



Balance
(Symmetrical)



Balance
(Asymmetrical)



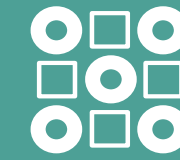
Figure/Ground



Hierarchy



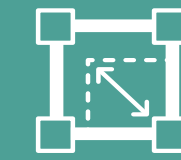
Pattern
(Repetition)



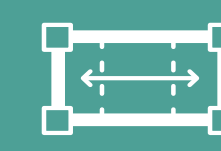
Pattern
(Alternation)



Contrast



Scale



Proportion



Cropping

The design principles describe how elements within the design have been composed to help create meaning.



Balance (Symmetrical)



Balance (Asymmetrical)



Figure/Ground



Hierarchy



Pattern (Repetition)



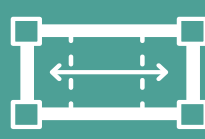
Pattern (Alternation)



Contrast



Scale

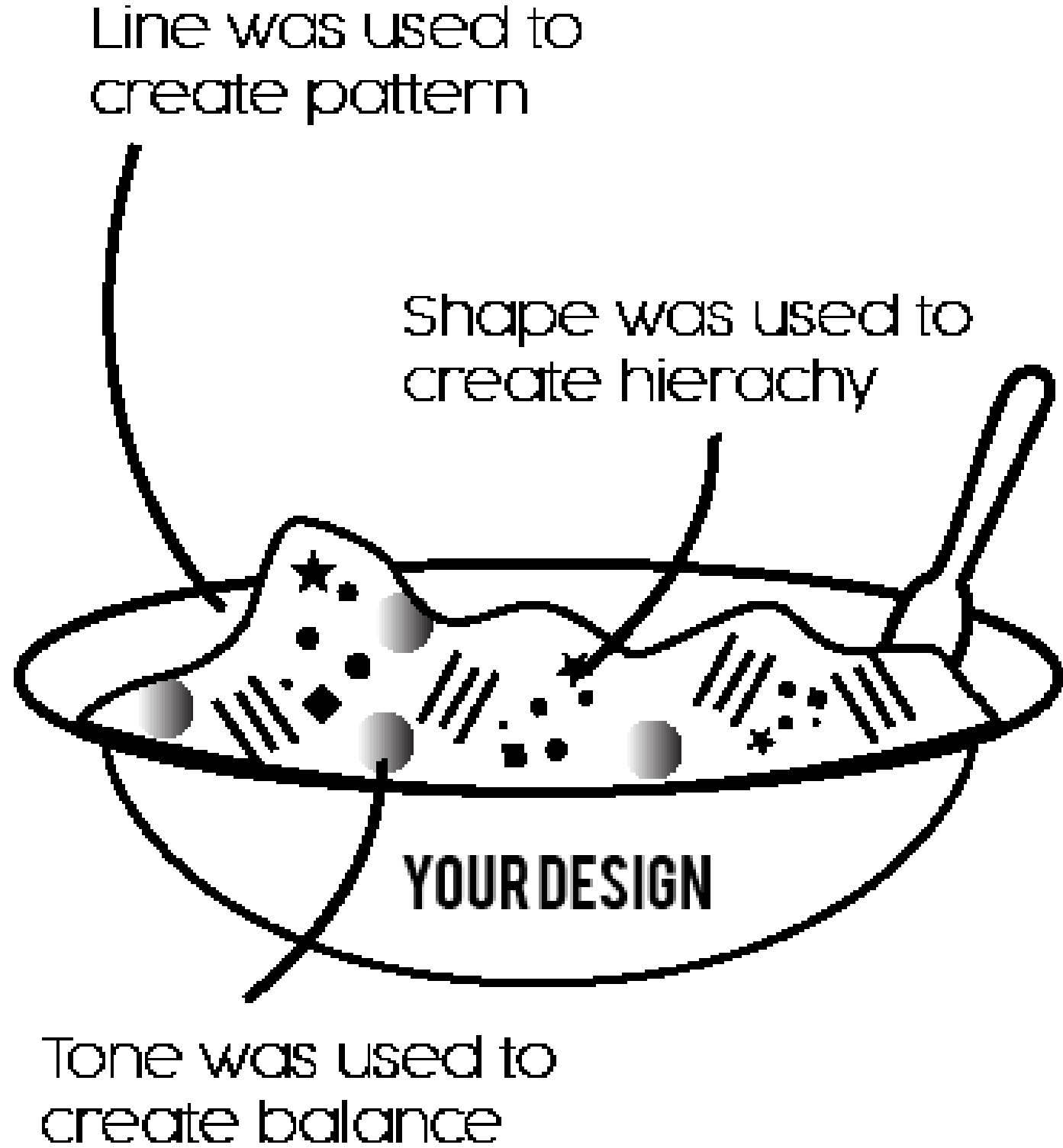


Proportion



Cropping

If your *Design Elements* are the ingredients, the *Design Principles* are the recipe - describing how the elements have been used.





Balance
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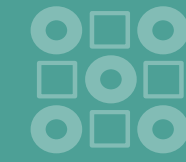
Figure/Ground



Hierarchy



Pattern
(Repetition)



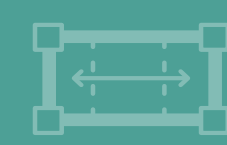
Pattern
(Alternation)



