

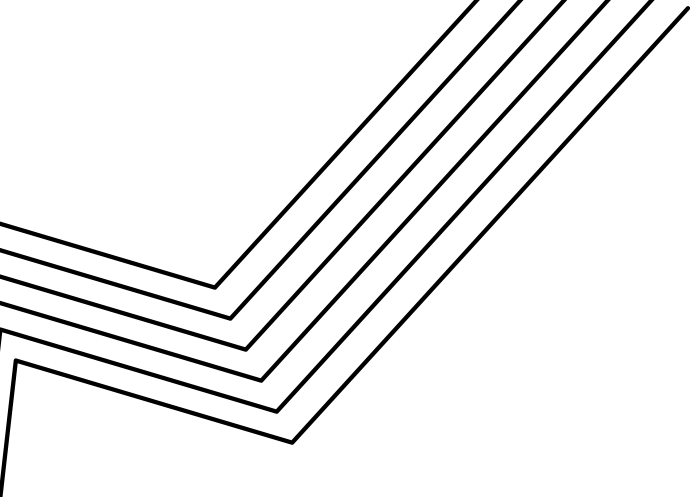
Digital Visual Design

Semester 1 | Level 5

Lecture 5

Subhan Ali





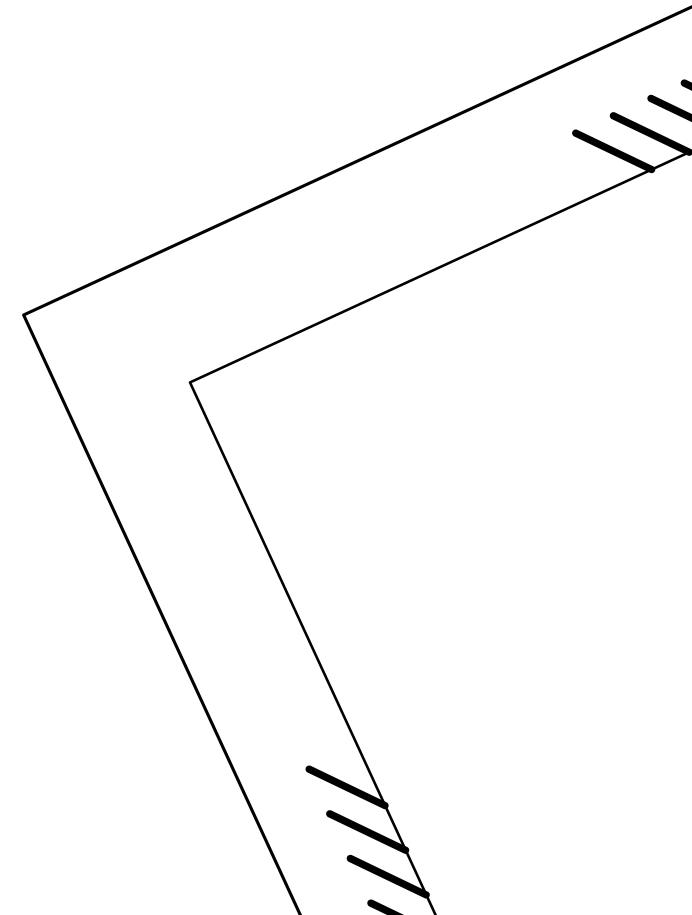
Principles

of Visual Design

Principles of Visual Design are the guidelines and rules to use and work with the Elements of Visual Design.

