

Principles of Graphic-Designer

Principles of Graphic Designer: Basic Graphic Design principles can be summarized in one word

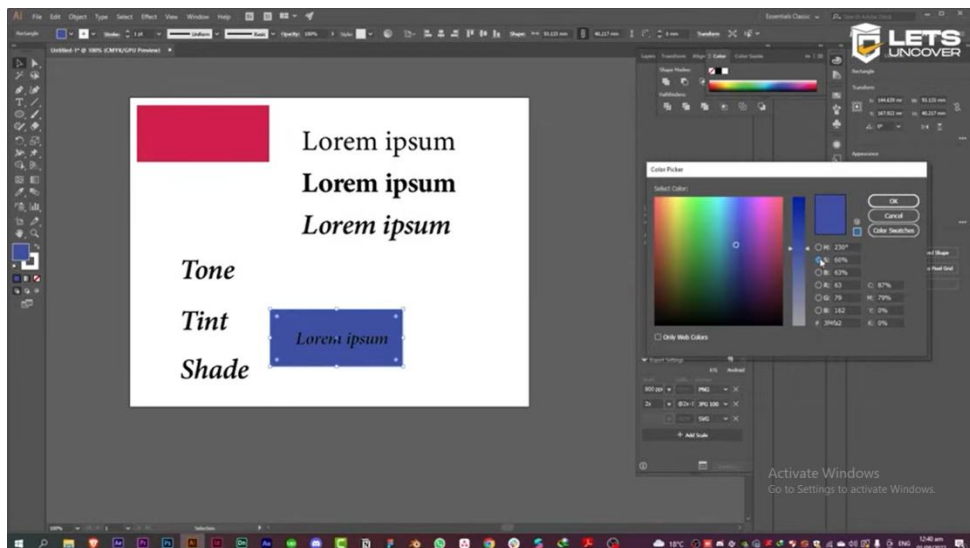
CRAP

- Contrast
- Repetition
- Alignment
- Proximity

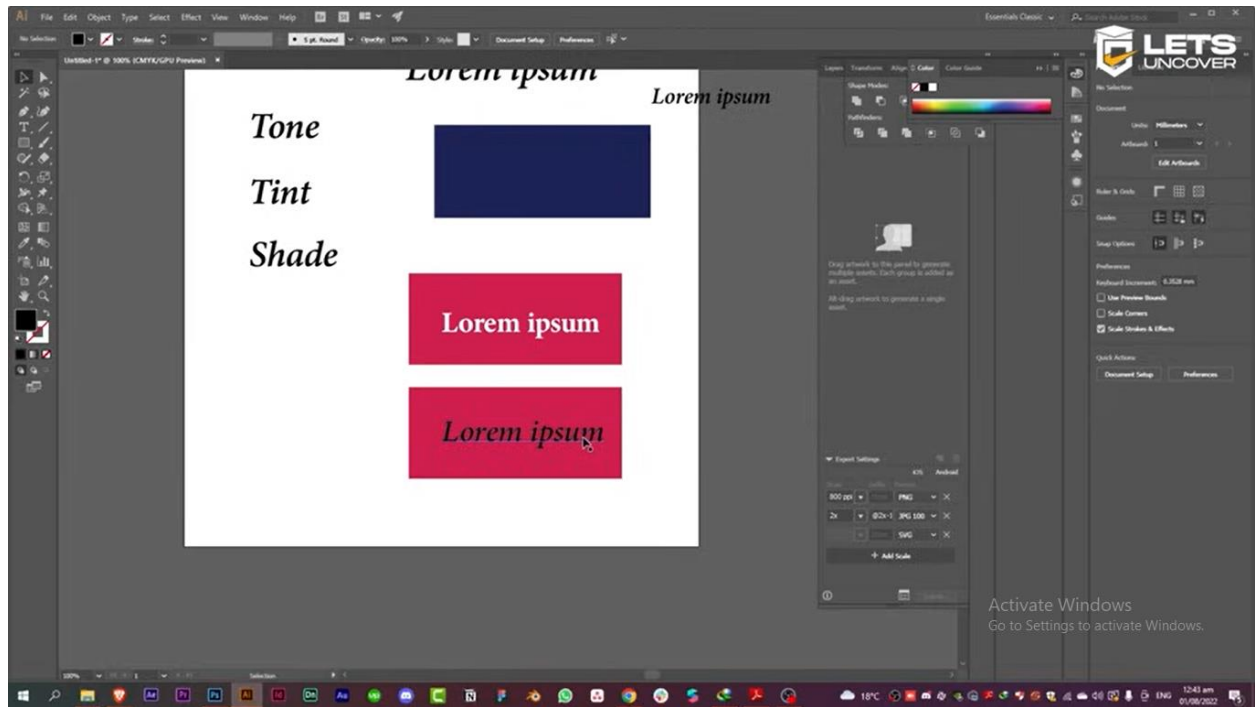
1. Contrast: When two elements are not the exactly same , they should be very different.