Contrast



Scale

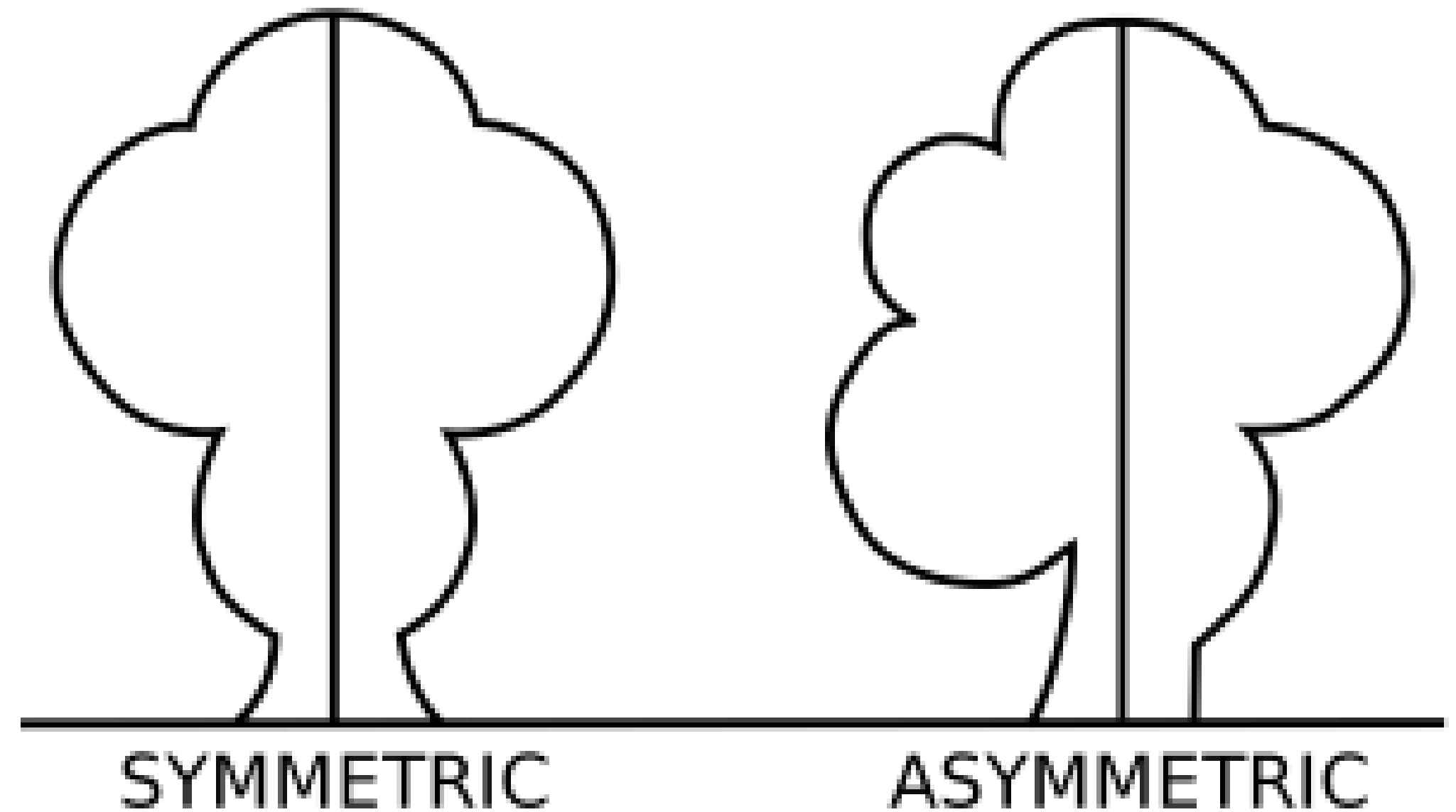


Proportion



Cropping

Balance refers to the arrangement of components of a visual communication in relation to a real or implied central axis. Components are said to have more/less visual 'weight' according to their shape, colour, tone, size or proximity to the central axis. Balance is visual in communication design and can be both visual and physical in environmental and industrial design.





Balance
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Balance
(Asymmetrical)



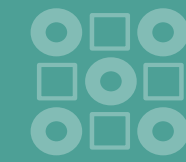
Figure/Ground



Hierarchy



Pattern
(Repetition)



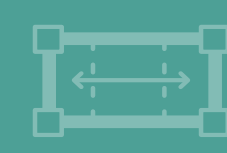
Pattern
(Alternation)



