Graphic Designer Essentials

Layout:

Layout is the **arrangement of visual elements** (text, images, shapes, etc.) on a page or screen. It determines how information is organized and how the viewer's eye moves through the design.

2. Hierarchy:

Hierarchy is the **arrangement of elements by importance** — it guides the viewer's attention to what matters most first.

Principles:

DESIGN PRINCIPLES
Some principles to consider for UI design

Layout · Alignment · Hierarchy
Proximity · Balance · Repitition
Color · Contrast · Negative space