Basic design Principles for non-designers

* 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