

PRINCIPLES *of* DESIGN

Four fundamentals that hold a layout together. Follow the thread through **contrast**, **repetition**, **alignment** and **proximity**.

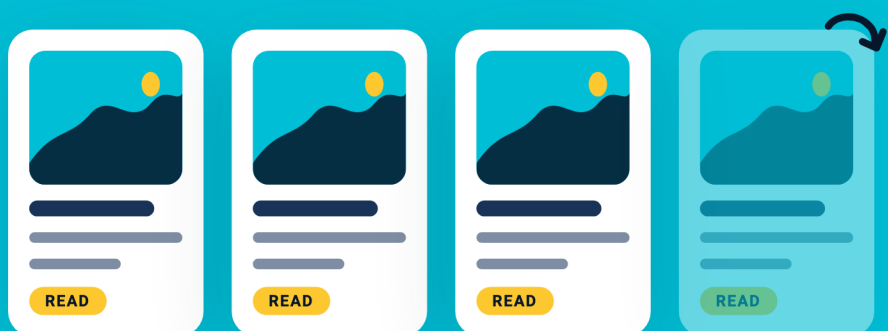


CONTRAST

Unique elements in a design should **stand apart** from one another, and one good way to do that is contrast.

You can build it with **colour, tone, size** and more, which lets the viewer's eye move naturally through the layout. Here are four common ways to create it.

01



02

REPETITION

Repetition breeds **cohesiveness**. Once you have established a pattern, like a dotted border or a particular typographic style, repeat it across the design to build consistency.

The short version? Set a style for each kind of element, then use that same style on every similar element.

ALIGNMENT

Proper alignment means every element is **visually connected** to another element.

When it is handled well it creates cohesiveness, so nothing feels out of place or disconnected. Line up edges and centres along the invisible **guides** running through the layout.

03



04

PROXIMITY

Proximity creates **visual unity**. If two elements are related to each other, place them close together. Doing that cuts down on visual clutter, emphasises organisation, and makes the design easier to understand.

