



# THE ULTIMATE **SECRET** OF **DESIGN**

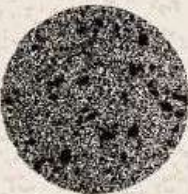
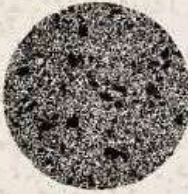
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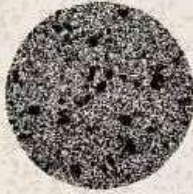


There are **12 basic principles** of design.



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- 1 **Balance**
  - 2 **Contrast**
  - 3 **Emphasis**
  - 4 **Proportion**
  - 5 **Hierarchy**
  - 6 **Repetition**
  - 7 **Rhythm**
  - 8 **Pattern**
  - 9 **White space**
  - 10 **Movement**
  - 11 **Variety**
  - 12 **Unity**

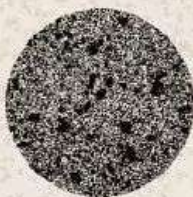




*1 - Let's start from balance*

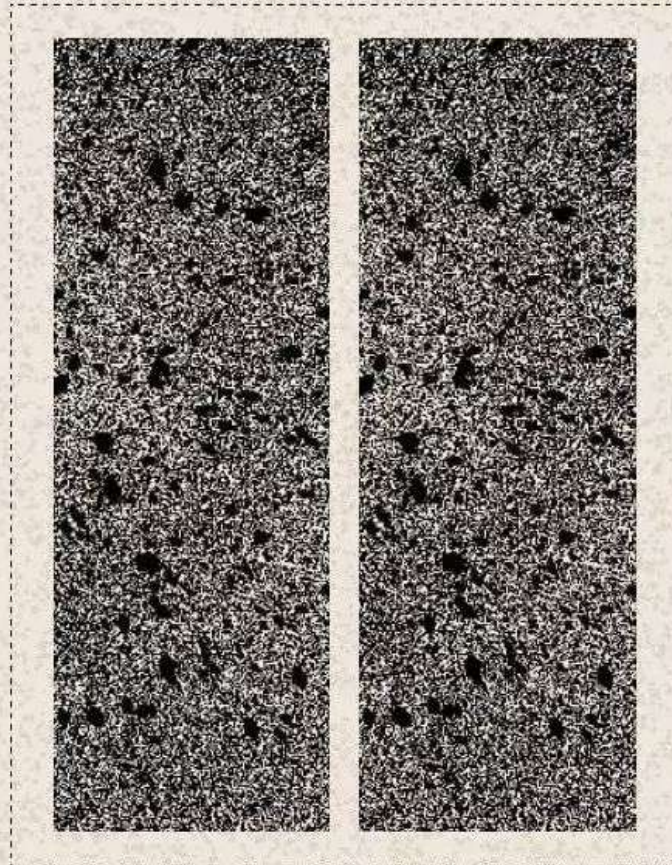
**Balance** is the distribution of the visual weight of the design elements.

There are **two common types of balance** in a composition of a website.



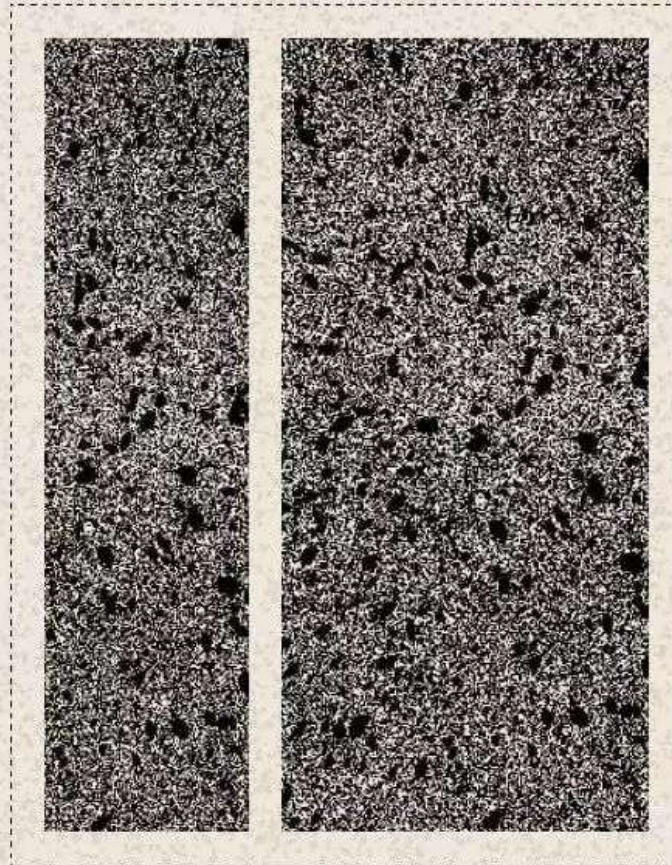


# Symmetrical





# Asymmetrical





# Symmetrical



Slice of Machine Learning - Google

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# Asymmetrical



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**Use symmetry** when you want the navigation to be very predictable.

**Use asymmetry** when you want users to engage with a specific part of the website.