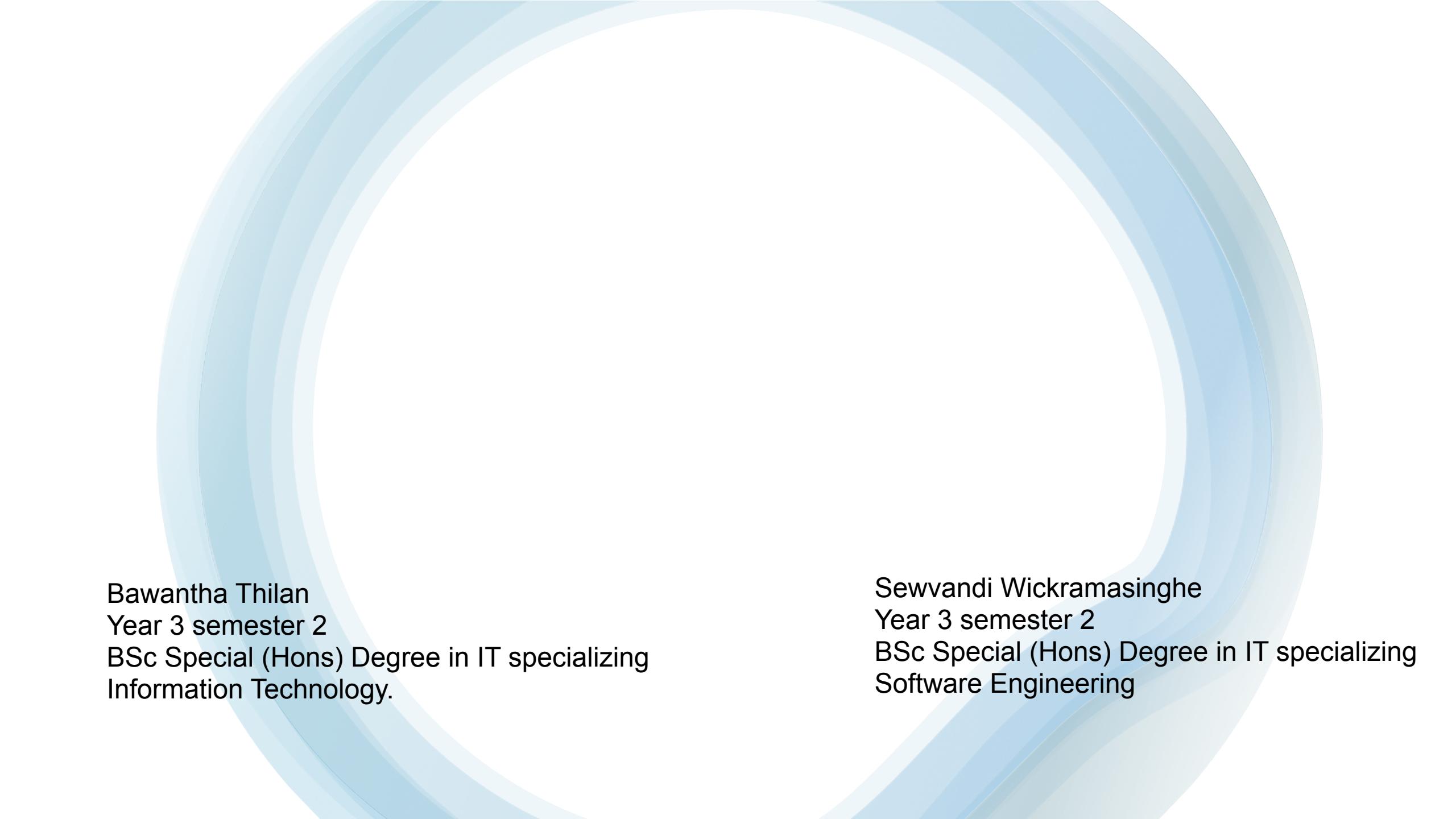


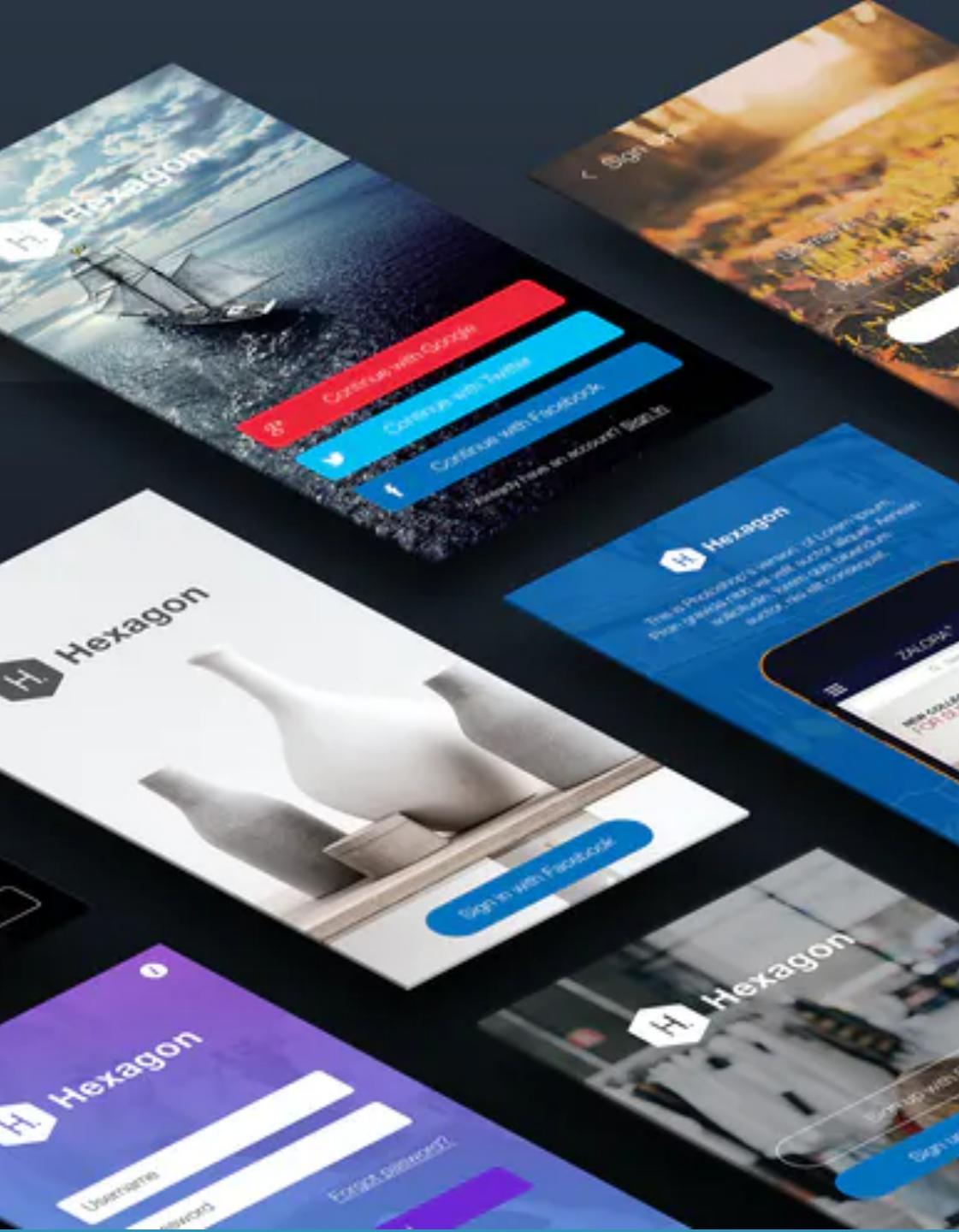
# The Principles of Design and Their Importance





Bawantha Thilan  
Year 3 semester 2  
BSc Special (Hons) Degree in IT specializing  
Information Technology.

Sewvandi Wickramasinghe  
Year 3 semester 2  
BSc Special (Hons) Degree in IT specializing  
Software Engineering