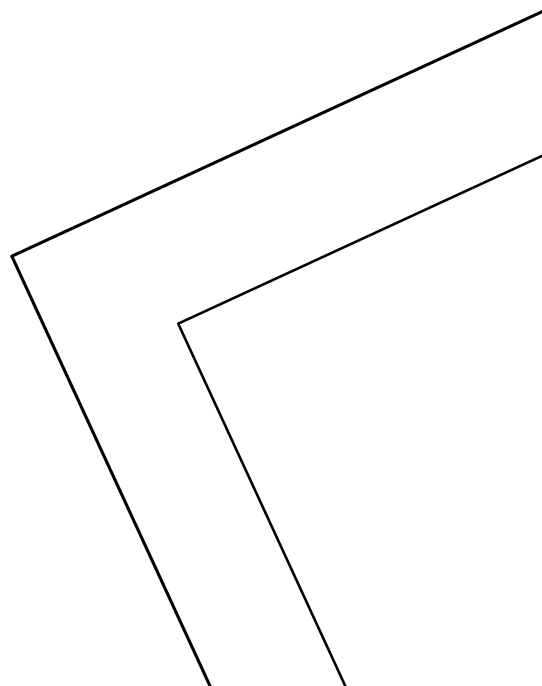
Alignments

Figma Activity



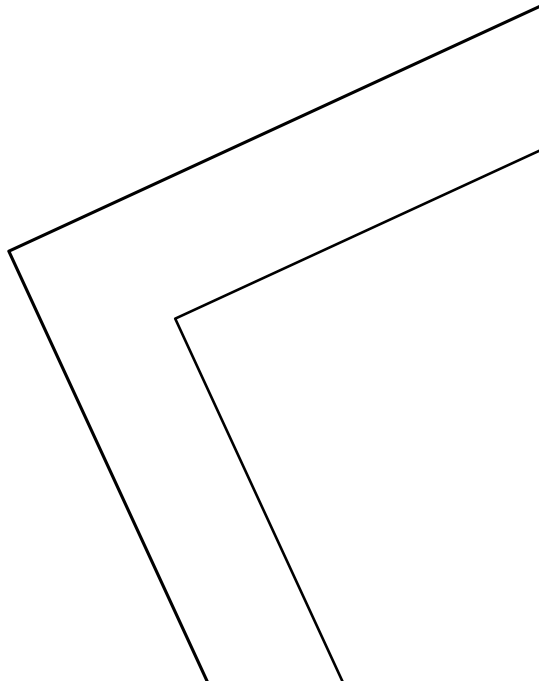
Centrally Aligned

Alignment is the placement of visual elements so they line up in a composition. In design, we use alignment to organize elements, to group elements, to create balance, to create structure, to create connections between elements, to create a sharp and clear outcome.



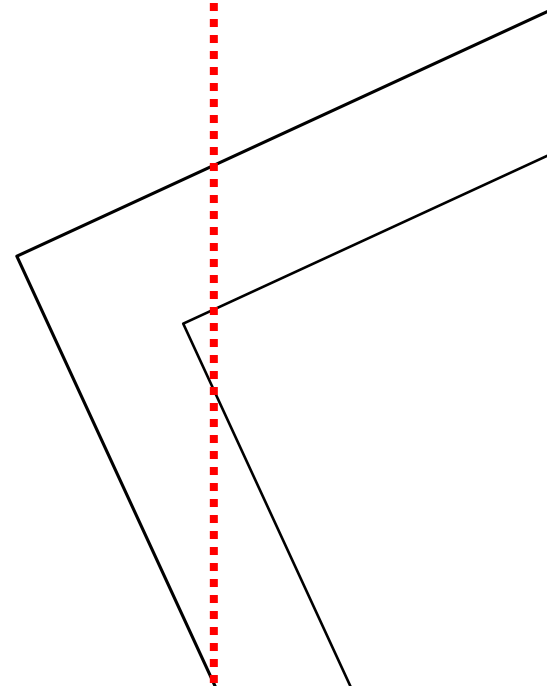
Left Aligned

Alignment is the placement of visual elements so they line up in a composition. In design, we use alignment to organize elements, to group elements, to create balance, to create structure, to create connections between elements, to create a sharp and clear outcome.



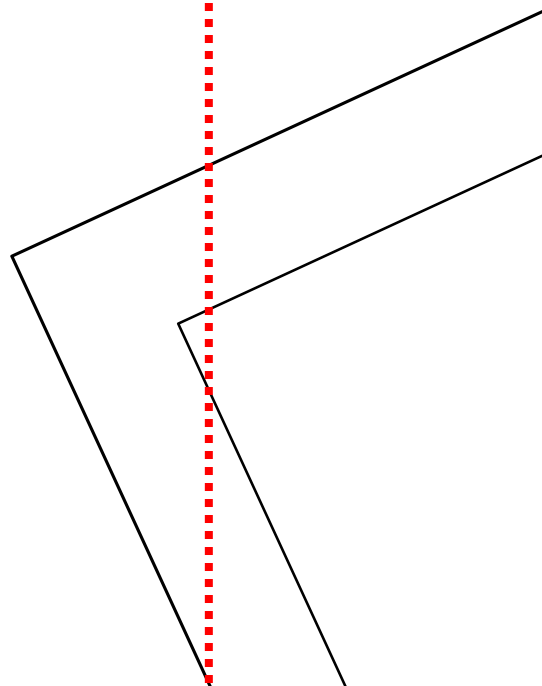
Right Aligned

Alignment is the placement of visual elements so they line up in a composition. In design, we use alignment to organize elements, to group elements, to create balance, to create structure, to create connections between elements, to create a sharp and clear outcome.



