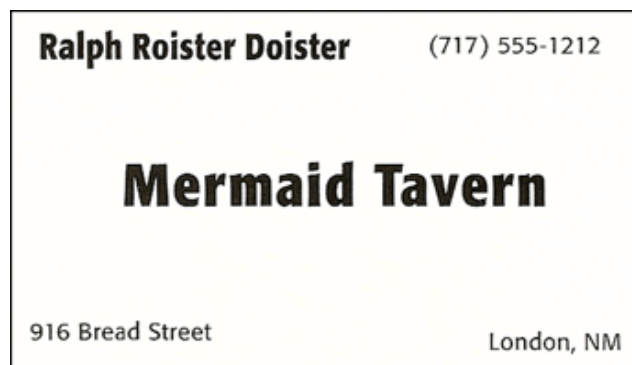
# PRINCIPLES OF DESIGN

## PROXIMITY

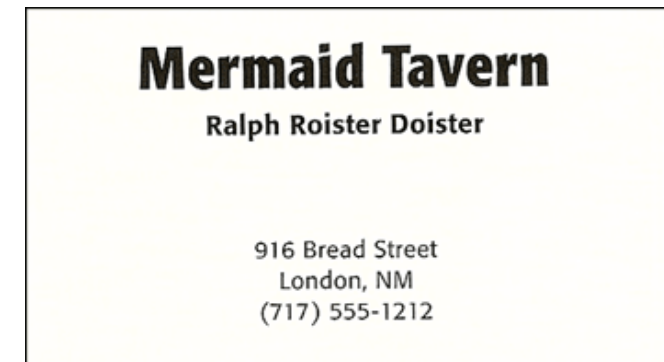
The Principle of Proximity states that you group related items together, move them physically close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated bits. The basic purpose of proximity is to organize. By simply grouping related elements together into closer proximity automatically creates organization. If the information is organized, it is more likely to be read and more likely to be remembered.



This business card has 5 separate elements which compete for the viewer's attention.



Your eye does not know where to look first. The information is not organized and is lacking proximity.



By grouping related information together, the design becomes more clear and organized.

# PRINCIPLES OF DESIGN

## PROXIMITY

When you create a flyer, a brochure, a newsletter, or whatever, you already know which pieces of information are logically connected, you know which information should be emphasized and what can be de-emphasized. Express that information graphically by grouping it.



**Correspondences**  
Flowers, herbs, trees, weeds  
Ancient Greeks and Romans  
Historical characters  
**Quotes on motifs**  
Women  
Death  
Morning  
Snakes  
**Language**  
Iambic pentameter  
Rhetorical devices  
Poetic devices  
First lines  
**Collections**  
Small printings  
Kitschy  
Dingbats  
**Thematic**  
Villains and saints  
Drinks and recipes  
Music  
**Quizzes**  
Fun but difficult quizzes



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Music  
**Quizzes**  
Fun but difficult quizzes



# PRINCIPLES OF DESIGN

## PROXIMITY

As in life, the proximity, or the closeness, implies a relationship. By grouping similar elements into one unit, several things instantly happen: The page becomes more organized. You understand where to begin reading the message, and you know when you are finished. And the "white space" (the space around the letters) automatically becomes more organized as well.



### First Friday Club Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*  
In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

Friday, December 6, 5 p.m. *The Winter's Tale*  
The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter is found.

All readings held at the Mermaid Tavern,  
Grand Hall. Sponsored by the Community Education Program. Tickets \$10 and \$8

For ticket information phone 555-1212

Also Friday, January 3 at 5 p.m. *Twelfth Night*  
Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.



### First Friday Club Winter Reading Schedule

#### *Cymbeline*

In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

**November 1 • Friday • 5 P.M.**

#### *The Winter's Tale*

The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter found.

**December 6 • Friday • 5 P.M.**

#### *Twelfth Night*

Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

**January 6 • Friday • 5 P.M.**

#### **The Mermaid Tavern**

All readings are held at The Mermaid Tavern in the Grand Hall  
Sponsored by the Community Education Program  
Tickets \$10 and \$8  
For ticket information phone 555.1212

# PRINCIPLES OF DESIGN

## ALIGNMENT

New designers tend to put text and graphics on the page wherever there happens to be space, often without regard to any other items on the page. The Principle of Alignment states, **"Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page."** When items are aligned, the result is a stronger cohesive unit. The basic purpose of alignment is to unify and organize the page.