Contrast



Scale

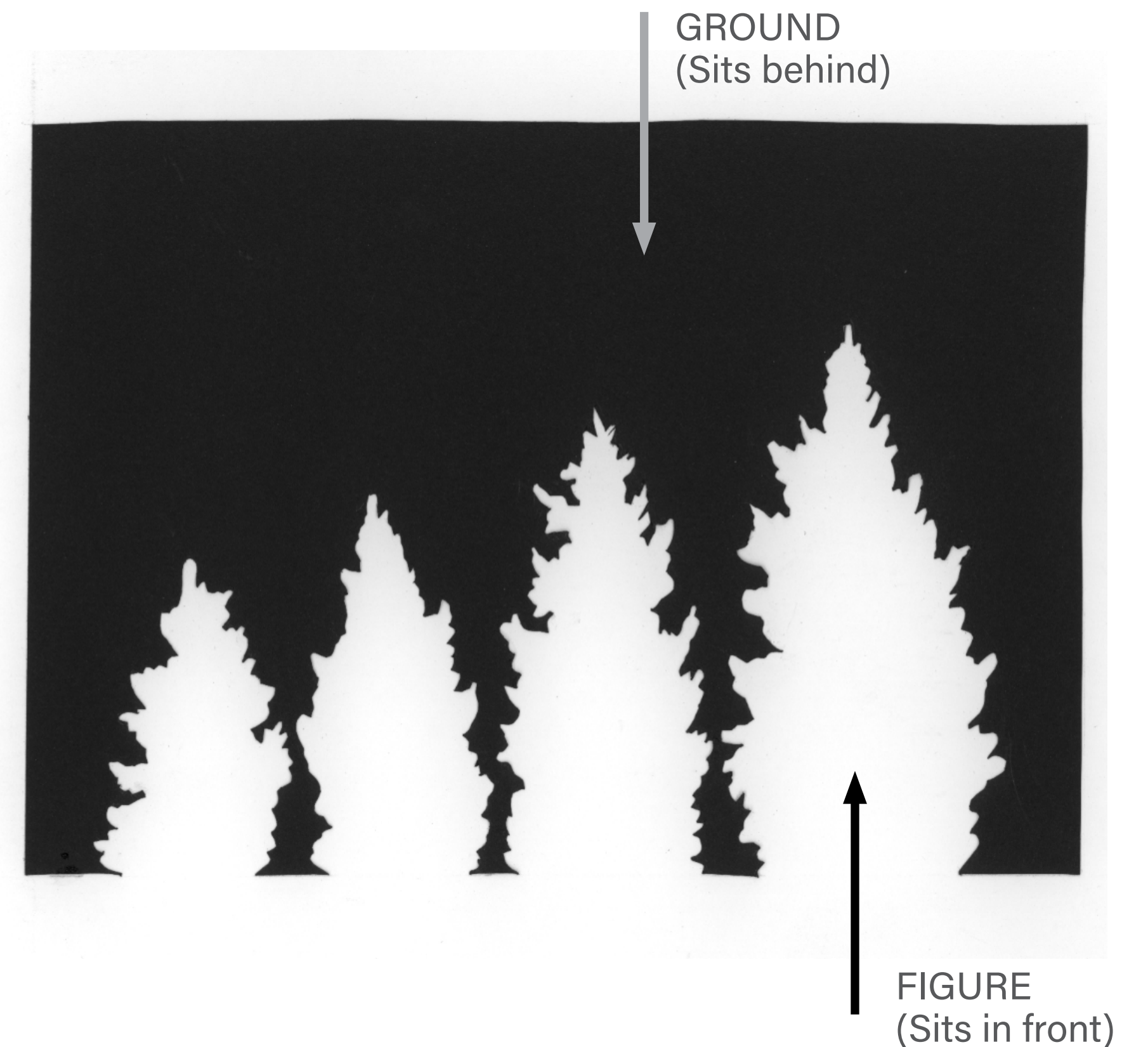


Proportion



Cropping

Figure and ground work together to establish the importance of visual information within a picture plane. 'Figure' refers to components that are more visually dominant than the ground on which they are placed. Figure may also be known as 'positive space' or 'form'. Ground can be known as 'background', 'negative space' or 'counter form'.





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Balance
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Figure/Ground



Hierarchy



Pattern
(Repetition)



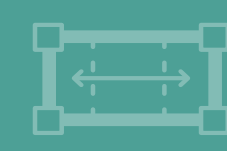
Pattern
(Alternation)



Contrast



Scale



Proportion



Cropping

Hierarchy refers to the 'reading order' of a design. To establish a reading order enables a designer to first attract a viewer's attention and then communicate ideas and information in a progressively diminishing manner.

Hierarchy is created by design elements or other design principles. Factors determining hierarchy may be the scale, contrast, colour or the positioning of the visual components.

**You will
read this
first.** AND YOU'LL
MOST LIKELY
LEAVE THIS
FOR LAST.

**And then you'll probably read
this immediately afterwards.**



Balance
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Balance
(Asymmetrical)



Figure/Ground



Hierarchy



Pattern
(Repetition)



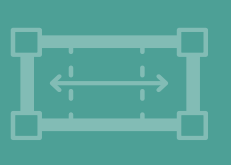
Pattern
(Alternation)



