# **Practical Application: Basic Design Principles Infographic**

## **What Are the Basic Design Principles?**

Picture walking through the grocery store. Aisles of packaging are all vying for your attention, trying to make it into your shopping basket. These packages and other forms of advertising we see are no accident. They are all created through graphic design. Graphic design is the process of using words and images to convey ideas. Graphic design is all around us and is practiced by professionals called graphic designers. As you read in the lesson, [Basic Design Principles Overview](https://study.com/academy/lesson/basic-design-principles-overview.html) there are six main principles of any graphic design:

1. Alignment
2. Proximity
3. Repetition
4. Contrast
5. Balance
6. Space

Let's visualize these principles using a tool called an infographic, shown below. Infographics use images to convey information, and they can help you remember the information too.

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## **Interpretation**

The first principle of graphic design is alignment. This is how elements of the design are arranged in relationship to each other. They may be asymmetrical or symmetrical. But, the overall effect should help convey the message.

The second principle is proximity. This is how close together different elements are. The positioning of elements can help draw attention to certain parts of the graphic, or convey information.

Repetition refers to repeating words or elements, often ones that are important for the message. It's no coincidence that many advertisements repeat phrases that they want you to remember!

Contrast is the process of using two images, colors, or words that are in opposition. For example, this could include dark and light colors, like on the infographic above, or opposing words or ideas.

Balance is about aligning the visual weight of objects in the design. For example, small objects take up less visual space than large objects. Designers use the appropriate ratios of these elements in their designs to achieve balance.

The element of space is important for design as well. Designers take into consideration not just the space that elements take up, but also negative space that is empty in the design. A design may not contain many elements but still conveys a powerful message due to the use of space.