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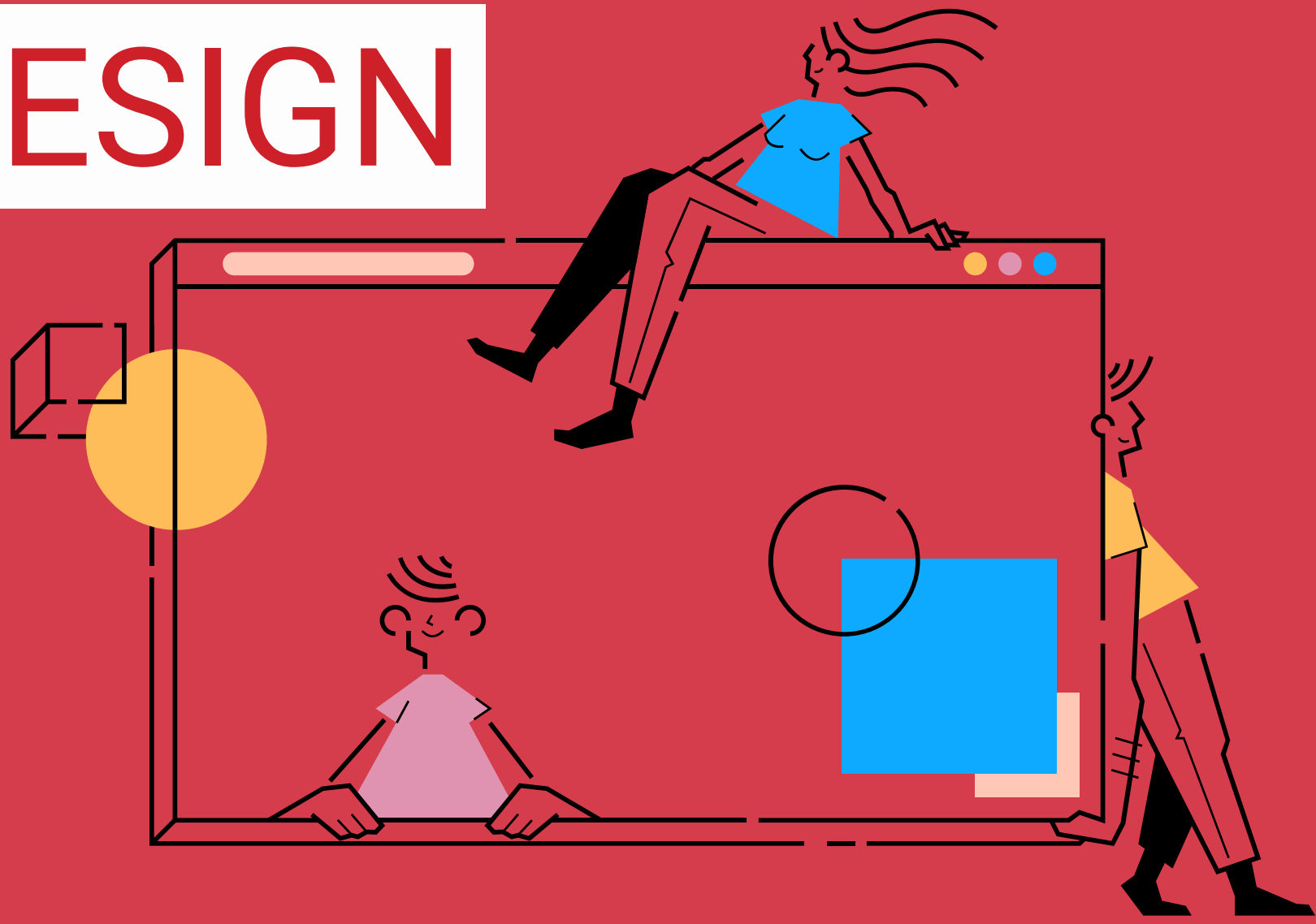
THE ULTIMATE SECRET OF DESIGN



