**Design Principles**

**1)Balance and Proportion**

A design have elements of Colors, Sizes, and Shapes must be put into consideration so that the elements have a good proportion and balance to each elements, it is important for audience to feel comfortable looking at the design.

**2)Proximity**

Making relationships between elements so that each elements of design are visually connected. It helps the audience to understand the connection between elements of design.

**3)Repetition**

Using the same element style to strengthen and unify the design, it also show consistency that will not confuse the audience.

**4)Contrast**

The variety or the differences of each elements of design that makes the design more eye catching and beautiful. It makes the audience remember/memorise the design easily.

**5)Space**

Empty area between and around elements of design. The purpose is to give elements a room to breath, it helps the audience to understand the design quicker.

**6)Hierarchy**

Giving priority to a certain element of design by making it larger or bolder than other so that the audience know the key value of the design.