Justified

Alignment is the placement of visual elements so they line up in a composition. In design, we use alignment to organize elements, to group elements, to create balance, to create structure, to create connections between elements, to create a sharp and clear outcome.



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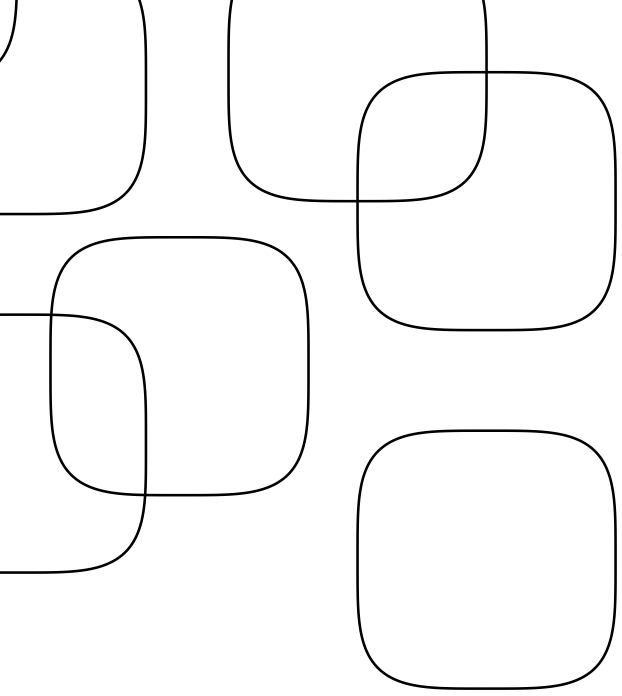