Left aligned type does not connect to the image on the right. Our eyes are drawn in 2 separate directions.

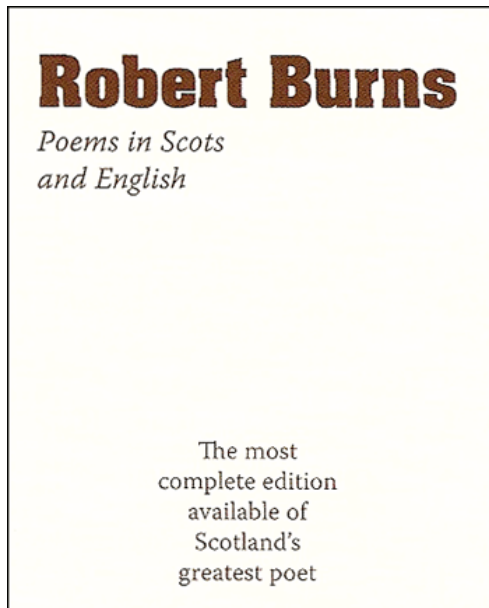


Aligning the type to the right, along the edge of the image creates a strong visual alignment & creates unity!

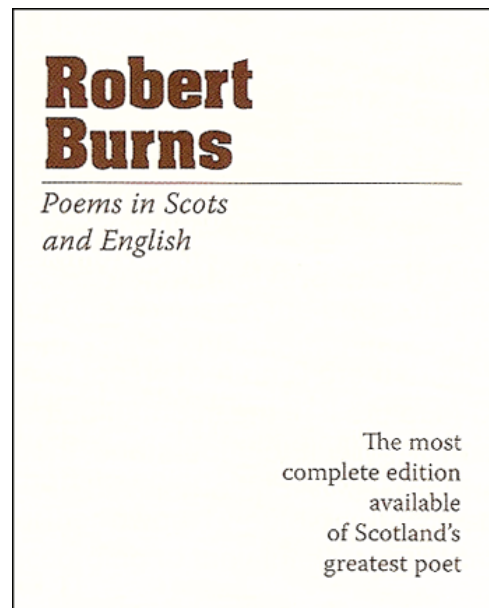
# PRINCIPLES OF DESIGN

## ALIGNMENT

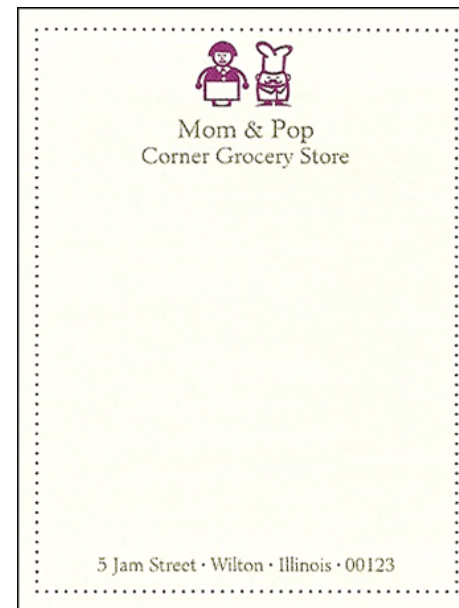
- Be conscious of where you place the elements (line, image, type)
- Always find something else on the page to align with, even if the two objects are physically far away from each other.
- Avoid using more than one text alignment on the page (that is, don't center some text and right-align other text).



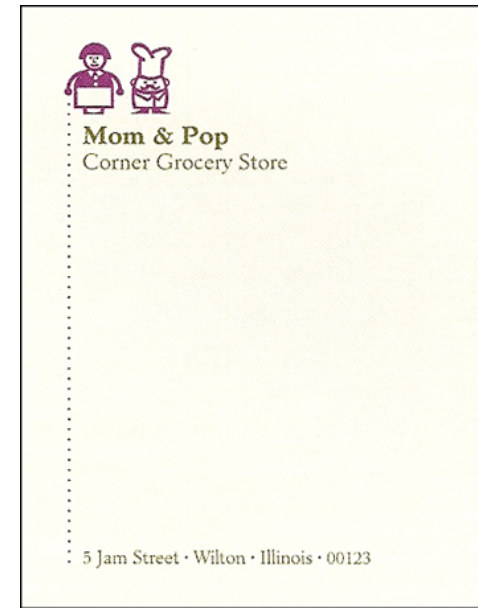
Competing alignments  
(left and center)



