Principles of Design

HackBI V

OVERVIEW

01 Color

02 Alignment

03 Hierarchy

04 Contrast

05 Repetition

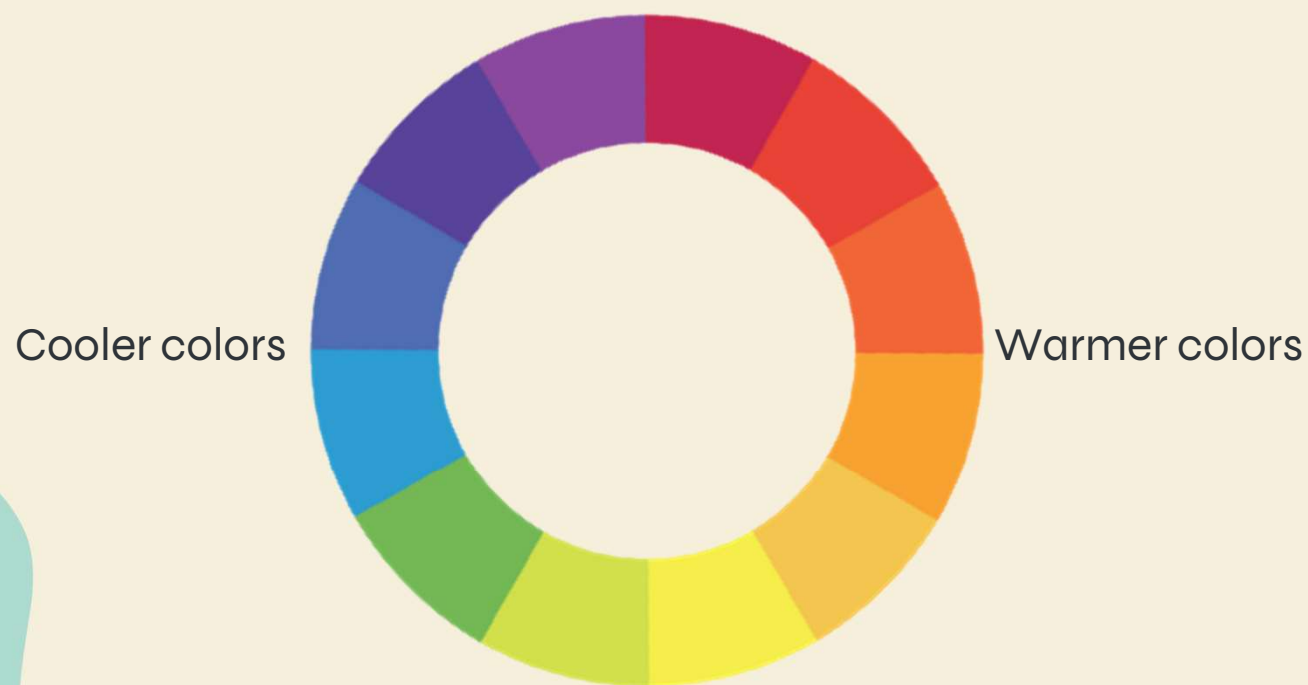06 Proximity

07 Balance

08 Space

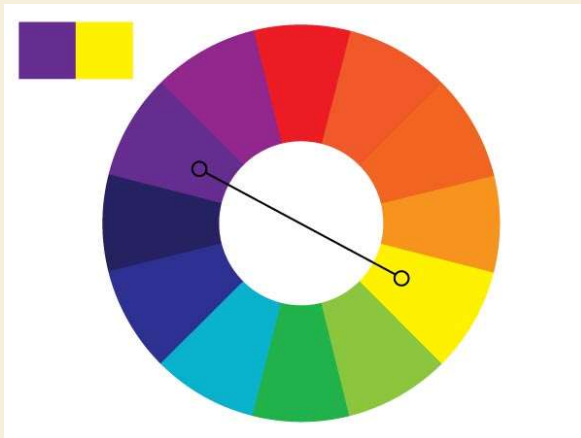# COLOR THEORY

Cooler colors

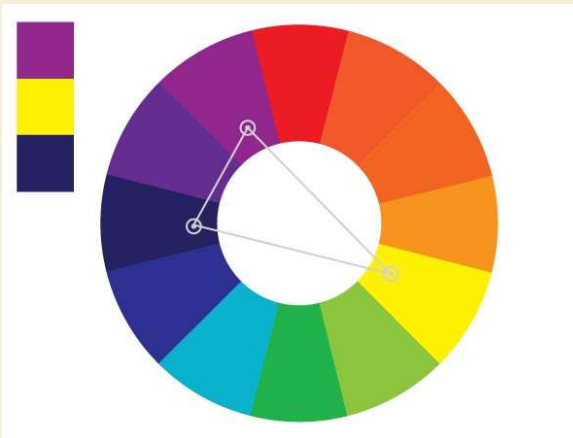Warmer colors

Colors can be used to convey emotions

Choosing Color Schemes

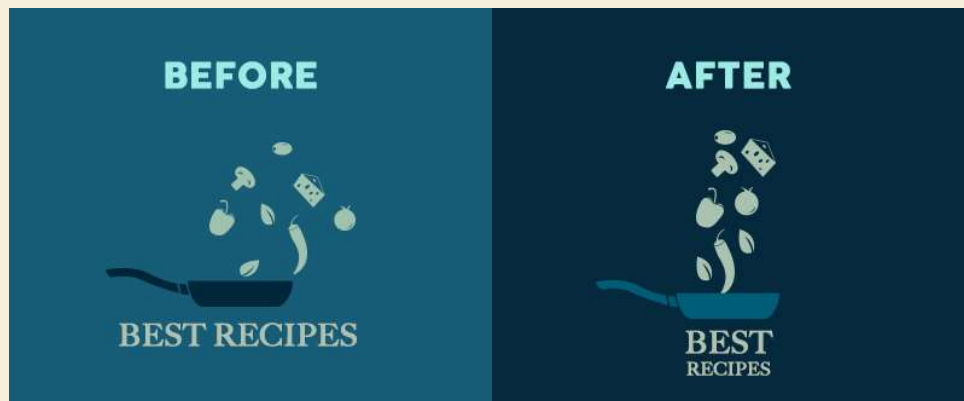Complementary Colors

Split Complementary Colors

Analogous Colors

ALIGNMENT