Contrast



Scale

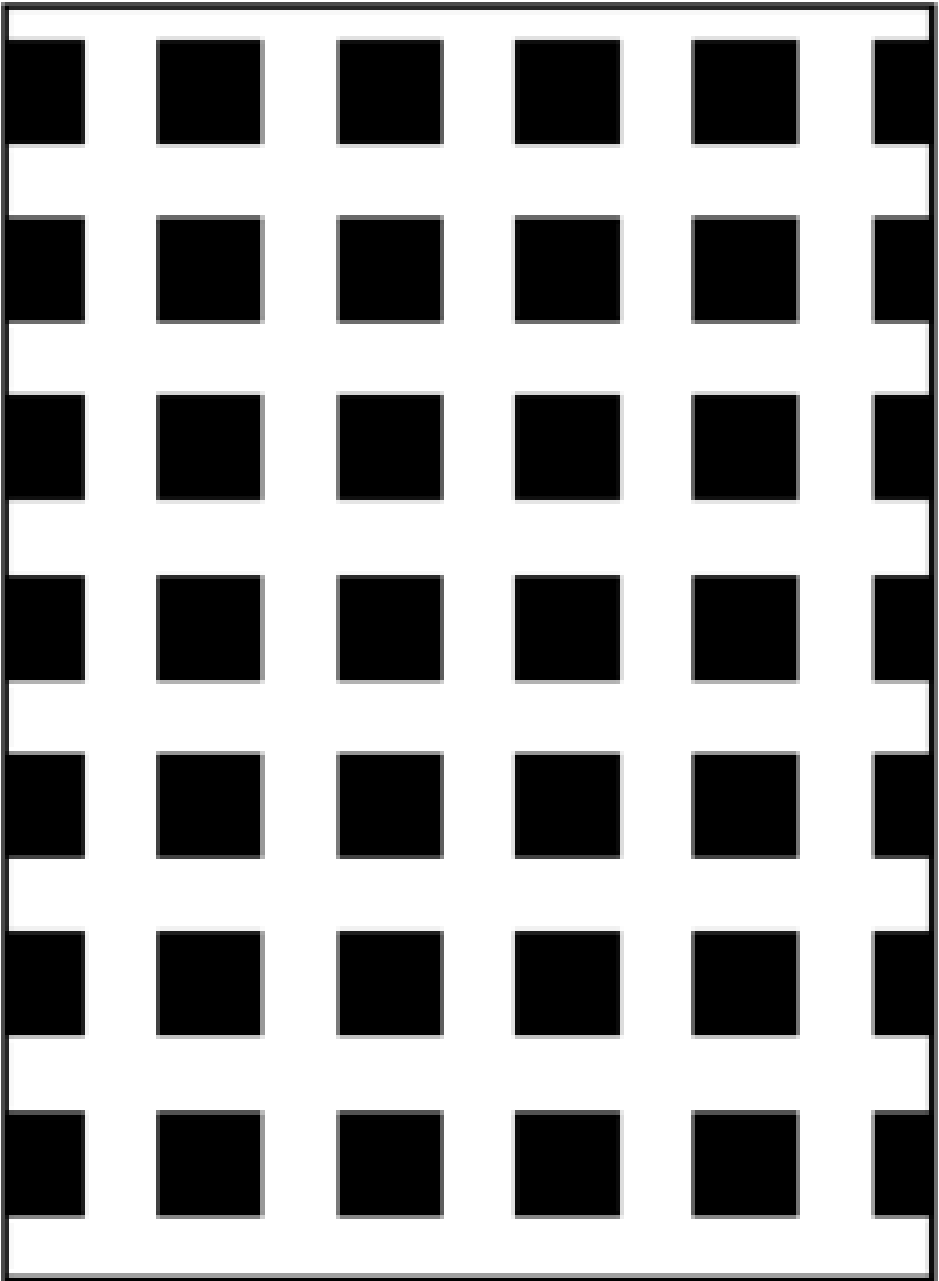


Proportion

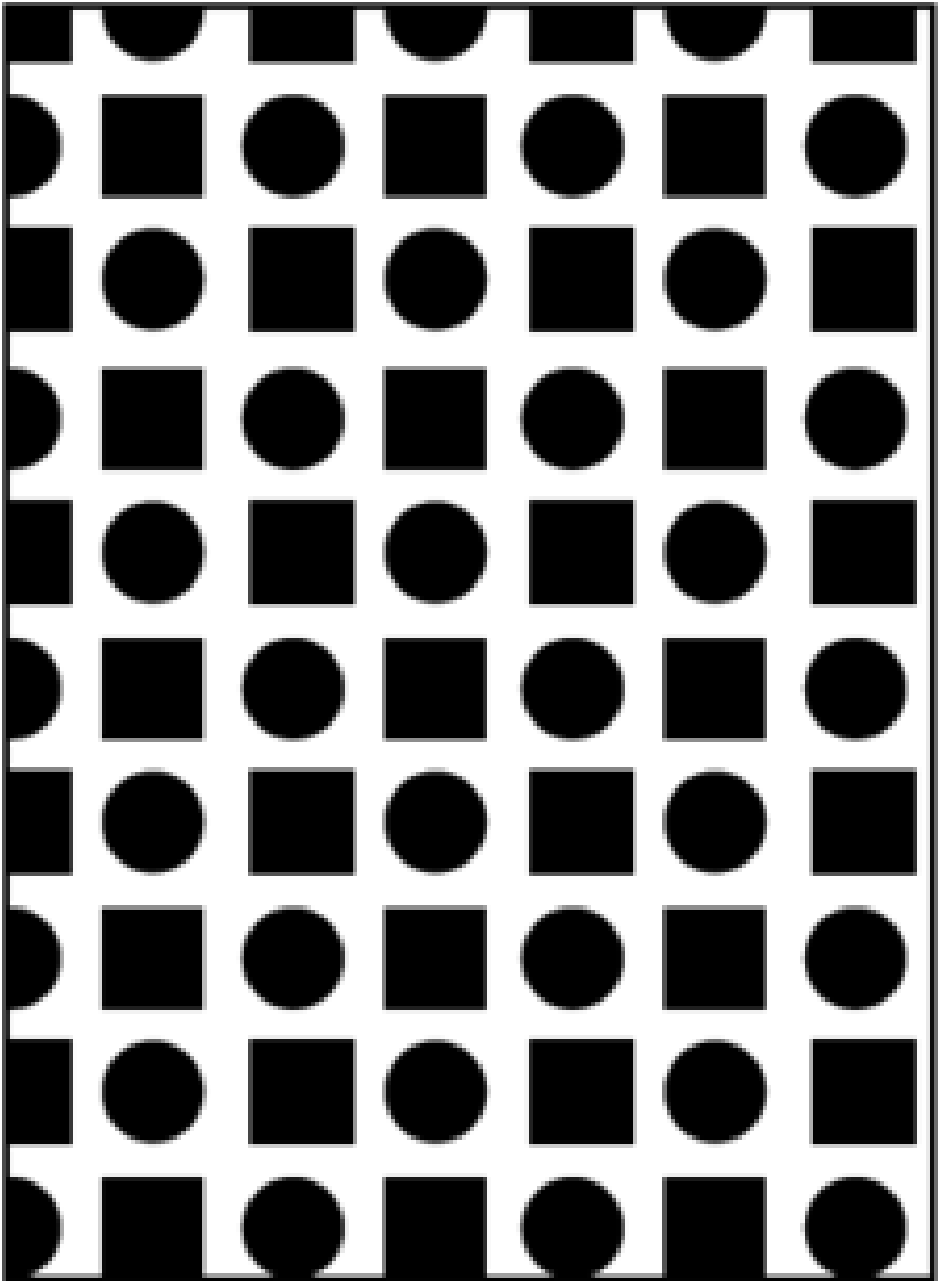


Cropping

Pattern is the repetition or alternation of one or more components to create a visual unit. Any visual element can be used to create a pattern. Repetition can be very powerful in creating a sense of order in a composition. Alternation can create more complex patterns than those created by repetition alone.



