

DESIGN PRINCIPLES

SCALE

A designer uses scale to create visual hierarchy and control the viewer's focus by adjusting the size of design elements such as typography, images, and graphics. Scale helps to establish proportion and balance, convey a specific mood or theme, and guide the eye. By using contrasting scales, designers can emphasize important elements and create emphasis. Proper use of scale is essential in design, as it greatly impacts the overall look and feel of a composition.

PROPORTION

Proportion refers to the stretching of elements, making certain lines thicker or longer than their counterparts, the stretching of objects outside their expected proportions can create unusual and striking aesthetics. Whereas maintaining proportions to what is expected, such as using the golden ratio or correct measurements when depicting a human figure can make a design seem harmonious and aesthetically pleasing, this is referred to as 'classic proportions'.

FIGURE/GROUND

Figure-ground is a design principle that refers to the relationship between an object (the figure) and its background (the ground). In a design, the figure-ground relationship helps to create visual interest and draw attention to specific elements. A designer may use figure-ground by contrasting the figure and ground through techniques such as color, value, texture, and size. The figure should be distinct and stand out from the background, while the background should provide context and support the figure. By effectively manipulating the figure-ground relationship, a designer can create a visually compelling design that guides the viewer's attention and communicates information effectively.

HIERARCHY

A designer uses hierarchy in a design to establish a clear visual order and guide the viewer's attention. This is achieved by arranging elements in order of importance, from the most prominent to the least prominent. Hierarchy is created by using techniques such as size, placement, color, and typography to differentiate between elements and create a clear visual structure. A strong hierarchy helps to create an organized, easy-to-follow design that effectively communicates information and leads the viewer through the composition.

CONTRAST

Contrast is a design principle that refers to the difference between elements in a composition. A designer may use contrast to create visual interest, emphasize important elements, and guide the viewer's attention. This can be achieved through the use of color, value, size, placement, and typography. For example, using light text on a dark background creates high contrast, while using similar colors creates low contrast. By using contrast, a designer can draw the viewer's eye to specific areas, create hierarchy, and make a design more visually appealing, legible, and easy to understand.

PATTERN (REPEATING OR ALTERNATING)

Pattern is a repeating or alternating design element that can be used to add visual interest and texture to a composition. A designer may use pattern in a design to create a cohesive look and feel, provide a background for other elements, and draw the viewer's eye. This can be done through the use of repeating or alternating shapes, lines, colors, or textures. Patterns can be simple or complex, and can be used to convey a specific mood or theme. For example, a designer may use a floral pattern to create a feminine or organic feel, or a geometric pattern to create a modern or technical feel.

BALANCE (SYMMETRICAL OR ASYMMETRICAL)

Balance is a design principle that refers to the distribution of visual weight within a composition. A designer may use balance to create a harmonious and stable design that is visually pleasing and easy on the eye. This can be achieved through the use of symmetry or asymmetry. Symmetrical balance uses mirroring elements to create a sense of stability, while asymmetrical balance uses uneven elements to create interest. By balancing elements in a design, a designer can create a composition that feels stable and harmonious, and that guides the viewer's eye around the design. Effective use of balance is essential in design, as it helps to create a composition that is visually appealing and easy to understand.

CROPPING

Cropping is the process of trimming or eliminating parts of an image or visual element in a design. A designer may use cropping to emphasize a specific aspect of an image, create visual interest, or eliminate distractions. By carefully choosing what to include and what to exclude in the frame, a designer can control the viewer's focus and create a stronger composition. Cropping can also be used to change the aspect ratio of an image or to fit it into a specific space. Effective use of cropping can help to create a visually compelling design that effectively communicates information and draws the viewer's eye.