**Contrast:**

Contrast various elements of the piece to draw a reader’s eye into the page

Examples of Contrast:

* Colour hue
* Colour value
* Colour temperature
* Colour saturation
* Shape, edges, corners and texture
* Size, scale, weight, complex and simple
* White space (also an example of proximity) and visual spacing
* Composition (rule of thirds)
* Do unexpected things
* Patters, positioning and orientation
* Separation
* Visual cues
* Typography
* Images

**Repetition:**

Repeat some aspect of the design throughout the entire piece. A conscious effort to unify all parts of a design. Repetition can be anything that a reader will visually recognize

Examples of Repetition:

* Colour palette
* Typography, shapes and patterns
* Design elements, rule (lines), spatial relations and formal/layout
* Images
* Unify your design with repetition
* Bold font, thick rule (line), a certain bullet, colour, format, spatial relationships

**Alignment:**

Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page.

Examples of Alignment:

* Layout (print, web & grid)
* Grid (typography & contrast)
* Mixed grid
* Shapes
* Typography (flush left, flush right, centre)

**Proximity:**

Group related items together – move objects close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated bits

Examples of proximity:

* Grouping
* Whitespace (hierarchy)
* Typography
* Hierarchy