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Basic Principles of design

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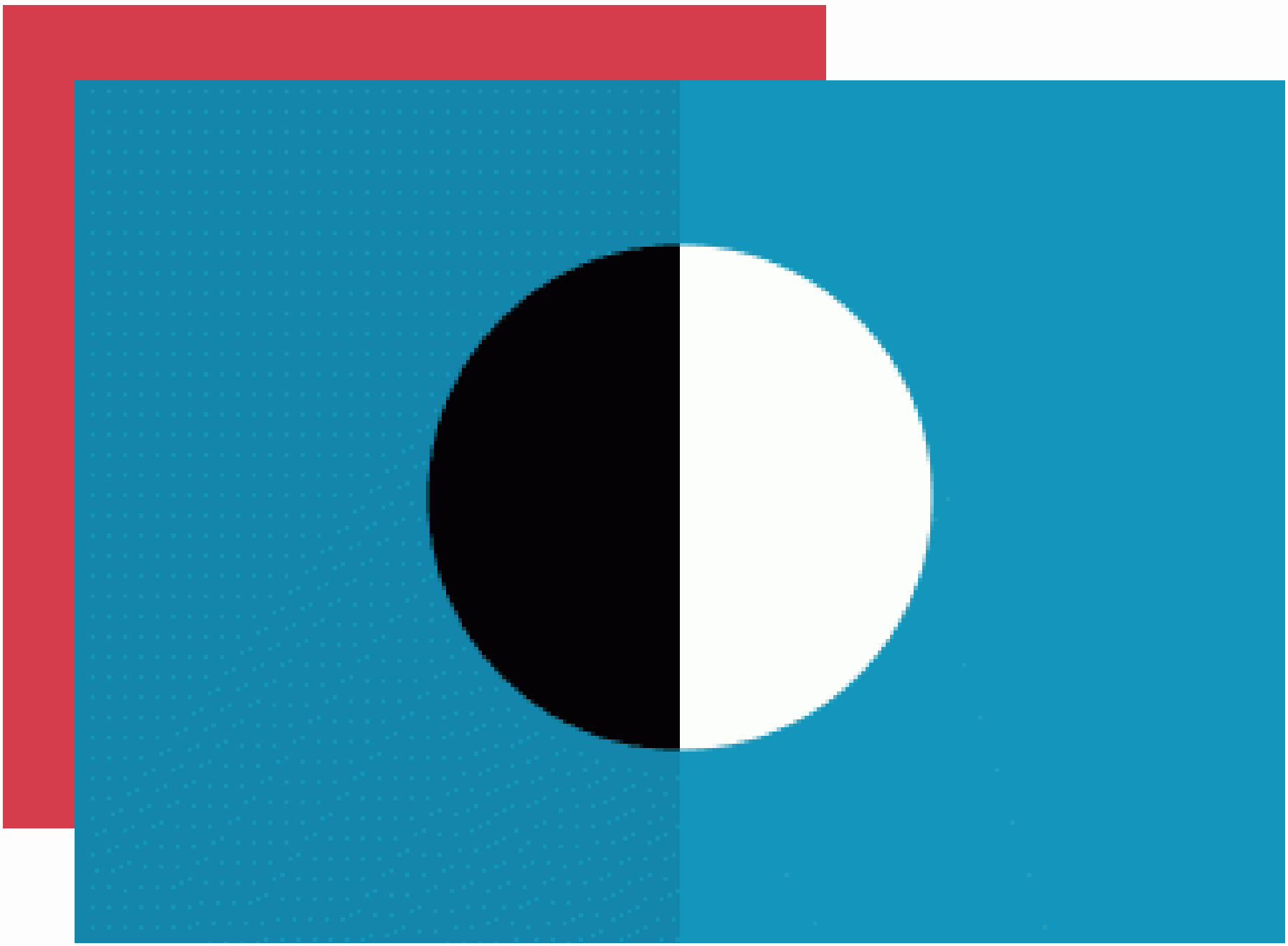
1. Contrast
2. Balance
3. Emphasis
4. Proportion
5. Hierarchy
6. Rhythm
7. Repetition
8. Pattern