Left and right alignment  
create balance



Center alignment



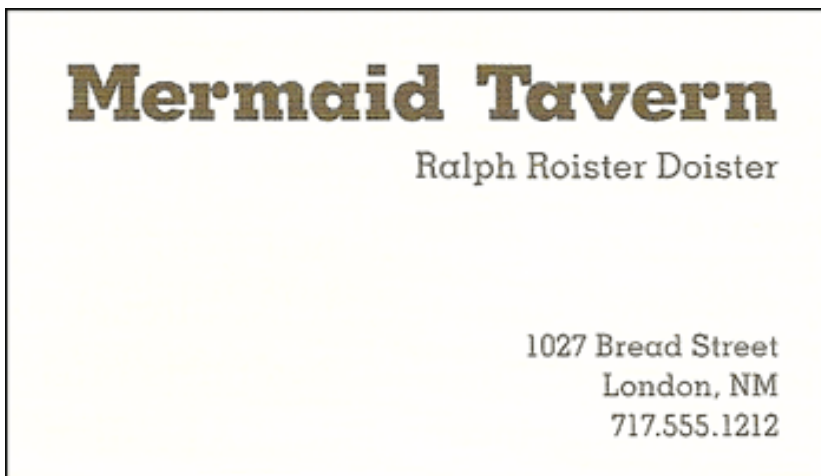
Left alignment



# PRINCIPLES OF DESIGN

## REPETITION

The Principle of Repetition states, "**Repeat some aspect of the design throughout the entire piece.**" The repetitive element may be a bold font, a thick line, a certain bullet, color, design element, particular format, spatial relationship, etc. It can be anything that a reader will visually recognize as being a "theme." Repetition can be thought of as consistency - it is a conscious effort to unify all parts of a design.



This card has a strong left alignment but no repetition. Where do your eyes look first? When they get to the bottom of the card, where do you look next?



By making the last element bold (the phone number) we are using repetition, to keep the viewer's eyes on the card longer. From the bottom we look back to the top.

