





Introduction to Design Principles

11 February 2025



Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com

Tech Talks Session Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
- No question is daft or silly - **ask them!**
- There are **Q&A sessions** midway and at the end of the session, should you wish to ask any follow-up questions.
- If you have any questions outside of this session, or that are not answered during this session, please do submit these for upcoming Tech Talks Sessions. You can submit these questions here:

<https://forms.gle/MomSYvUWiSfKgMaZ9>

Tech Talks Session Housekeeping

- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- We would love your **feedback**. Please fill in the feedback form after the session.
- If you are hearing impaired, please kindly use your computer's function through Google chrome to enable captions.




Learning Outcomes

1. Explain the Key Design Principles.
2. Apply Design Principles in Practice.
3. Explore the Impact of Design Principles.
4. Make Informed Design Decisions.



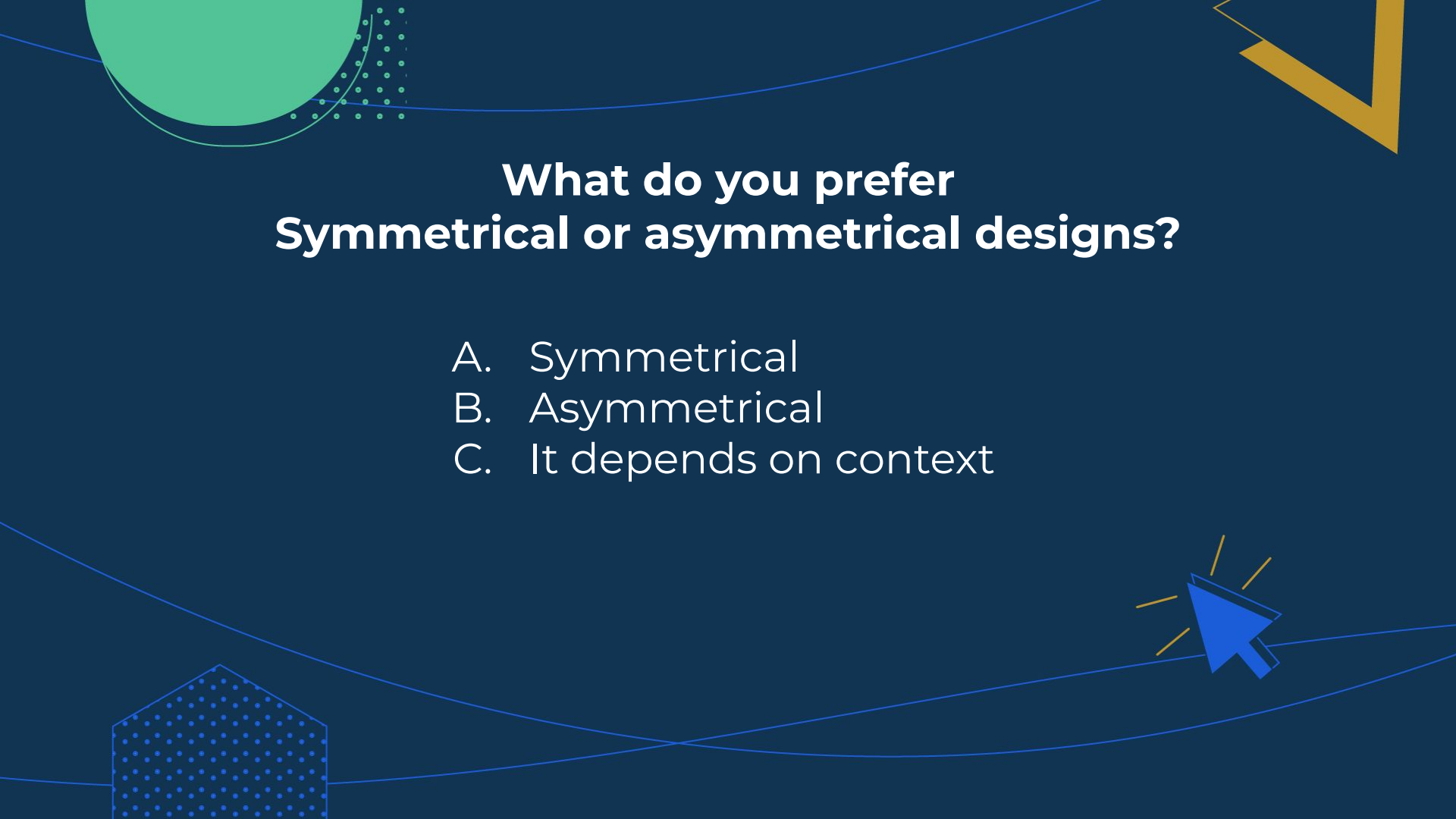
What is your experience with design principles?