↑
PATTERN
(Repetition)



↑
PATTERN
(Alternation)



Balance (Symmetrical)



Balance (Asymmetrical)



Figure/Ground



Hierarchy



Pattern (Repetition)



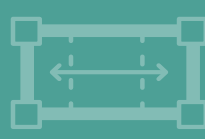
Pattern (Alternation)



Contrast



Scale

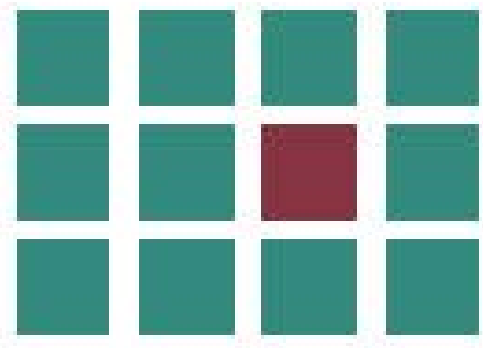


Proportion

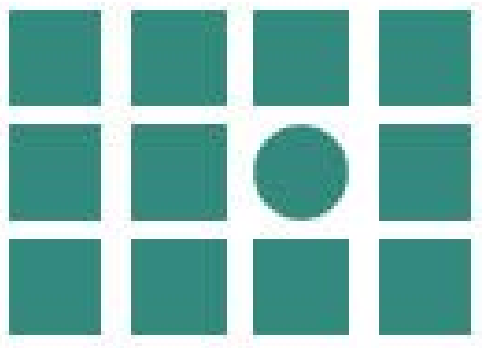


Cropping

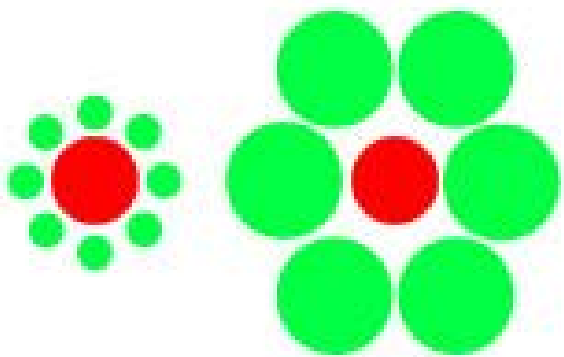
Contrast refers to opposite aesthetic qualities in any design element or component present in a visual communication. Contrast is used to create emphasis, focal point, visual tension, separate parts, interest, and assists with building hierarchy.



Color Contrast



Shape Contrast



Size Contrast

You will read this
before reading this

Typo Contrast



Balance
(Symmetrical)



Balance
(Asymmetrical)



Figure/Ground



Hierarchy



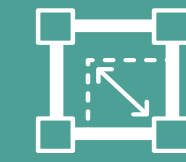
Pattern
(Repetition)



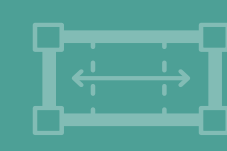
Pattern
(Alternation)