# PRINCIPLES OF DESIGN

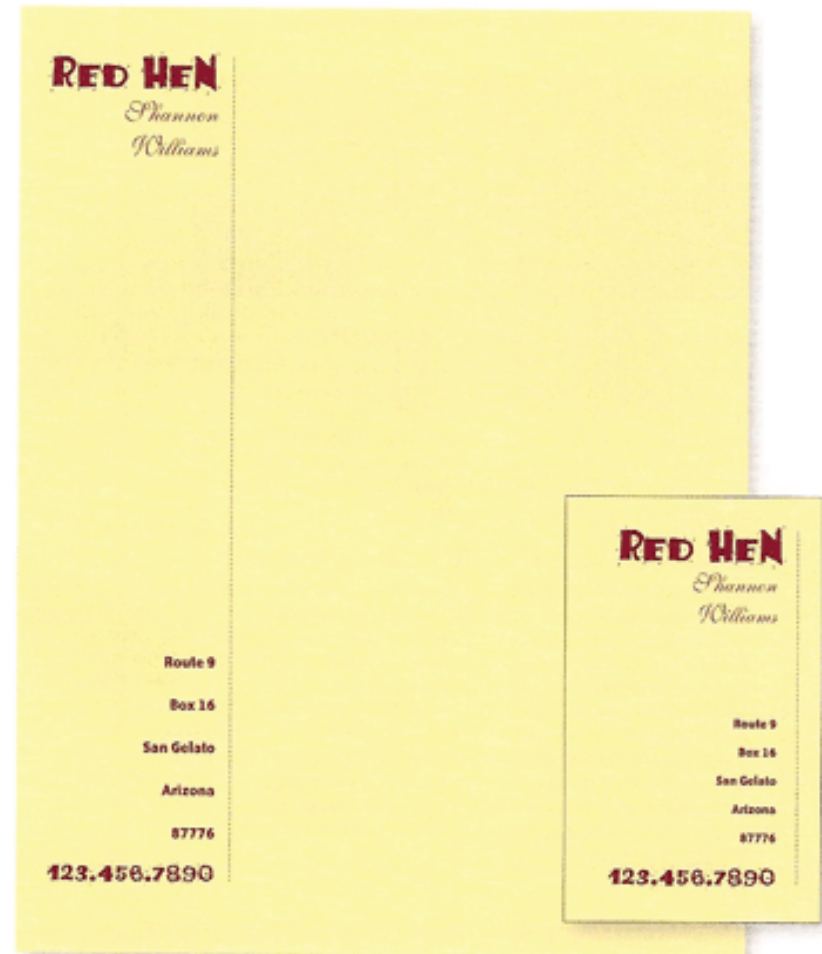
## REPETITION

Repetition helps organize the information; it guides the reader and helps to unify parts of the design. Repetitive elements establish a sophisticated continuity and can "tie the whole thing together."

Business identity, also known as "branding" requires a strong use of repetition so the customer can easily identify the business



Envelope



Letterhead & Business Card

# PRINCIPLES OF DESIGN

## REPETITION

A repetition of visual elements throughout the design unifies and strengthens a piece by tying together otherwise separate parts. Repetition creates unity and adds visual interest. Think of repetition as consistency. Then push the existing consistencies a little further. Avoid repeating the element so much that it becomes annoying or overwhelming.

### Terence English

- Stratford-upon-Avon, England

#### Objective

- To make money

#### Education

- Stratford Grammar School, I think
- Definitely not University

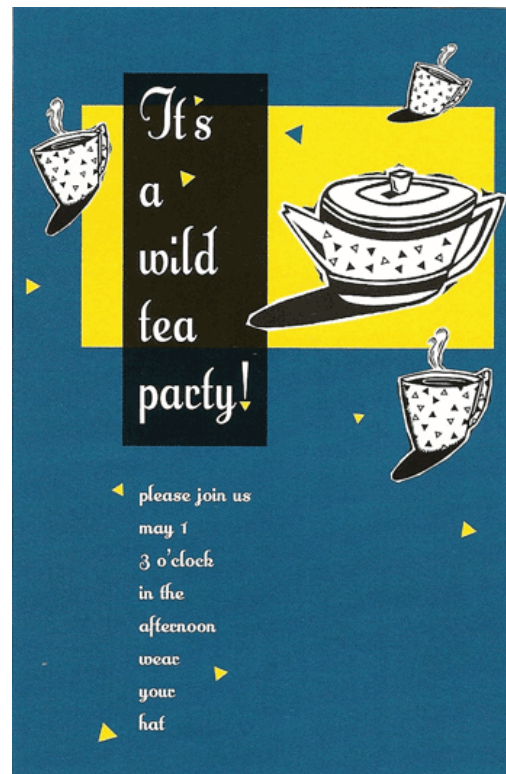
#### Employment

- Actor
- Play broker
- Shareholder of Globe Theatre

#### Favorite Activities

- Suing people for small sums
- Chasing women

References available upon request.



# PRINCIPLES OF DESIGN

## CONTRAST

Contrast is the most effective way to add visual interest to your page. Contrast is also crucial to the organization of information - a reader should always be able to glance at a document and instantly understand what's going on. Add contrast through your typeface choices, line thicknesses, colors, shapes, sizes, space, etc. The Principle of Contrast states, **"If two items are not exactly the same, then make them different. Really different."**



BLACK  
& WHITE

This design lacks contrast because the size, color, and style of typeface are all the same. It looks boring and plain and can easily get overlooked.



BLACK  
& WHITE

By changing the font, increasing the size, and adding shapes or color we have used contrast to create a more eye-catching design.



# PRINCIPLES OF DESIGN

## CONTRAST

Contrast has two purposes:

- \* **to create an interest on the page** -  
if a page is interesting to look at, it is more likely to be read.
- \* **to aid in the organization of the information** -  
the message should be clear and easily recognizable.

### ANOTHER NEWSLETTER!

J a n u a r y   F i r s t   2 0 0 0

#### Exciting Headline

Wante pawn term dare worsted ladle  
gull hoe hat search putty yowler coils  
debt pimple colder Guilty Looks. Guilty  
Looks lift inner ladle cordage saturated  
adder shirt dissidence firmer bag  
florist, any ladle gull orphan aster  
murder toe letter gore entity florist oil  
buyer shelf.

