THE PRICIPLES OF DESIGN

Contrast

Contrast is the difference between various elements in design, that make them stand out from each other.

Emphasis

Emphasis causes certain parts of a design to stand out compared to other elements.also be used to minimize how much an element stands out.

Proportion

Proportion is the size of elements in relation to one another. Larger elements tend to be seen as more Important while smaller ones are less so.

Balance

Balance can be symmetrical (with items of equal weight on either side of a center line) or asymmetric

Hierarchy

Hierarchy refers to the important of elements within a design. The most important elements should appear to be the most important, and vice versa.

White Space

White space, or negative space, refers to areas of a design that have no design elements. This space is important for making a design uncluttered

Color

Using colours to convey mood, meaning, and visual impact. Color theory also involves a color's darkness or lightness, or color values.

Variety

Variety create visual interest in a design. It can be created via typography, color, images, textures, visually any other design elements. monotones and boring.