Contrast can be achieved through :

- Font-Size
- Font-family
- Font-weight
- Font-style
- Font-Decoration



We can also use text and/or background color.



2. Repetition: Styles and visual elements should be repeated across a page and across a web site.

Leads a cohesive and consistent web site.

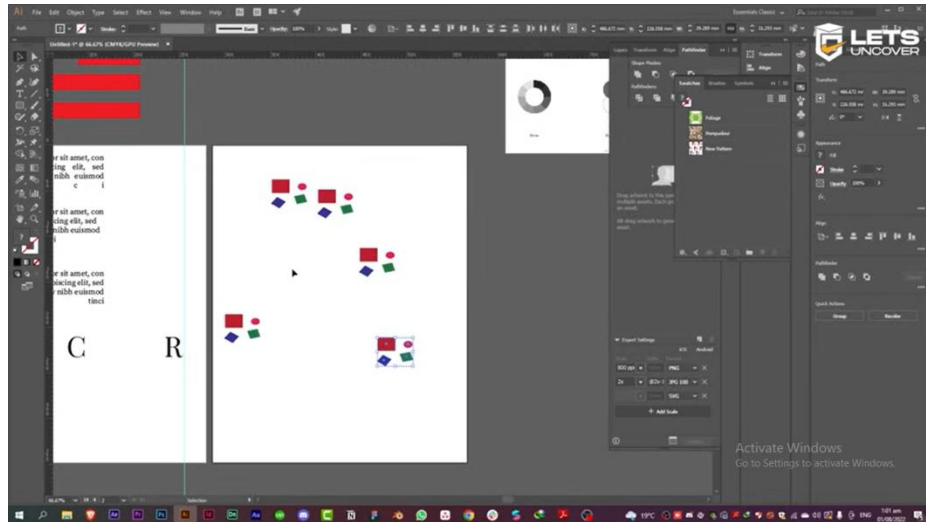
Repetition can be achieved with:

- Text
- Color
- Background
- Page and selection layout
- Image
- Alignment



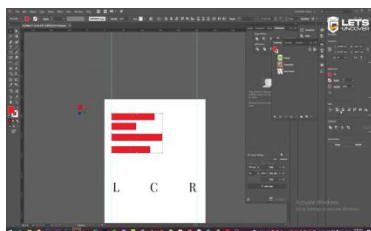
3. Proximity:

- Groups related items together to create a visual connection.
- *Example:* Placing a photo near its caption.

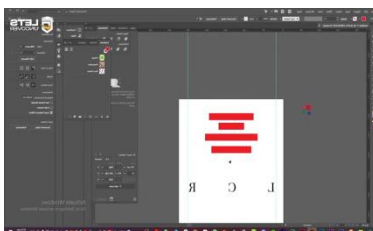


4. Alignment:

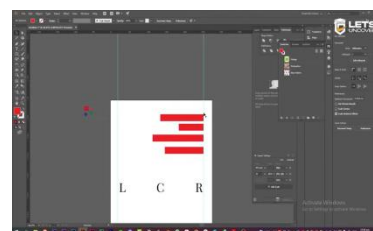
- Keeps design elements visually connected and organized.
- *Example:* Aligning text and images to a common margin for a clean look.



Left-Alignment



Center-Alignment



Right-Alignment