#### Thrilling Subhead

"Guilty Looks!" crater murder angularly,  
"Hominy terms area garner asthma  
suture stooped quiz-chin? Golder door  
florist? Sordidly wail!"

"Wire nut, murder?" wined Guilty Looks,  
hoe dint peony tension tore murder's  
scaldings.

"Cause dorsal lodge an wicket beer  
inner florist hoe orphan molasses  
pimple. Ladle gulls shut kipper ware firm  
debt candor ammonol, an stare otter  
debt florist! Debt florist's mush toe  
dentures furry ladle gull!"

#### Another Exciting Headline

Wail, pimple oil-ware wander doe  
wart udder pimple dum wampum toe  
doe. Debt's jest hormone nurturs.

Wan moaning, Guilty Looks dissipater  
murder, an win entity florist. Fur lung,  
disk avengeress gull wetter putty  
yowler coils cam tore morticed ladle  
cordage inhibited buyer hull firmly off  
beers—Fodder Beer (home pimple,  
fur oblivious raisins, coined "Brewing").  
Murder Beer, an Ladle Bore Beer. Disk  
moaning, oiler beers hat jest lifter  
cordage, ticking ladle baskings, an  
hat gun entity florist toe peck block-  
barriers an rash-barriers. Guilty Looks  
ranker dough ball; bought, off curse,  
nor-baudy worse hum, soda sully ladle  
gull win baldly rat entity beer's horsel

#### Boring Subhead

Honor tippie inner darning rum, stud  
tree bolts fuller sop—wan grade bag  
boiler sop, wan muddle-sash boil, an  
wan tawny ladle boil. Guilty Looks  
tucker spun fuller sop firmer grade bag  
boil-bushy spured art inner hoaryl

"Arch!" crater gull, "Debt sop's toe  
hart—barns mar mouse!"

Dingy traitor sop inner muddle-sash  
boil, witch worse toe coiled. Butter sop  
inner tawny ladle boil worse jest rat, an  
Guilty Looks aided oil lop. Dingy nudist  
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# PRINCIPLES OF DESIGN

## CONTRAST

Add contrast through: typeface choices, line thicknesses, colors, shapes, sizes, space, images, etc.



**Detox your Body**

Detoxification is the most exciting tool in natural medicine for its simplicity, low cost and superior therapeutic results. It's actually fun to participate and you'll feel results almost immediately.

Our bodies detox continuously as a natural function. It's only when our detox mechanisms become overloaded that the process becomes less efficient and symptoms may occur.

Toxins may be internal or external in origin. Pollution or pesticides in our food source put undue stress on our detox organs, the kidneys and liver. Improper digestion and imbalanced gut ecology provide the internal form of toxins in the way of metabolic by-products stemming from certain bacteria which have toxic side effects and therefore impact negatively on overall health by compromising detox pathways.

It has been suggested that toxic overload contributes to more serious conditions such as autoimmune diseases, inflammatory/rheumatoid arthritis and neurological disorders such as Alzheimer's and Parkinson's.

Symptoms which may be relieved by following a detox program include:

- Digestive problems
- Irritability/Headaches
- Joint pain
- Itchy skin
- Pallor
- Bad breath
- General malaise
- Fatigue
- Constipation
- Skin rashes

What a carefully planned detoxification program can offer you:

- Anti-aging effects
- Increased productivity
- Weight loss
- Greater motivation and creativity
- Clearer skin and eyes
- Reduction of allergic symptoms

---

Dr. Sara Ferguson and Certified Nutrition Consultant Shannon Williams invite you to join them for a 28-day detoxification cleanse. Learn proven methods for detox: How to prepare for a detox; How to safely detox; and What to avoid during detox.

Three mandatory meetings: Thursdays, August 2nd, 9th, and 30th at 7:00 p.m.  
Avenues for Health  
901 San Ramon Valley Blvd., Suite 130  
Danville, CA 94526  
Limited Seating. Seminar fee is \$99  
RSVP 925-820-6205—Shannon Williams

Please note: This program is not covered by your health insurance. Specific detoxification products are required for successful results at extra costs.



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# PRINCIPLES OF DESIGN

## CONTRAST

Don't be a wimp. If you're going to contrast, do it with strength.  
Avoid contrasting a sort-of-heavy line with a sort-of-heavier line.  
Avoid using two or more typefaces or colors that are similar.  
**If the items are not exactly the same, make them different!**



Designers are given information in text form, it is their job to apply the principals in order to make the design informative and appealing.

