<u>Basic design Principles for non-designers</u>

- Four basic principles
    - Alignment
    - Proximity
    - Repetition
    - Contrast
- Alignment
    - Means that items on the page are lined up with each other
    - Choose one form of alignment
        - Left side
        - Right side
        - Centered
    - If you choose to align the basic text on the left then don't center the headline
    - Don't mix alignments in both horizontal and vertical alignment
    - Text sits on an invisible line called the "baseline." Make sure to align all the text on the same baseline
    - As a beginner avoid centering everything
    - Move elements away from the extreme left/right edge of the web page
    - Don't set default type in all caps
    - Don't italicize words that are in all caps
- Proximity
    - The relationships that items develop when they are close together, in close proximity
    - When two items are close, they appear to have a relationship, to belong together
    - Never hit two returns between paragraphs
- Repetition
    - Throughout a project you repeat certain elements that tie all the disparate parts together
    - Each page in the web site should like it belongs to the same web site, the same company, the same concept
- Contrast
    - Draws your eye into the page
    - Contrast might be
        - Bolder
        - Bigger
        - Different style
        - Graphic signposts
        - Spatial arrangement
    - Create a focal point
        - There must be a focal point
        - Something must be the dominating force
        - The focal point is created through contrast
        - Find your most important item