CONTRAST

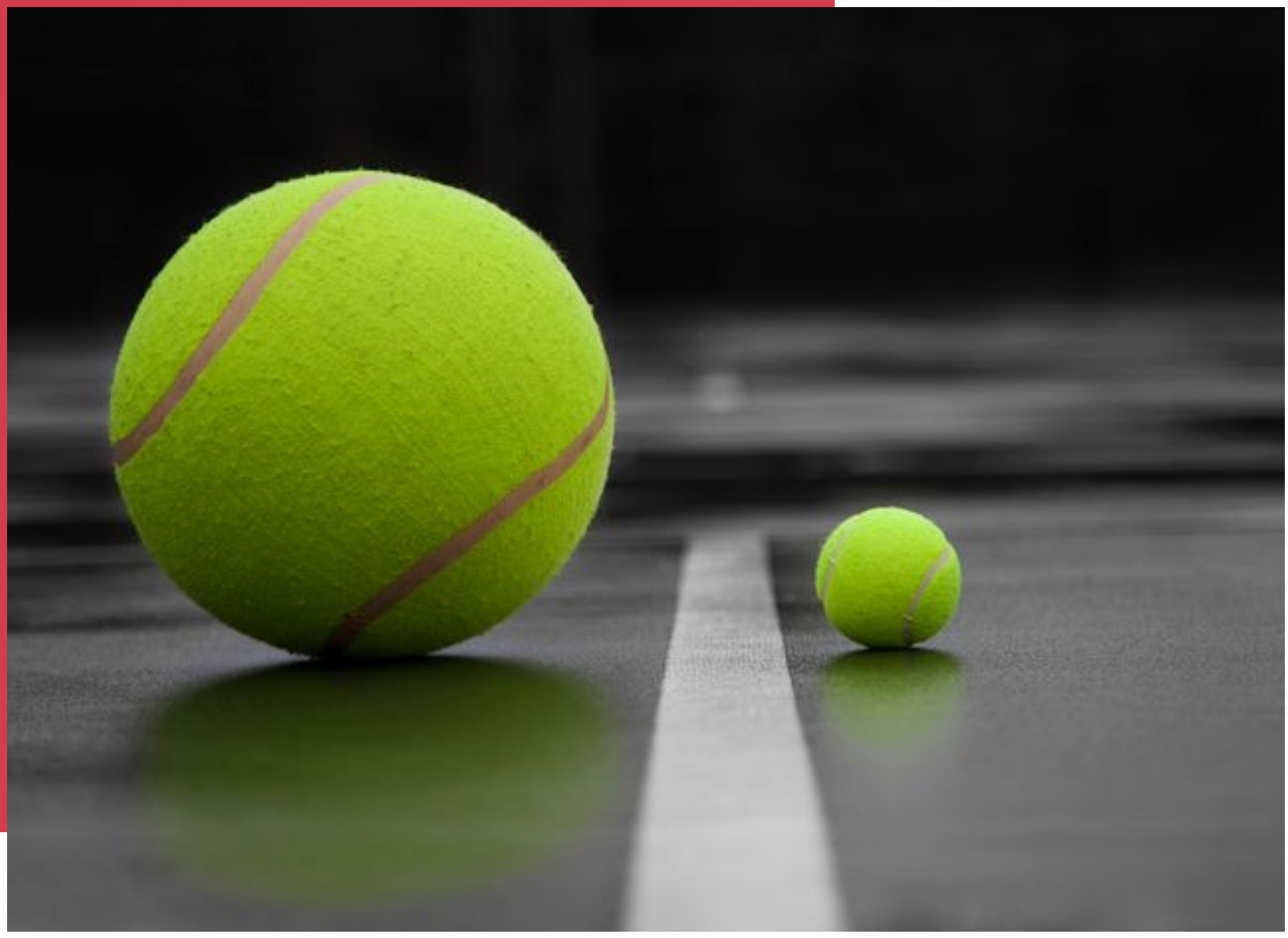
Contrast is the differentiation between the designs of the elements that make them stand out from one another.