Apply the principals of design to create an exciting layout and use contrast to add visual excitement to the page.



# PRINCIPLES OF DESIGN

## CONTRAST

### BOOK SAVVY

Cynthia Lee Katona  
Paperback  
228 pages



In teaching how to read literature and enjoy it, Professor Katona provides eleven excellent reasons to make reading a part of everyday life. She includes an annotated list of tried and true page-turners and their movie counterparts. Teachers, students, general readers of literature, and those just developing an interest in reading will find this guide indispensable.

*An excellent resource for those with reading addictions but not a lot of time to scour the shelves for that perfect book. Professor Katona has done it for us so we can spend our time reading the books, not finding them.*  
Christine Bolt, Professor of Business

"Inspiring read!"  
"A literary treasure!"  
"Kudos for Katona!"

**Cynthia Lee Katona** currently teaches all levels of English Composition and Literature at Ohlone Community College in Fremont, California.



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Cynthia Lee Katona

BookSavvyOnline.com  
Paperback  
228 pages



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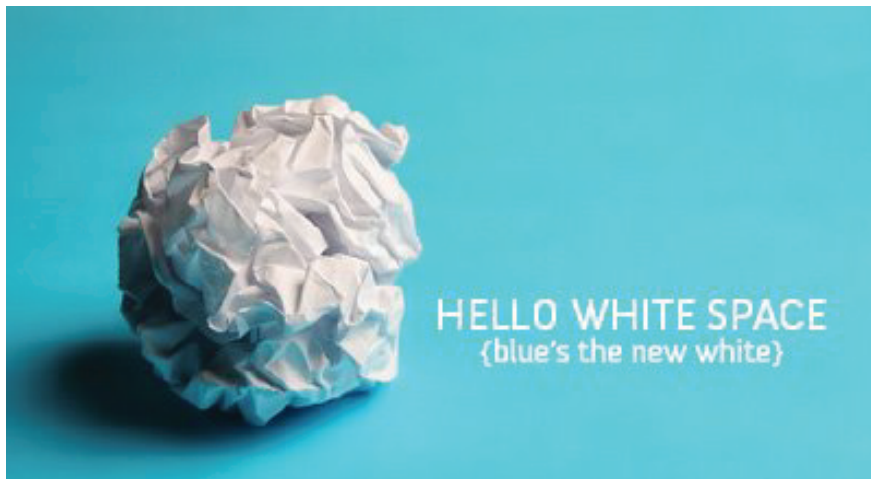


# PRINCIPLES OF DESIGN



## WHITE SPACE

**“White space is the art of nothing. White space is the absence of text and graphics.”** It breaks up the elements on the page. It provides visual breathing room for the eye. Add white space to make a page less cramped, confusing, or overwhelming. White space doesn’t actually have to be white. It gets its name from the early days of graphic design where most printing was done on white paper. White space can be black, blue, red, etc. what ever color the background is. White space is also referred to as “negative space”.



# PRINCIPLES OF DESIGN



## WHITE SPACE

White space is always occurring in a design from the moment you open up a blank document, the design has begun with white space. There are two types of white space, the undefined white space, which is what you get when you open a new document, and active white space, which occurs when an object is placed in an undefined white space.



# PRINCIPLES OF DESIGN



## WHITE SPACE

White space is made of nothing, but shouldn't be treated that way. There are several benefits that a generous dose of white space can bring to a design. Simply by increasing the space between elements in a layout, a design can take on a more elegant appearance, and by injecting more white space into a design's typography, content becomes more legible.