Contrast



Scale

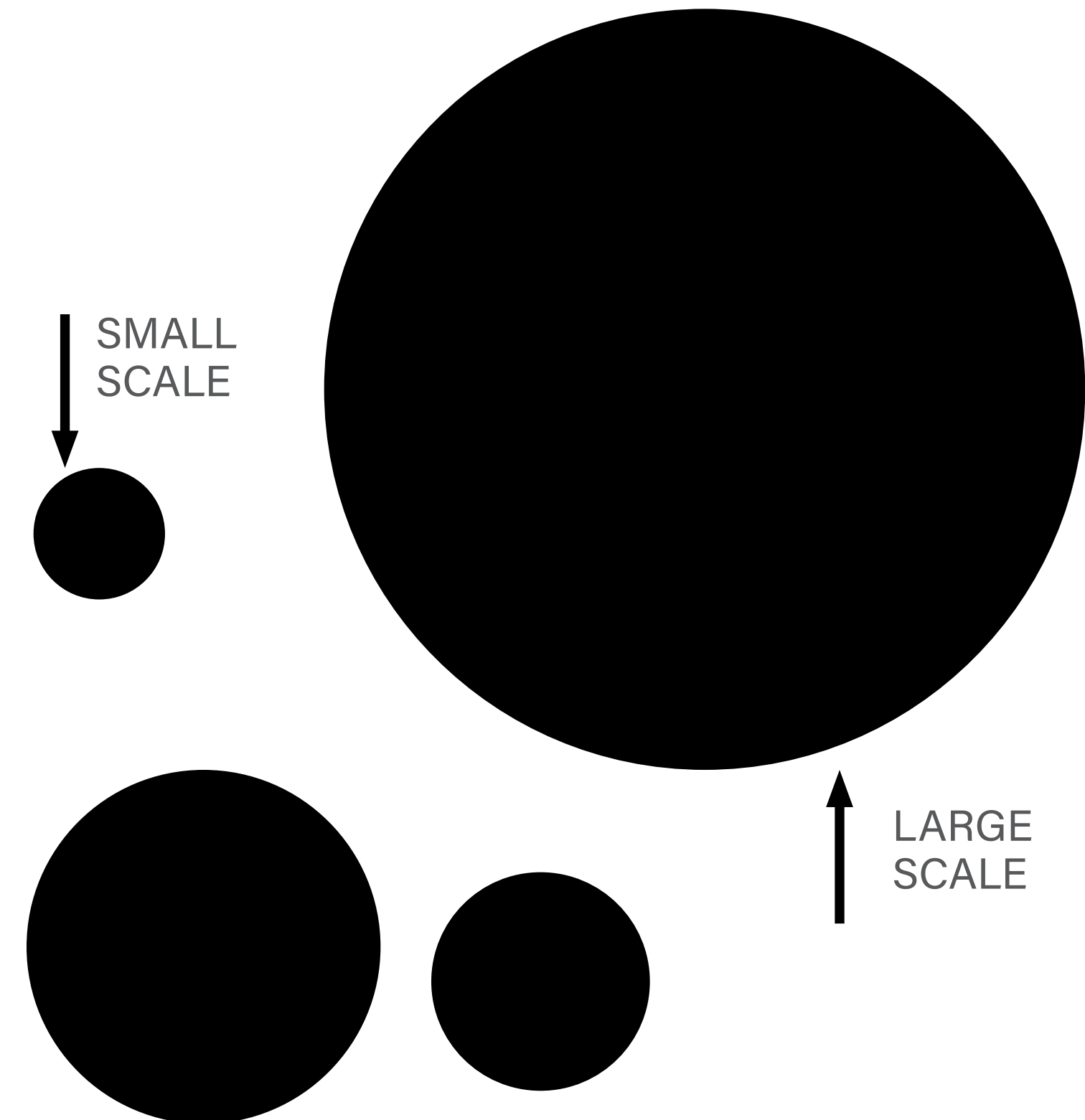


Proportion



Cropping

Scale refers to the relative size of two or more components in a visual communication. These may be similar but different components, including shapes, forms, images and/or type. Variation in size between two or more components of the same kind is used to create depth in compositions.





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Balance
(Asymmetrical)



Figure/Ground



Hierarchy



Pattern
(Repetition)



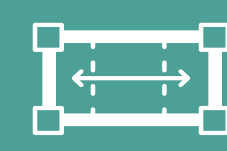
Pattern
(Alternation)



Contrast



Scale



Proportion



Cropping

Proportion refers to the ratio between at least two dimensions of a component in a visual communication. For example, two rectangles with the same heights but different widths are of different proportion to each other. Proportion is used in this way when discussing the formats and may be considered when adapting print communication design to web.

STRETCHED VERTICALLY

**STRETCHED
HORIZONTALLY**



Balance
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Balance
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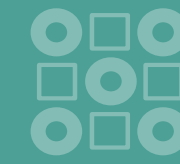
Figure/Ground



Hierarchy



Pattern
(Repetition)



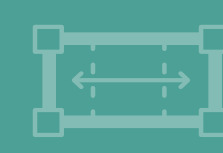
Pattern
(Alternation)



Contrast



Scale



Proportion



Cropping

Cropping refers to the cutting, framing or masking of a component of a visual communication. The component is often oversized and therefore trimmed by a layout module, margins or the edge of the format.