Alignment can be used to make your design appear ordered and connect various elements. It can also be used to move the eye across the design.

ALIGNMENT

Rule of Thirds:

o Rule of photographic composition that divides the visual field into thirds (9 boxes)

o Positioning key elements along the gridlines helps achieve balanced and dynamic compositions

o Power points: at each gridline intersection. Points of interest (i.e., a head, a flower, an eye) can be positioned here
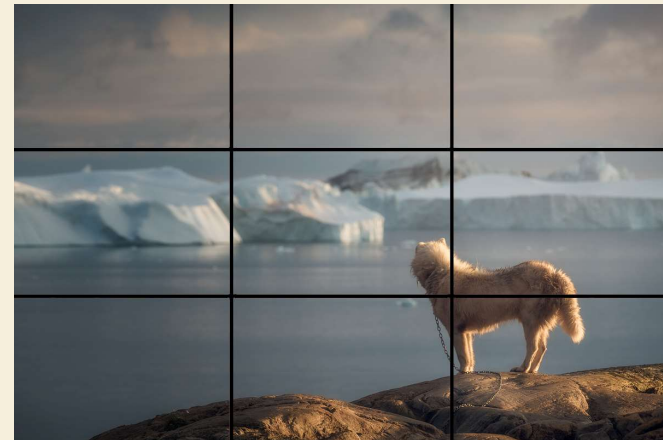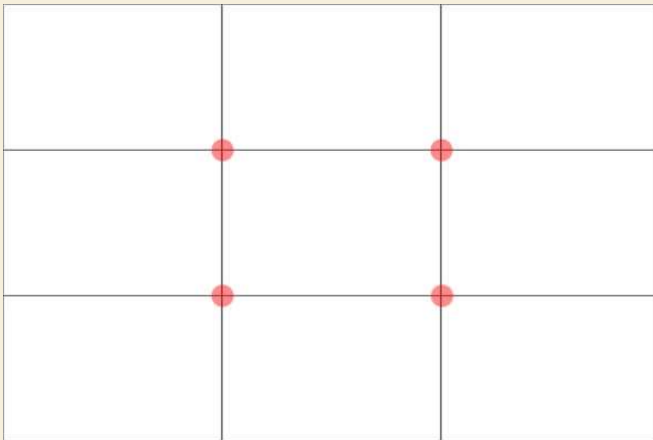
ALIGNMENT