BALANCE

Balance is the even distribution of the elements. It can be symmetric (exactly similar parts in size and shape) asymmetric (parts that are not similar in size and shape)

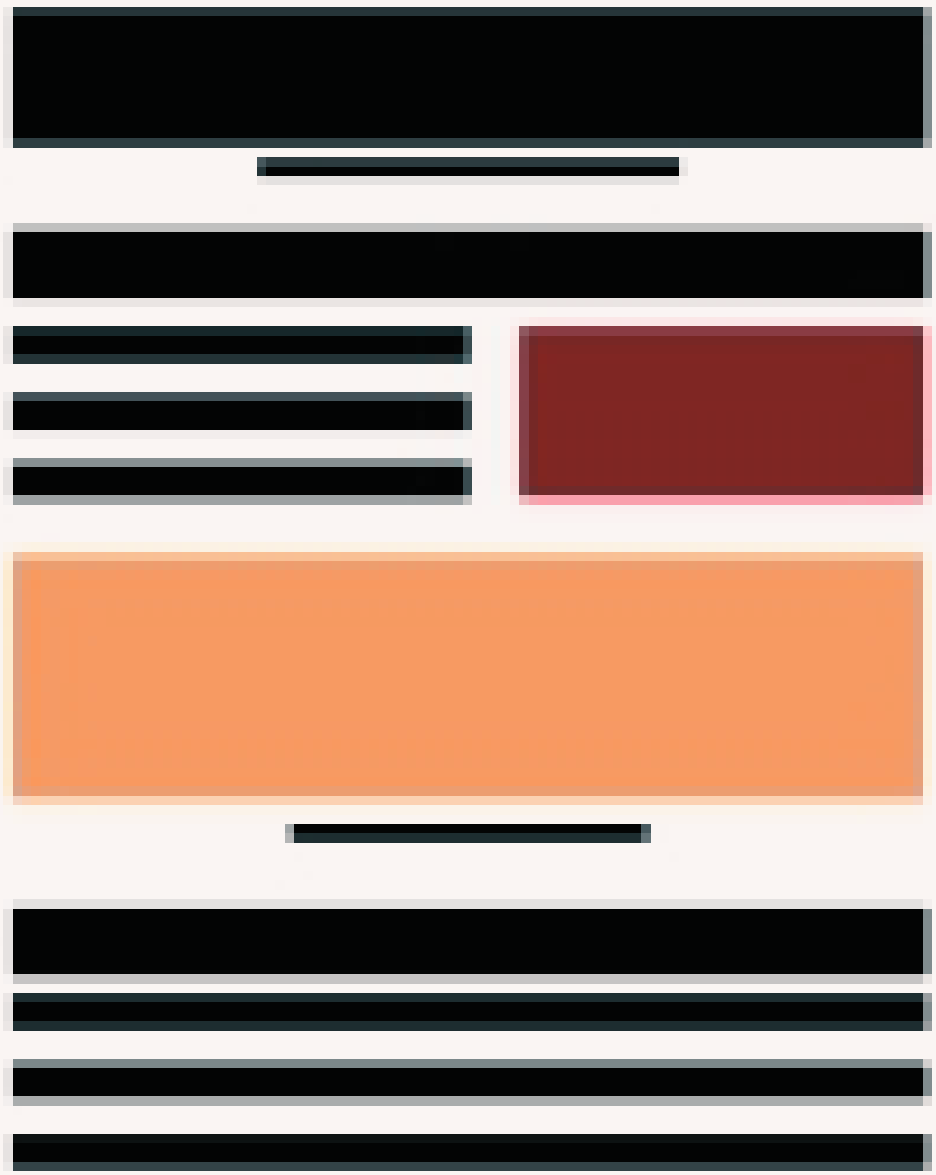
EMPHASIS

Emphasis is an important element of the page it must be prominent. On the other side, it can also be used to minimize how much an element stand out.