- A. Beginner
 - B. Intermediate
 - C. Advanced
 - D. None
- 



Which of these principles do you think is most important?

- A. Layout
 - B. Whitespace
 - C. Contrast
 - D. Alignment
 - E. Proximity
- 



What do you prefer Symmetrical or asymmetrical designs?

- A. Symmetrical
- B. Asymmetrical
- C. It depends on context




How do you usually use contrast in your designs?

- A. Colors
- B. Sizes
- C. Shape and layout

Introduction to Design Principles



- Why understanding design principles is crucial for any creative project (web design, graphic design, UI/UX).
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Introduction to Design Principles

- Why understanding design principles is crucial for any creative project (web design, graphic design, UI/UX).

Weather App

City:

Temperature in Paris: 7.26

Humidity in Paris: 83

Sunrise time in Paris: 10:18:46

Sunset time in Paris: 00:19:37

Introduction to Design Principles

- Why understanding design principles is crucial for any creative project (web design, graphic design, UI/UX).

The image compares two user interface forms, labeled 'GOOD FORM' and 'BAD FORM', separated by a diagonal line with a 'VS' symbol in the center.

GOOD FORM (Left): This form is titled 'GOOD FORM' and is set against an orange background. It features a clean, linear layout where all input fields are aligned to the left. The fields are: Name (with 'John Doe' entered), E-mail (with 'johndoe@email.com' entered), Password (masked with asterisks), Re-type Password (masked with asterisks), and Preferred mode of contact (with radio buttons for E-mail, SMS (selected), and Post). A yellow arrow points straight down from the top of the form to the 'Sign up' button, labeled 'STRAIGHT DOWN'.

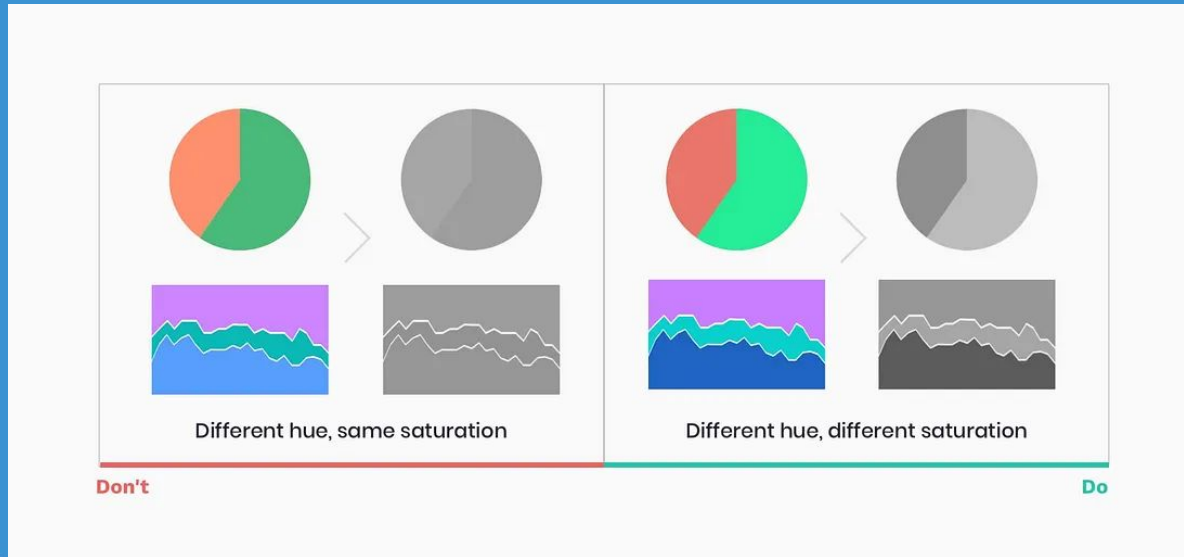
BAD FORM (Right): This form is titled 'BAD FORM' and is set against a green background. It features a cluttered, non-linear layout. The fields are: Name (with 'John' entered, circled in orange with the text 'What is your first name?'), E-mail (with '*****' entered), Password (with 'johndoe123' entered), Re-type Password (with '91234567' entered), Preferred mode of contact (with a dropdown menu showing 'Email', 'SMS', and 'Post'), and E-mail/ SMS/ Post (with a dropdown menu showing 'Please select one from the drop down menu'). A green arrow zig-zags between the fields, labeled 'ZIG-ZAG'.