Golden Spiral

o   Also known as the Golden Ratio

o   ≈ 1.618:1 ratio

o   Allows for finding proper proportions between elements

o   Photography, logos, typography, web design, architecture
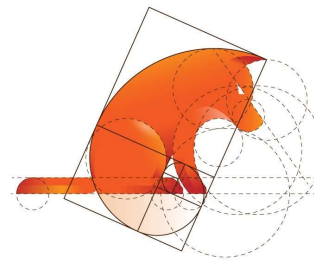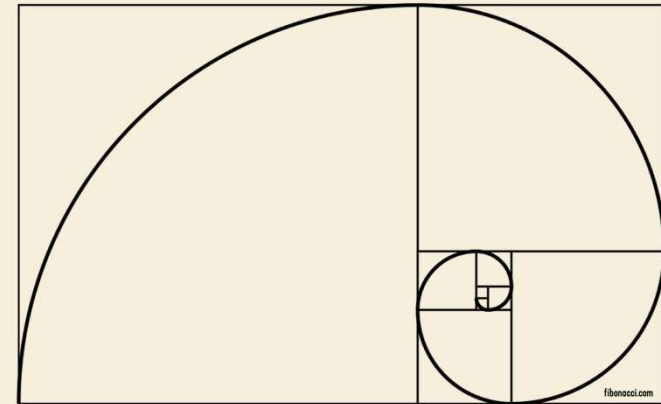
HIERARCHY

Hierarchy can establish what parts of your design you want to emphasize

CONTRAST

When two design elements are in opposition to each other. Contrast helps draw out the most important elements of a design and add emphasis.

REPITITION

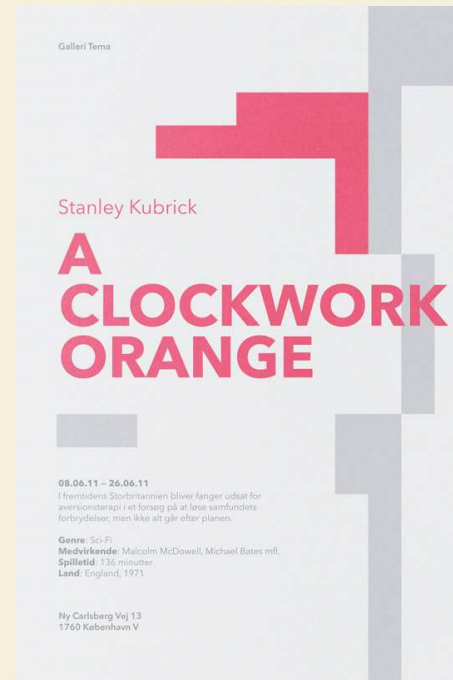Repition can be used to create coherence within your designs

Signature colors, fonts, words, or shops can be used to create a brand

PROXIMITY

Proximity can help create organization in a design

Similar/related elements should be grouped together

BALANCE

Balance gives designs form and stability

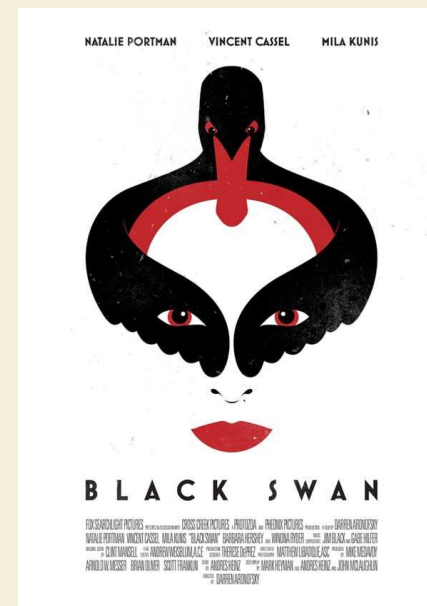Symmetrical balance: elements are weighted evenly on either side of the design

Asymmetrical balance: uses contrast to even out the flow of the design

My Fave Local Businesses In Gifs

Tag a restaurant

Tag a coffee shop

Tag a plant store

SPACE

Space can be filled with colors, text, and images or left blank

Negative space can highlight important parts of your design

Thank you!