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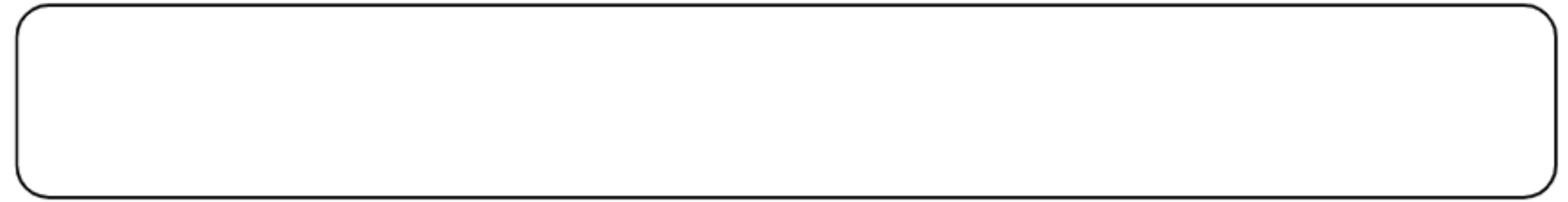
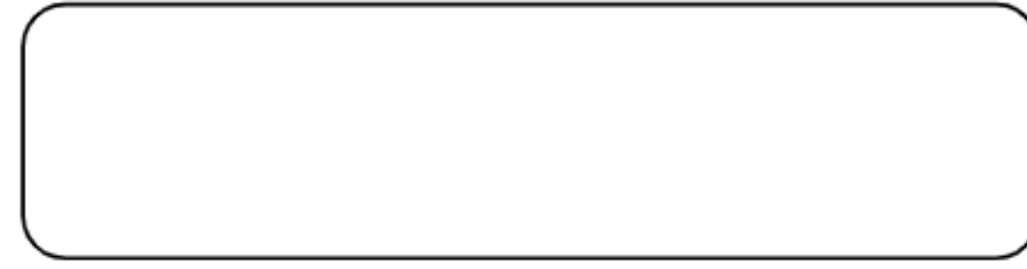
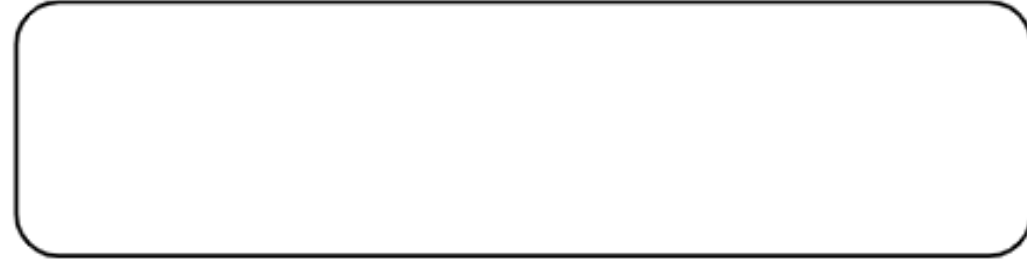
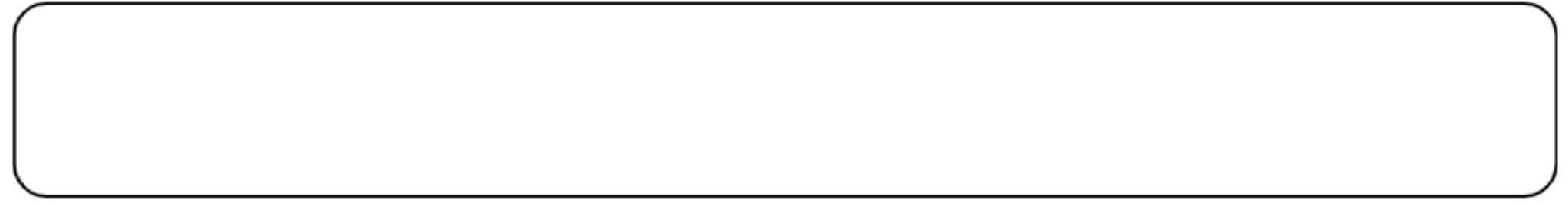
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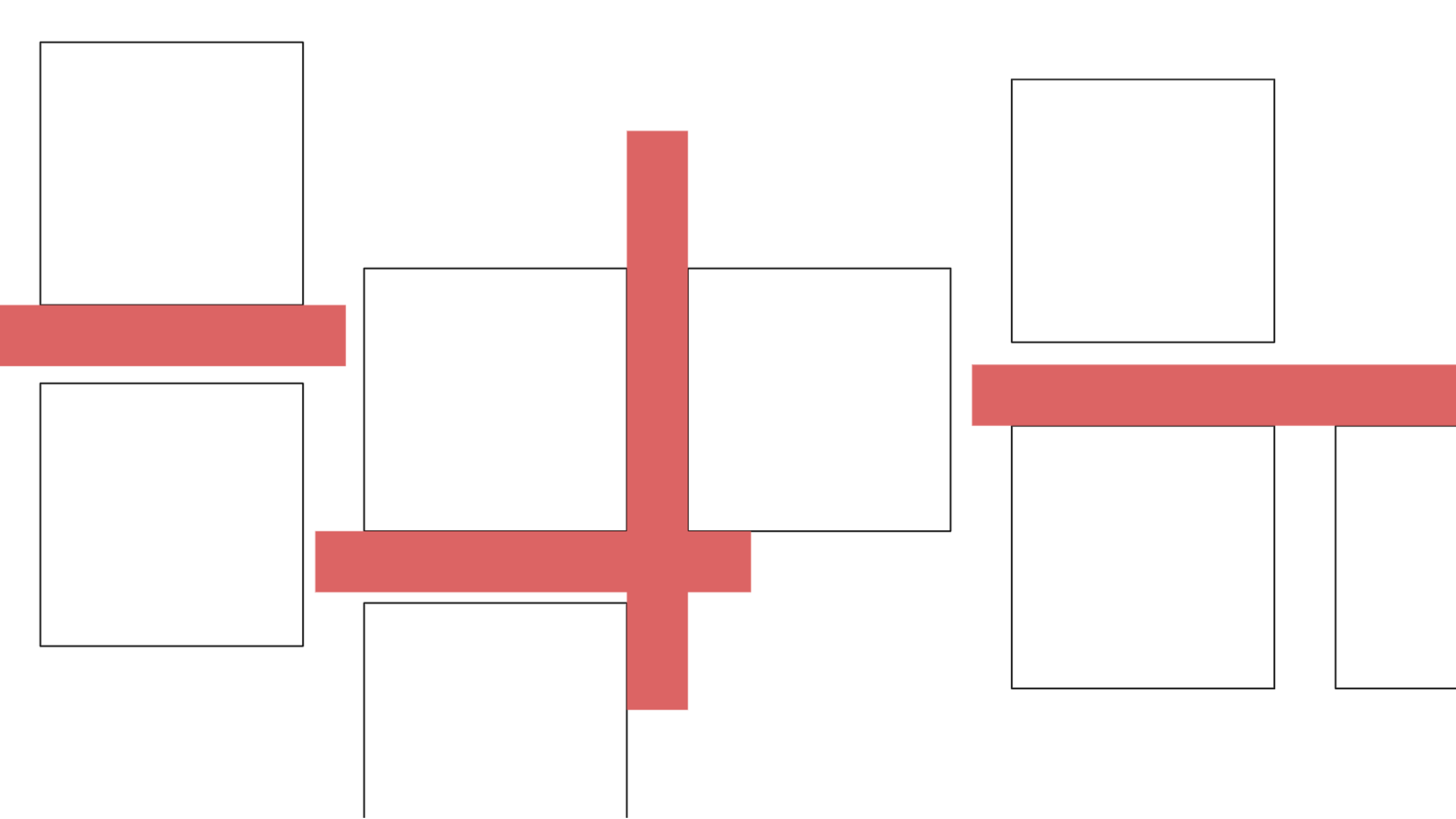