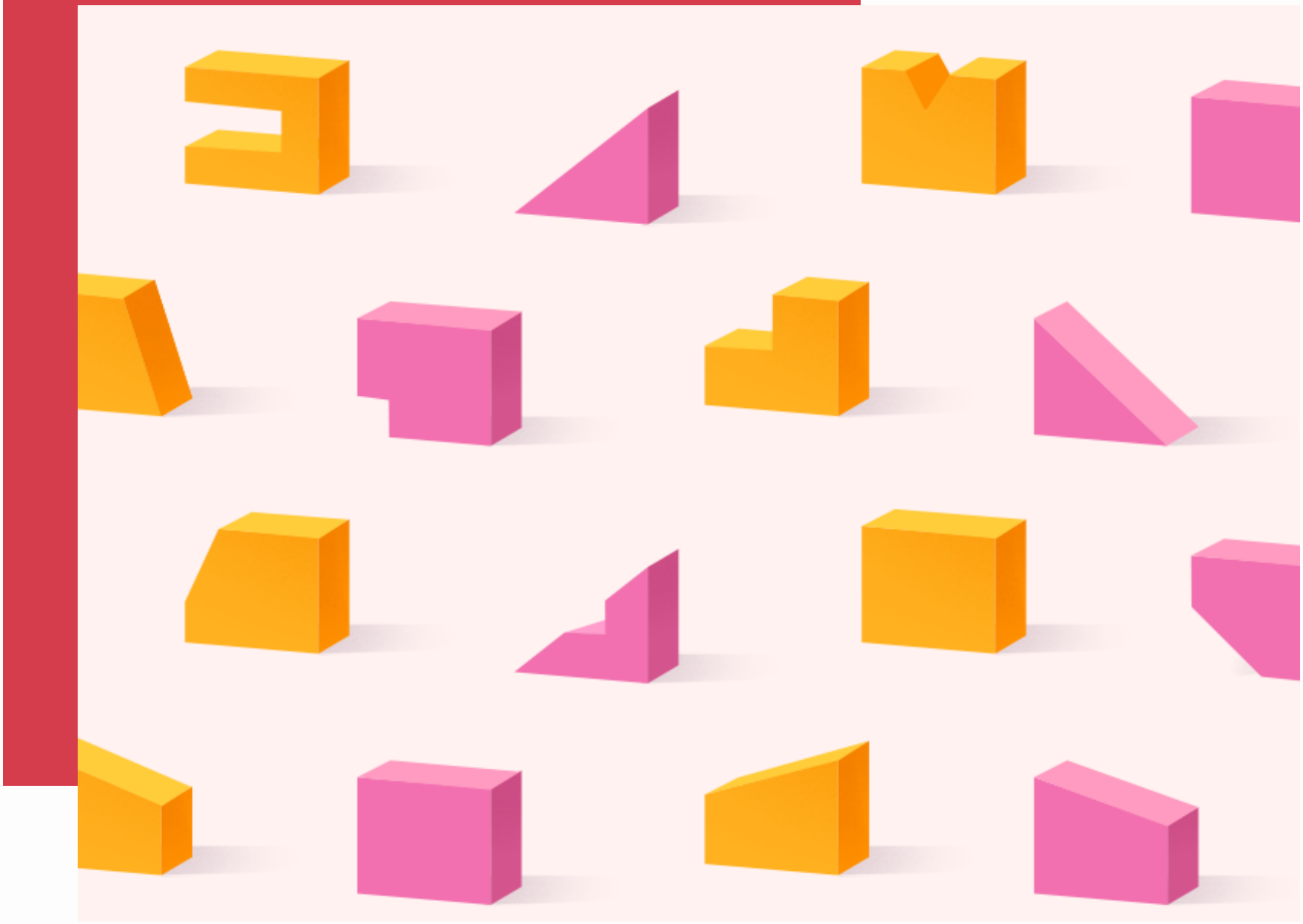
PROPORTION

Proportion is the relationship between the different parts or things with respect to comparative size or ratio. Larger elements tend to be seen as more important compared to smaller one.