**CANVAS**  
*issues features mailing list contact*

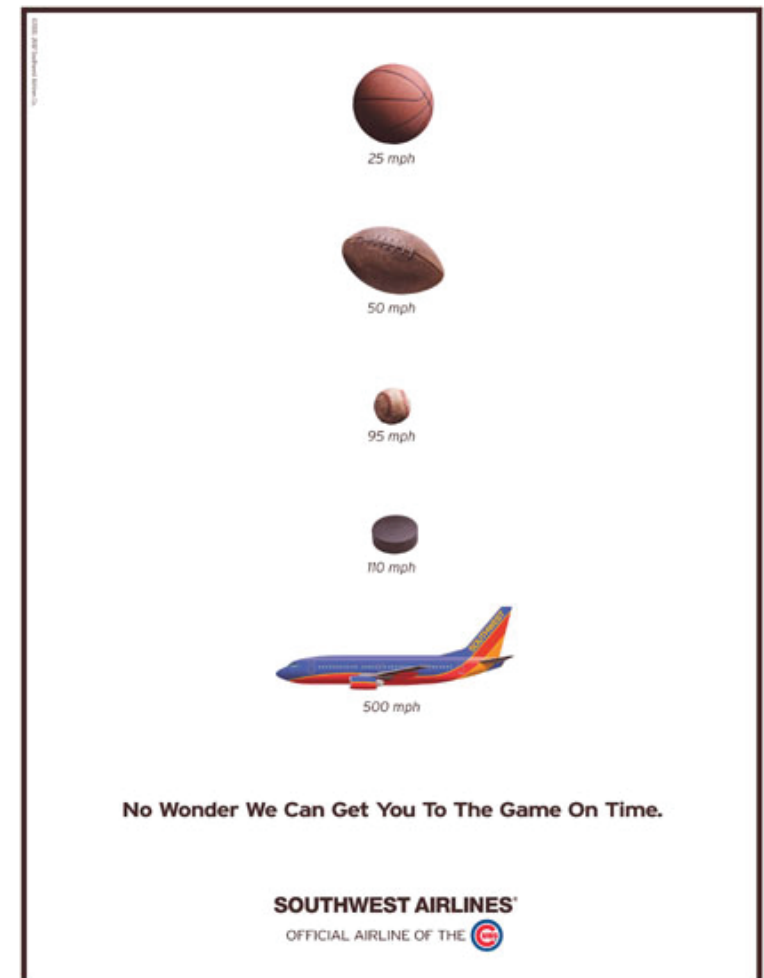
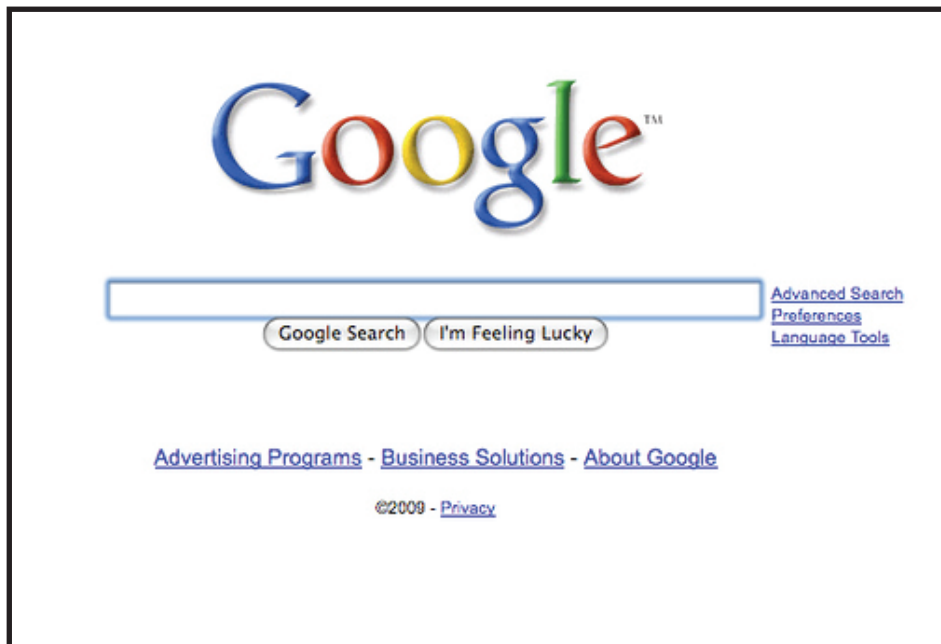


# PRINCIPLES OF DESIGN



## WHITE SPACE

Novice designers always tend to forget the principle of white space. They often try to fill the entire page, but it is important to remember that in design, sometimes LESS is MORE!





# PRINCIPLES OF DESIGN



Remember these 6 principles and apply them to your designs. You will find that they often work hand-in-hand and eventually you will begin to use them without even thinking about it. All great designs are founded on these principles:

