

LAYOUT AND COMPOSITION

HIERARCHY

The most important information should be in the largest point size.

Hierarchy can also be shown through changing CAPITALIZATION, *style* or **weight** of the type.

REPETITION

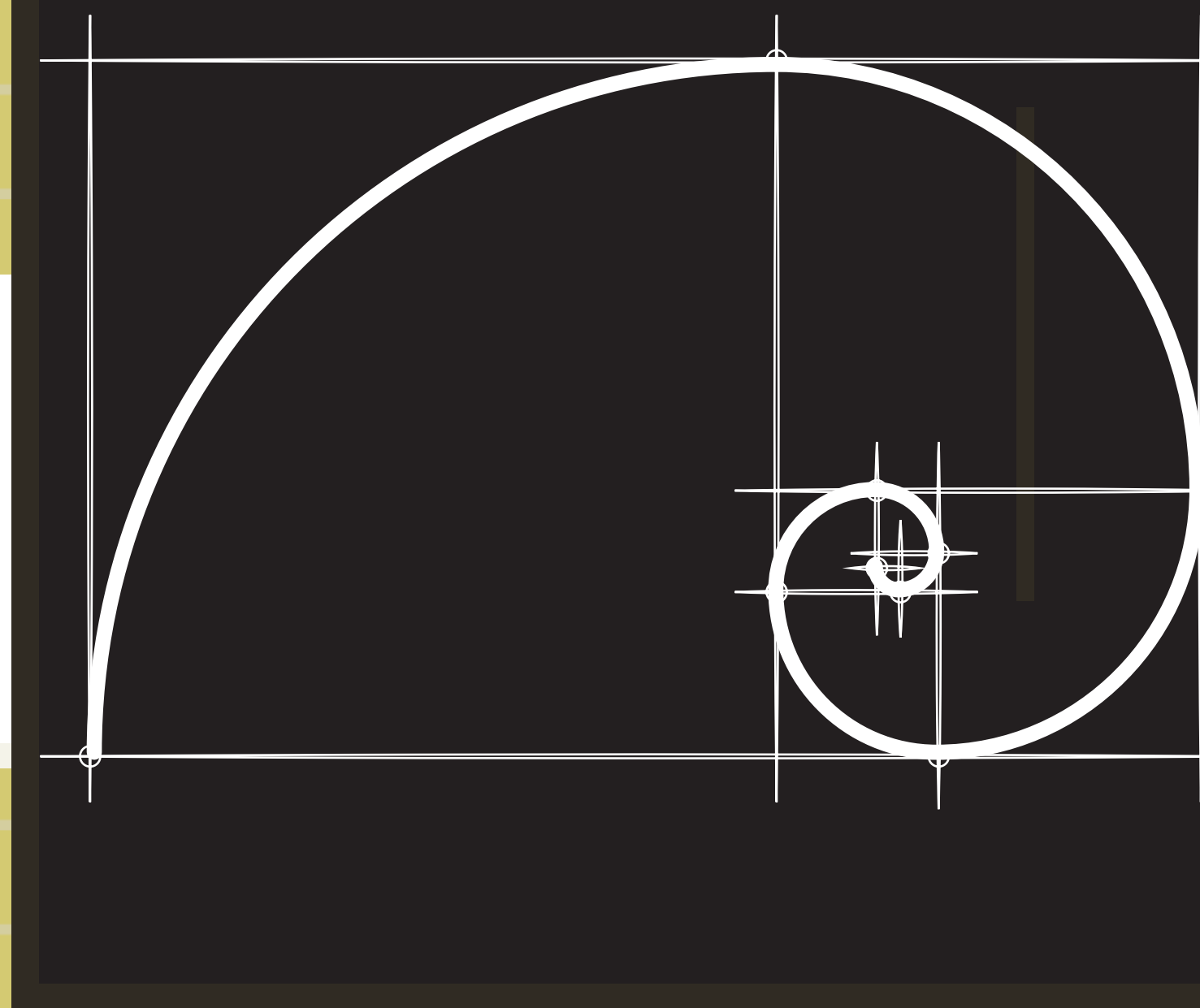
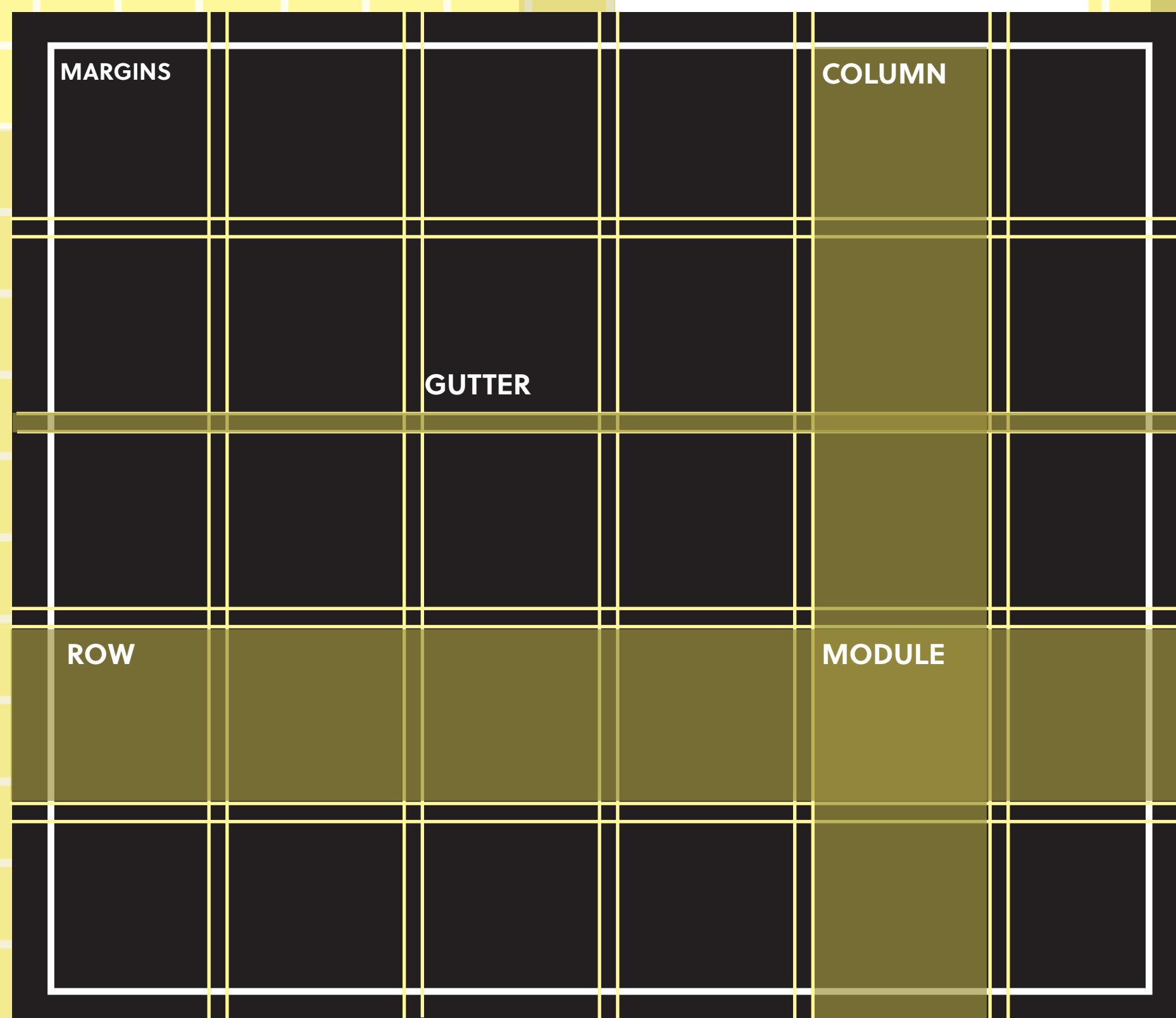
Using similar or the same elements close together can help create connections between the content.

NEGATIVE SPACE

Gives a chance for the reader to breathe. Every element has more meaning with less items on the page.

GRIDS

The best type of grid to use is one that matches and fits with your content.

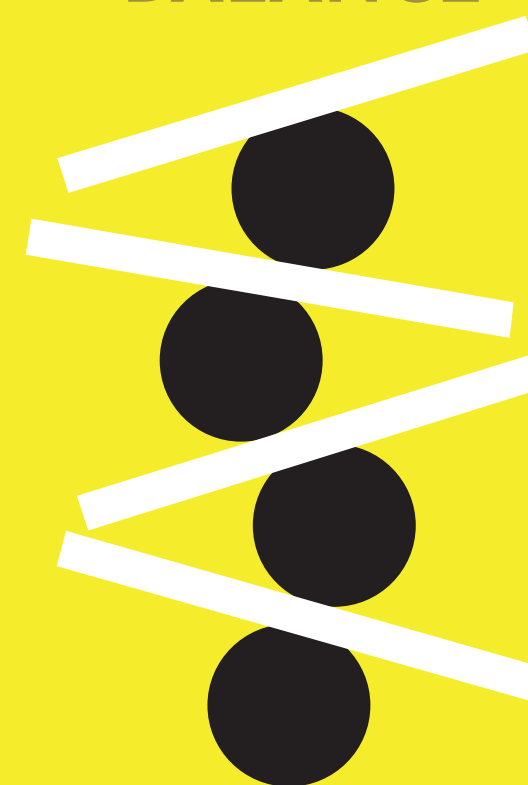


PROPORTION

Determine scale and placement of elements on the page based on either the rule of thirds or the golden section.

COMPOSITIONAL PRINCIPLES

BALANCE



MOVEMENT



SYMMETRY



TENSION



CONTRAST



ASYMMETRY