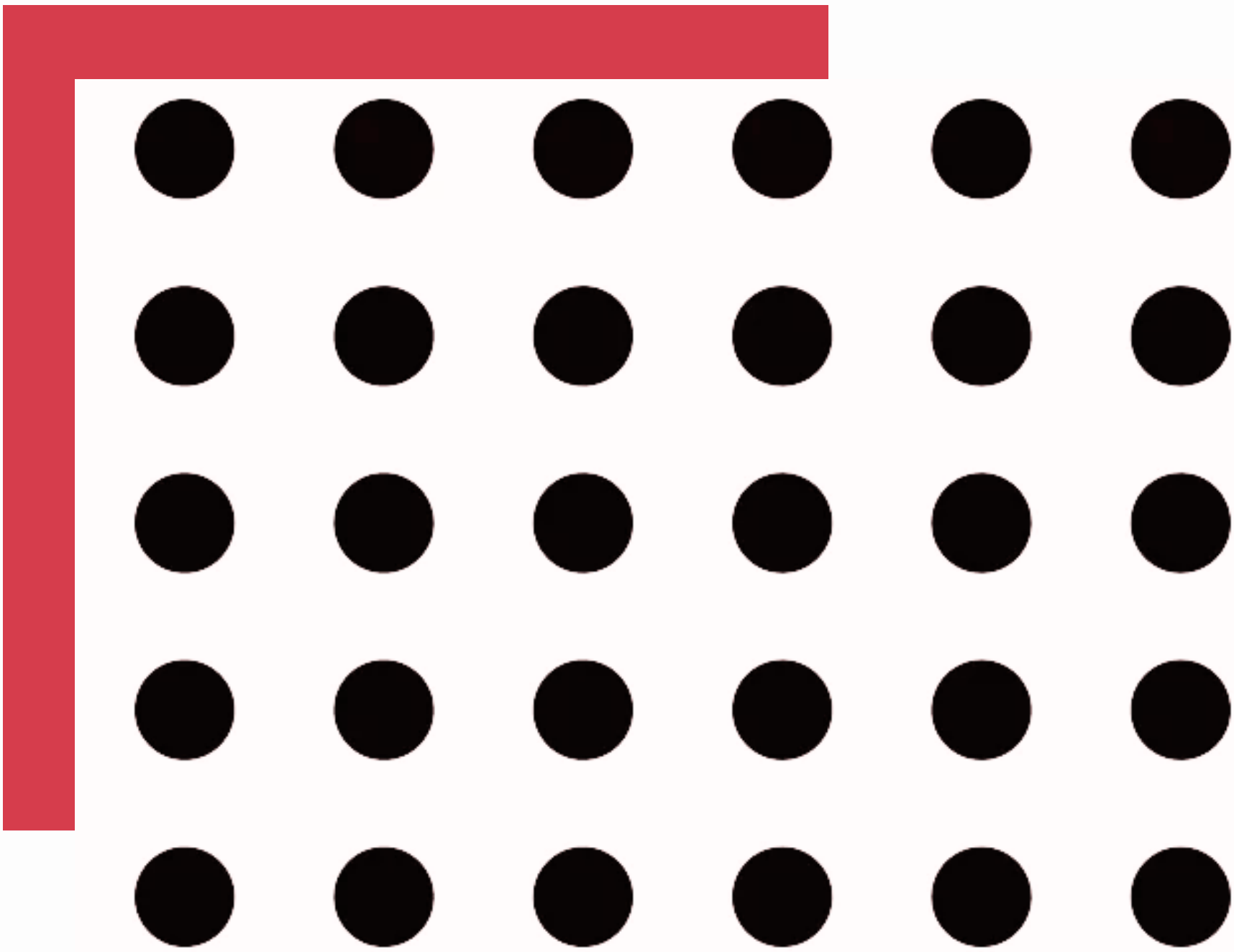
HIRERCHY

Hierarchy refers to the importance of elements in a design wherein some elements tend to stand out or attract attention more strongly than other elements.