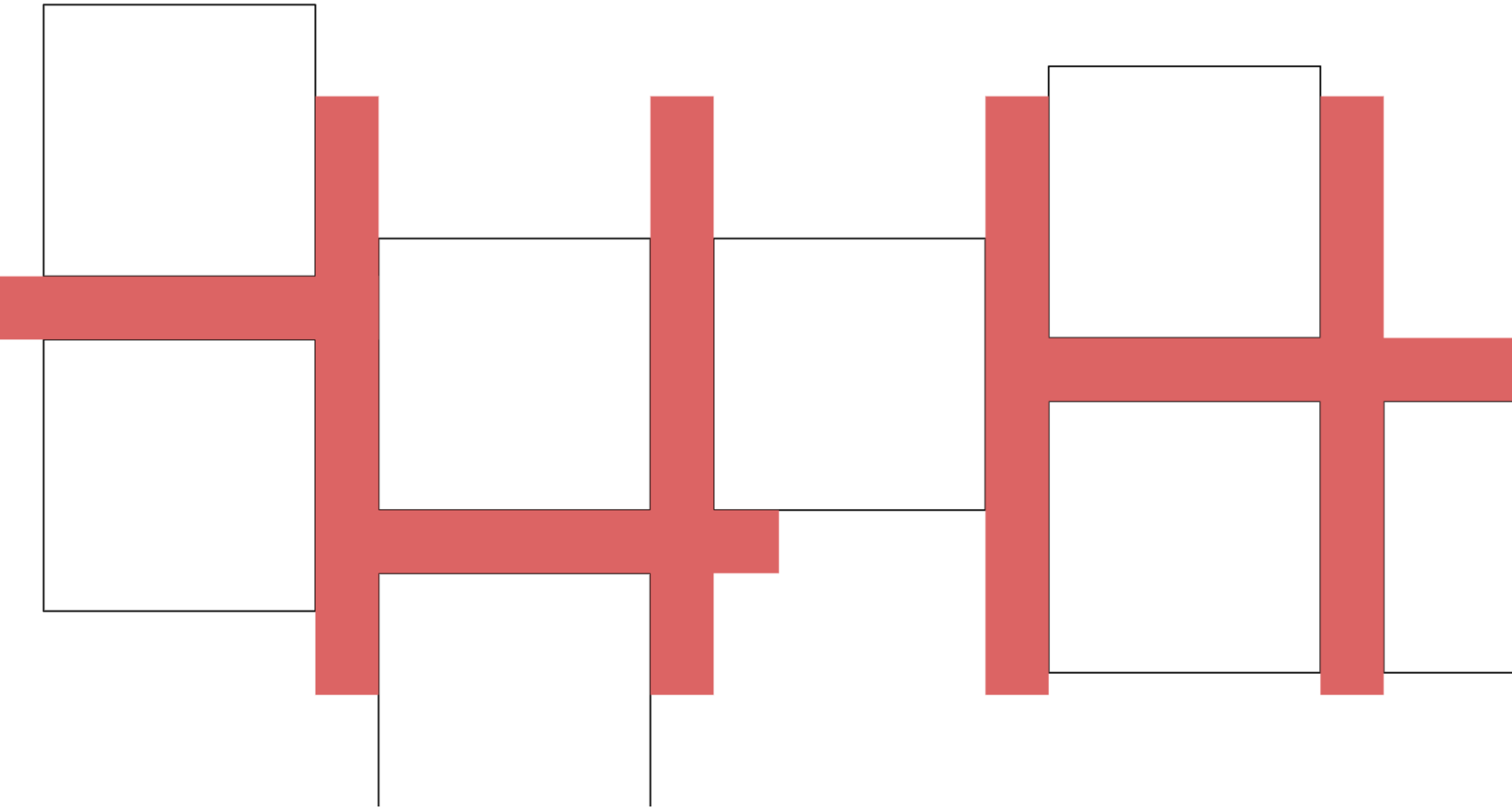


Spacing

Figma Activity







Macro vs Micro Spacing



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The Grid System

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