

The 8 Principles of Design

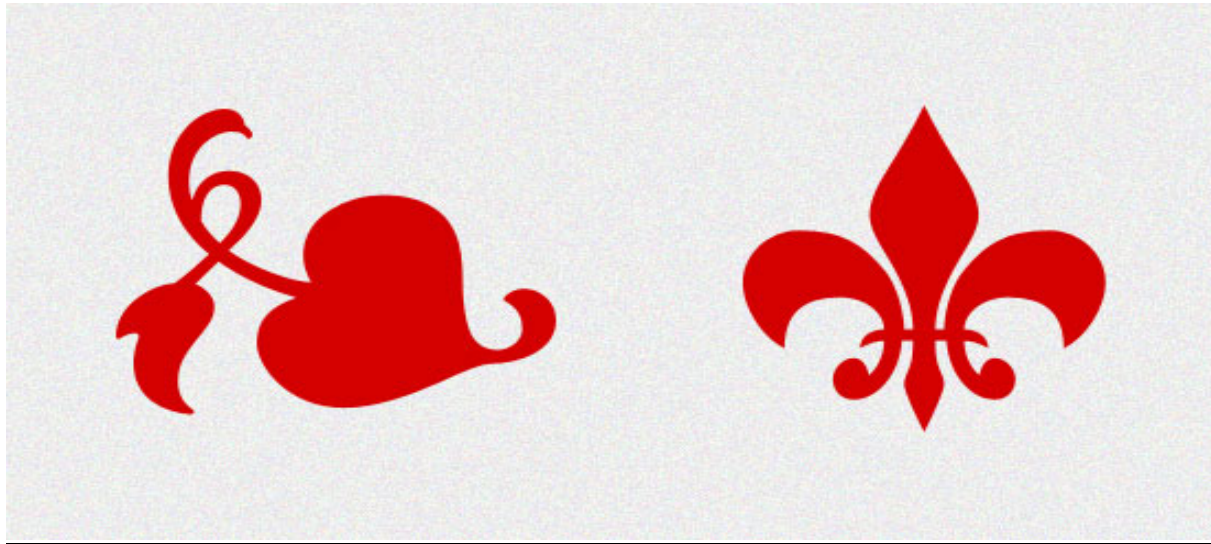
1. Proximity -- objects near each other are seen as a unit.



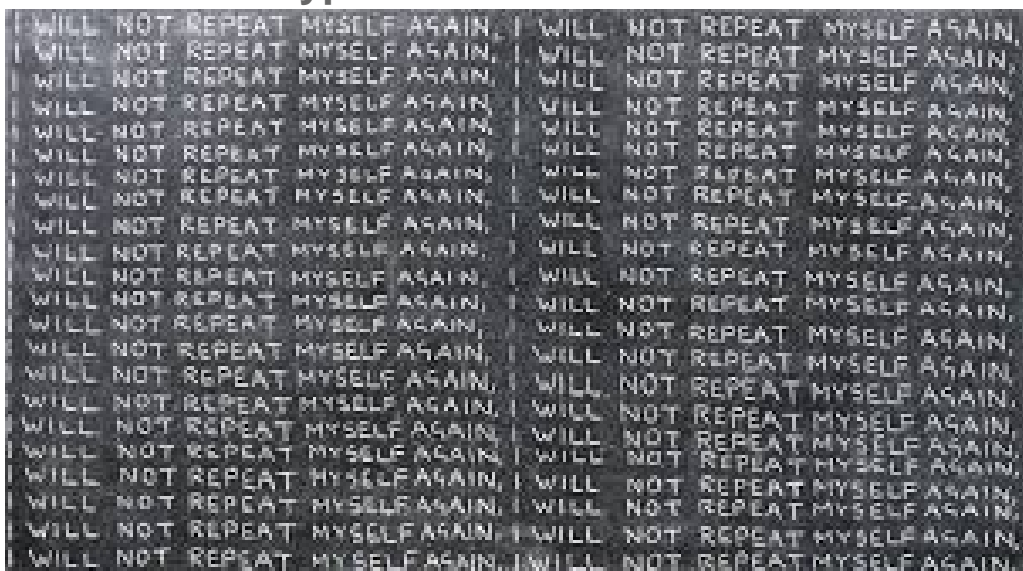
2. Visual Hierarchy -- using color, contrast, texture, shape, position, orientation, and size, one can organize elements on a page so that users get a sense of visual importance.



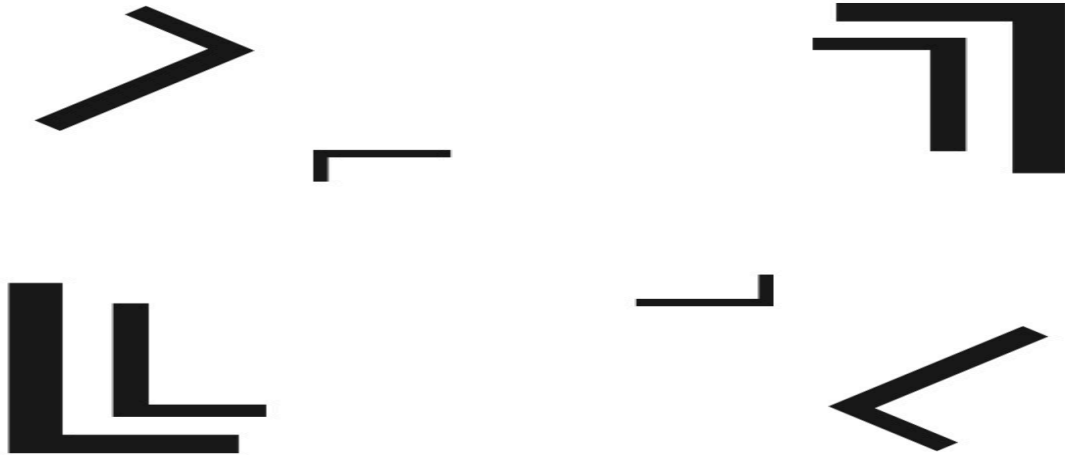
3. Symmetry/Asymmetry -- Symmetry refers to the organization of elements in which a balanced visual hierarchy is achieved through the alignment of graphics along a horizontal or vertical axis. This means that your design can be reflected precisely over a central axis like a mirrored image.



4. Repetition -- The consistent repetition of graphic elements works to create visual unity. These elements can be as simple as color, spatial relationships, a shape, a texture or a typeface.



5. **Unity** -- Unity is the underlying principle that sums up all of the principles and elements of design



6. **Contrast** -- An effective use of contrast enables you to add interest to your design by highlighting specific graphic elements. This will result in a more visually striking composition.



7. Dynamics -- Dynamics is the arrangement of visual elements in a composition to suggest the illusion of movement or direction.

- a. **Rhythmic**:-- the steady flow that creates predictability
- b. **Arrhythmic**: -- unstructured rhythm to add visual interest
- c. **Random**: -- random and spontaneous in composition
- d. **Directional**: -- it is a visual connection that leads the eyes in a particular direction.



8. Emphasis -- focal point or center of interest of a composition.