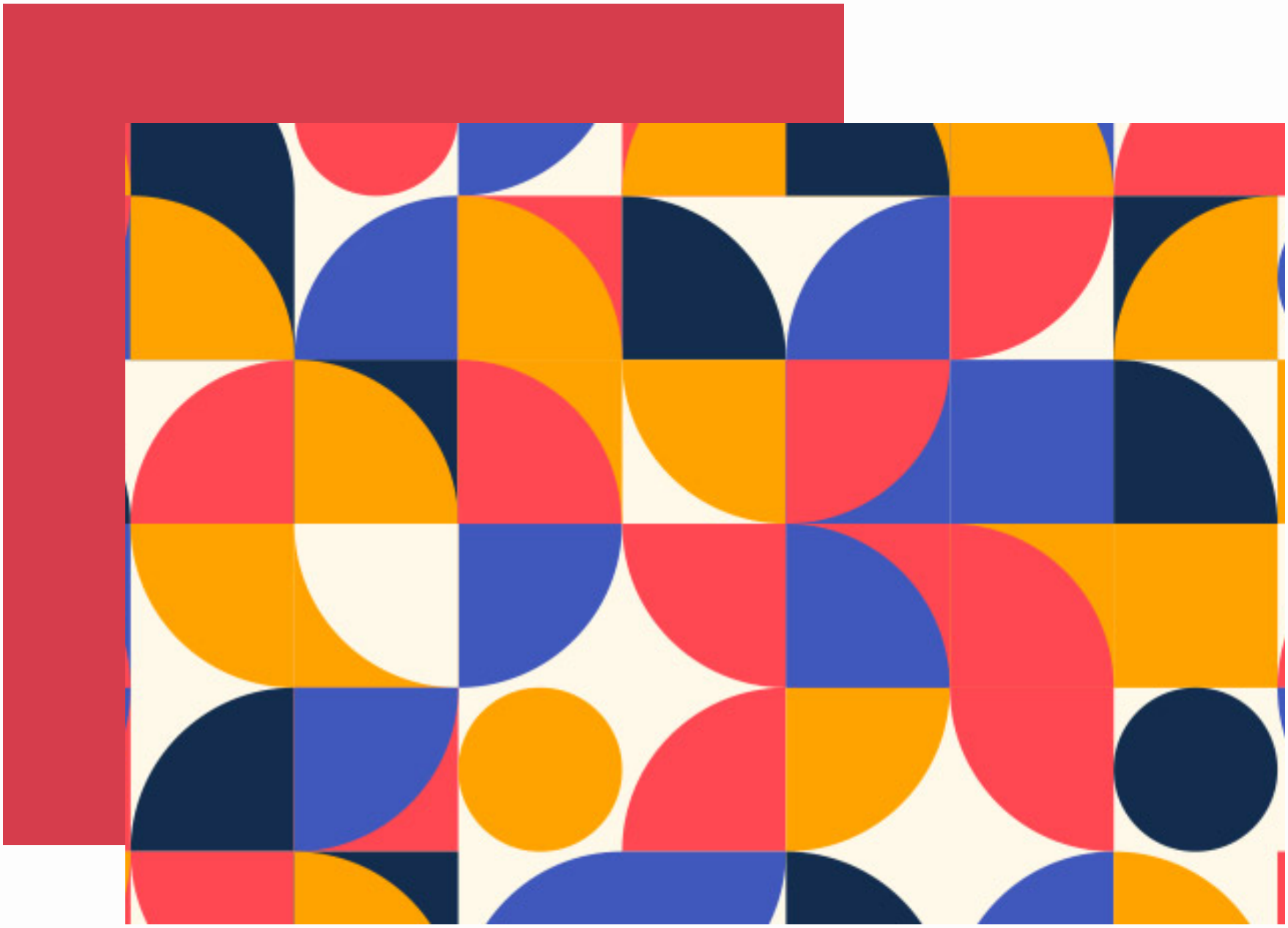
RHYTHM

Rhythm refers to the relationship between elements that create a sense of harmony. Rhythm is also used to create emotion including excitement and calmness.



REPETITION

Repetition is the reusing of the same or similar elements in the design like color, images, or headers.



PATTERN

The pattern is simply a repetition of design elements working in concert with each other. They also set standards for how certain elements are designed.

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