Source:

https://miro.medium.com/v2/resize:fit:2000/1*dUsaTIV1m493plojCoVcla.jpeg

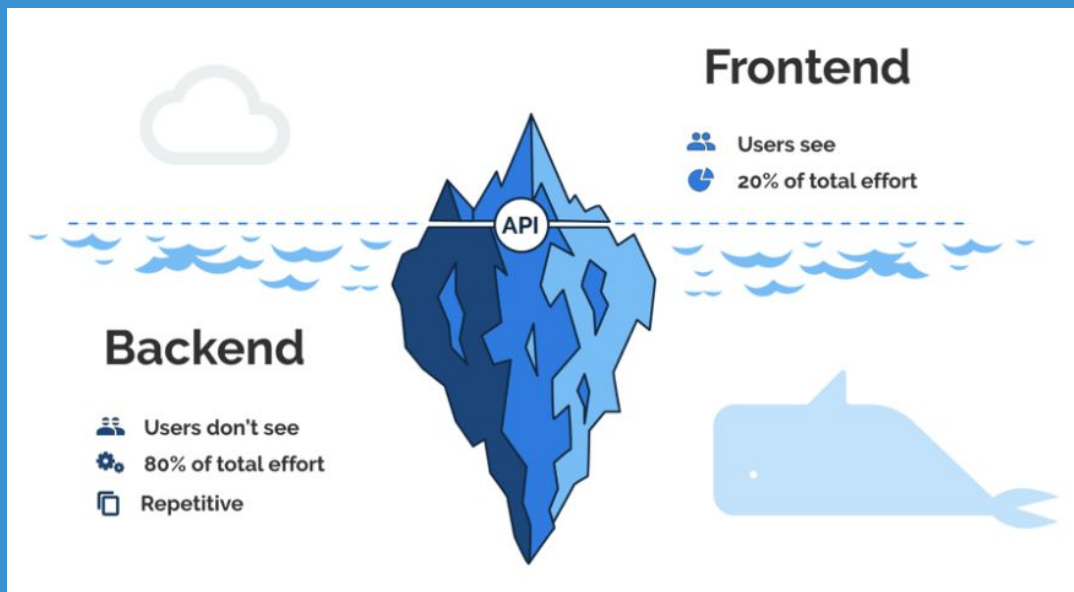
Introduction to Design Principles

- Why understanding design principles is crucial for any creative project (web design, graphic design, UI/UX).



Introduction to Design Principles

- Why understanding design principles is crucial for any creative project (web design, graphic design, UI/UX).




Source:

https://cdn.prod.website-files.com/5e4c6b4b7ed0a2e77458ce3d/63877494a7d64411a5310a8f_4jxipSjzCuJKyVxXaW2lfE9wYCFRMvRfhIMX8iytwOqxAS8OBUFYkeclW8LrD6vitEryC5Z65CkZGZDXqQq7govkQ3yjpkierr_RRL4JAqgnLqPwNJq2rRcE3gT6Z_TkAonfhXckn3gBxnV_JzyYL1J0alwABXdTurExMejEsO0HGNhTuFeGY7AJZ3qWjv.png

What are Design Principles?



- Visual tools used to create effective and aesthetically pleasing designs.
 - They help in communication, structure, and visual appeal.
- 

Overview of Core Principles

There is a debate of which are the Core Principles, some say there are 7, whereas others say there are 8, 10, 12, or even 17:

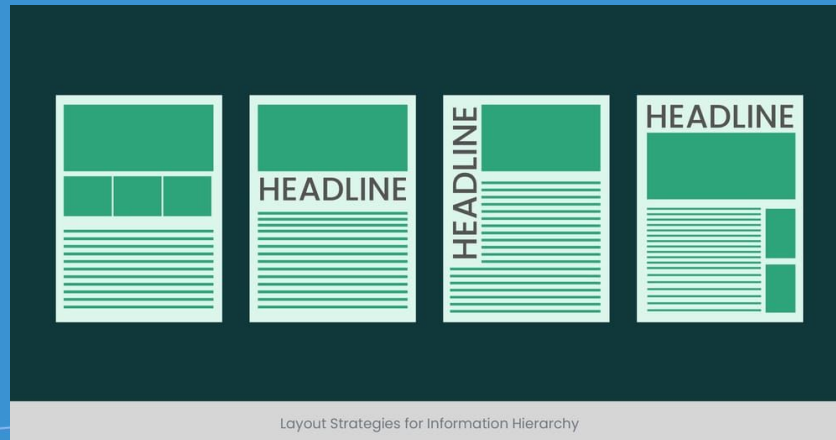
These are some of the Core Principles:

- Layout
- Whitespace
- Contrast
- Hierarchy
- Alignment
- Proximity
- Balance
- Repetition

Overview of the Layout Principle

Definition: Layout refers to the arrangement of visual elements on a page or screen. It's about organizing content in a way that makes it clear, readable, and aesthetically pleasing.

Importance: A well-structured layout provides a roadmap for the viewer, making it easier to follow the content. It guides the flow of information, ensuring that elements like text, images, and buttons are placed logically.



Source:

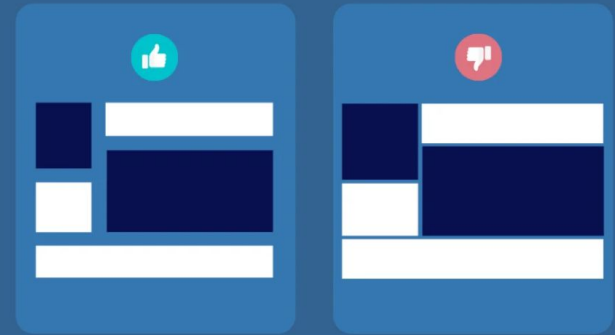
<https://www.inknpt.com/guides/content/images/size/w1000/2024/04/Layout-Strategies-for-Information-Hierarchy.png>

Overview of the Whitespace Principle

Definition: Whitespace, or negative space, is the area between and around elements in a design. It's the "empty" space that isn't filled with text or images.

Importance: Whitespace enhances readability and focus by allowing elements to "breathe." It prevents designs from feeling overcrowded and improves visual clarity.

Reduces clutter on UI by placing everything at its proper location and not overwhelming the user.



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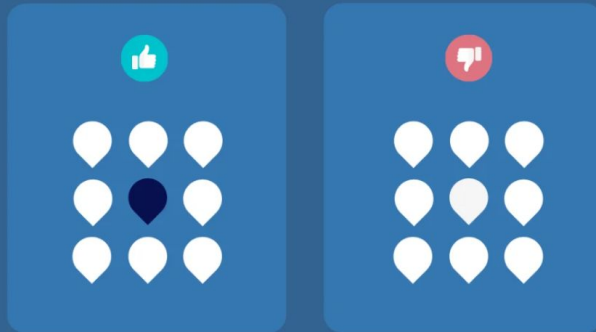
Source:
<https://uxdworld.com/wp-content/uploads/2021/12/9-1024x1024.png>

Overview of the Contrast Principle

Definition: Contrast is the use of differences in color, size, shape, or texture to create visual interest and emphasis.

Importance: Contrast helps elements stand out, improves readability, and draws attention to important content, like calls to action or headings.

Creates difference between visual elements on UI to make them stand-out.



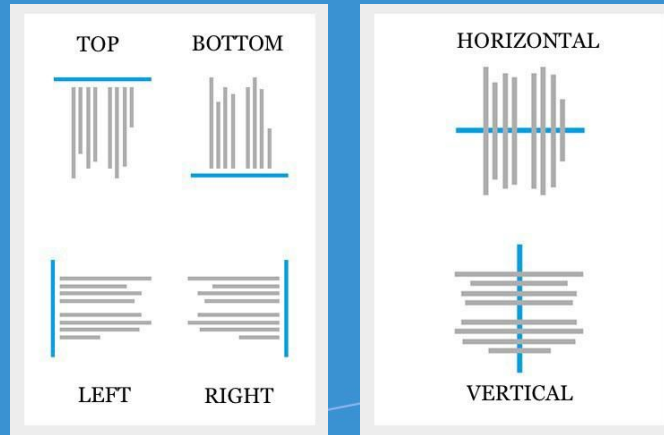
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Source:
<https://uxdworld.com/wp-content/uploads/2021/12/2-1024x1024.png>

Overview of the Alignment Principle

Definition: Alignment is the positioning of elements relative to one another, ensuring that they line up along a common edge or axis.

Importance: Proper alignment creates order and visual cohesion. It makes the design look more structured, organized, and easier to navigate.



Source:

<https://cms.pixso.net/images/articles/illustration-of-edge-alignment-types.png>

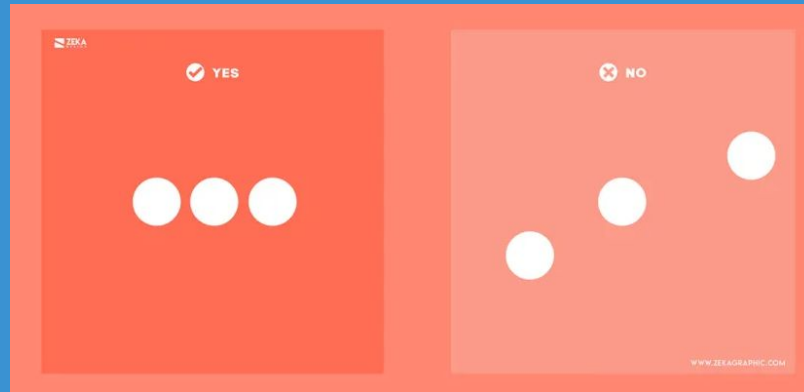
Source:

<https://cms.pixso.net/images/articles/illustration-of-center-alignment-types.png>

Overview of the Proximity Principle

Definition: Proximity refers to grouping related elements together to show their relationship and create a sense of organization.

Importance: By grouping related content, you can reduce visual clutter and guide the viewer's understanding. It's particularly useful for organizing information logically.

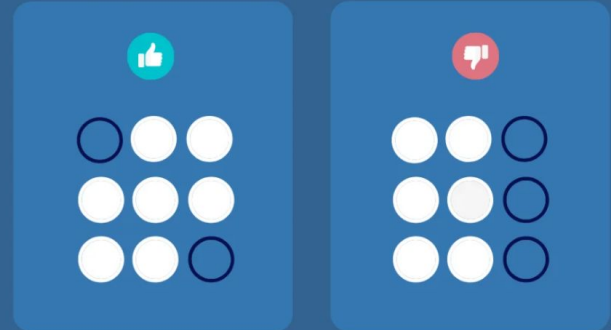


Overview of the Balance Principle

Definition: Balance is the distribution of visual weight within a design. It can be achieved through symmetry (even distribution) or asymmetry (uneven but still visually balanced) of elements.

Importance: A balanced design feels stable and comfortable to the viewer. It prevents one side from feeling “heavier” or more cluttered than the other, making the design feel harmonious.

Ensures that visual weight of UI elements is balanced on the screen.



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Source:

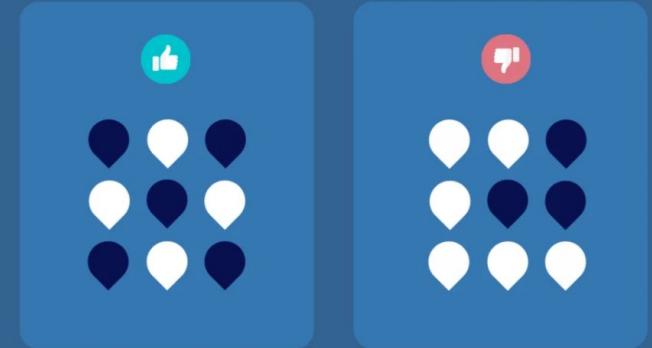
<https://uxdworld.com/wp-content/uploads/2021/12/4-1024x1024.png>

Overview of the Repetition Principle

Definition: Repetition involves using the same or similar visual elements (like colors, shapes, patterns, or typography) throughout a design to create unity and consistency.

Importance: Repetition reinforces the design's visual identity and strengthens the message by making the design feel cohesive. It helps establish familiarity and consistency.

Defines the recurrence of design elements in a pattern based on colors, size or shape.



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Source:
<https://uxdworld.com/wp-content/uploads/2021/12/7-1-1024x1024.png>

Psychology Behind Design Principles

The psychology behind design principles is deeply rooted in how humans perceive and process visual information. Understanding these principles involves leveraging psychological principles of human perception, cognition, and emotion.



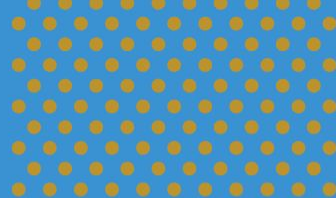
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Questions and Answers

Questions around Design Principles





Thank you!