# Contents

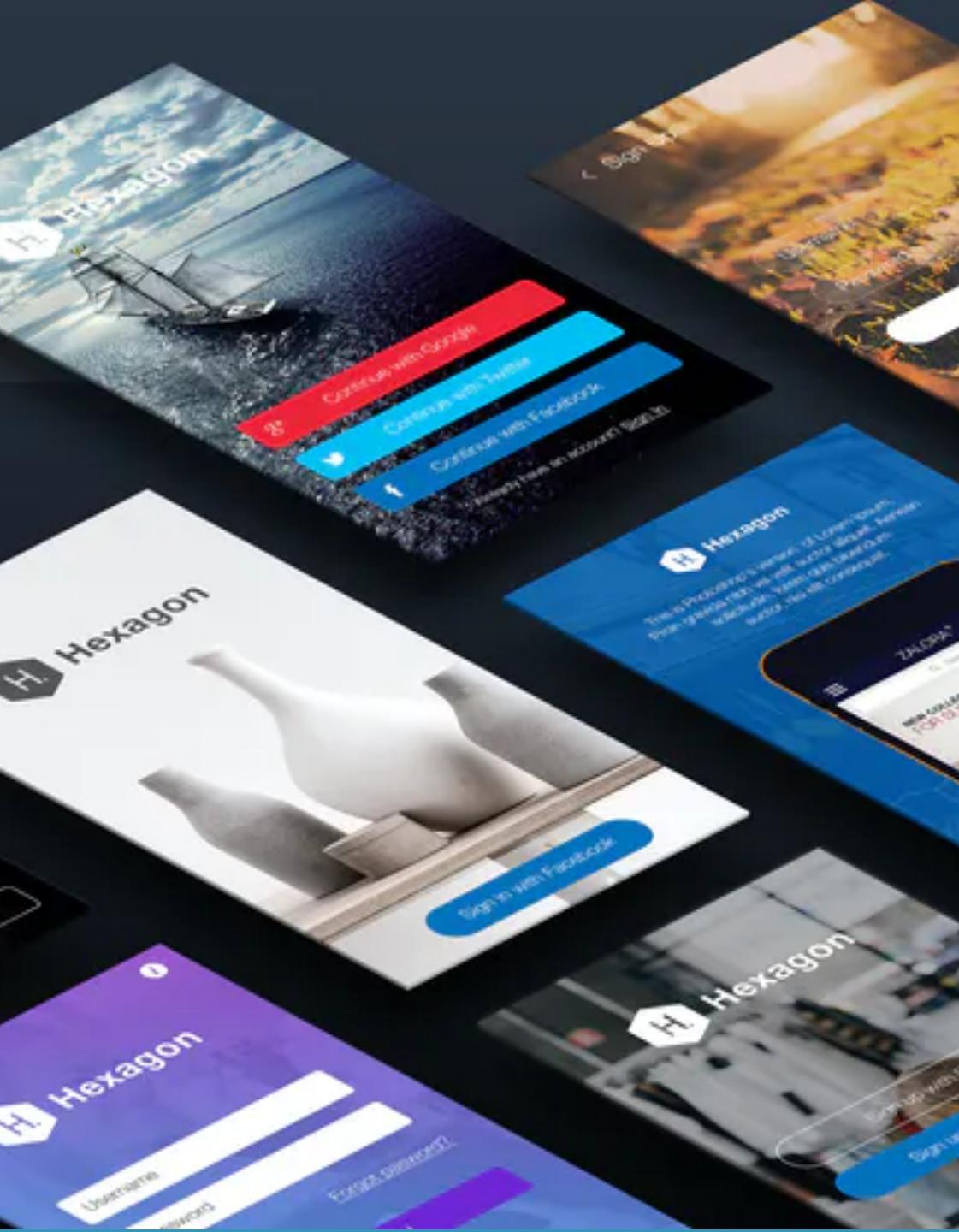
01 Contrast

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05 Patterns



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# Contrast

PARABOLA

People Places Philosophy Philanthropy

Passionate people committed to positive commercial and social impact. Exciting places that bring together culture and business. A design-led philosophy delivering excellent architecture. A foundation for important works of philanthropy.

Edinburgh  
101 George Street,  
Edinburgh EH2 3ES

[info@parabola.com](mailto:info@parabola.com)  
+44(0) 131 603 8300

Newcastle upon Tyne  
Central Square, Forth Street,  
Newcastle upon Tyne NE1 3PJ

© 2018 Parabola  
Website by [dn&co.](#)

*Parabola's website is an excellent example of a high-contrast design.*

# Balance

BUILD A PLAN   SHOP

THE NUE  
CO

ABOUT   ACCOUNT   0

Supplements designed to work with your body—not against it.

Our monthly plans take the guesswork out of supplements.  
Delivering what you need, when you need it.

MAKE A PLAN →



A slightly off-centered layout lends balance between the bold image and minimalist typography on The Nue Co's website.

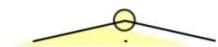
# White Space

Jan Behne

[\\_home](#)   [\\_projects](#)   [\\_instaframes](#)   [\\_contact](#)

HEY,  
MY NAME IS  
JAN!

I'm a 28-years-old Designer/Animator from Hamburg, Germany. Addicted to Motion Graphics, Screen and Prints - I love little characters, sweet animations and minimal concepts. Of course, everything combined with a strong focus on a good design and a huge passion for experimental ideas.



For more information feel free to get in [contact](#) or just drop in to say hello. Cheers.

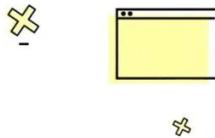
I'm also on [xing](#) . [vimeo](#) . [pinterest](#) . [linkedin](#) . [instagram](#)

[Awards & Features](#)

[effie award 2017 // bronze](#) . [done show 2016](#)  
[// silver pencil](#) . [new york festival 2016 //](#)  
[3x finalist](#) . [annual multimedia award //](#)  
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[designmadeingressay](#) . [openlab.citytech](#) .  
[explain\\_ninja](#) . [thedesignfix](#) . [motiondesigners](#) .  
[36daysoftype](#)

available for  
ANIMATION  
ILLUSTRATION  
AND  
DESIGN



I GOT THE CHANCE TO COLLABORATE WITH SOME UNIQUE AGENCIES AND VERY INTERESTING ARTISTS DURING MY LAST YEARS, WORKING AS A MOTION GRAPHICS ARTIST. IT HELPED ME A LOT AND KEEPS ME MOTIVATING FOR LEARNING MORE EVERY DAY.

[some of these agencies are](#)

[ljung von matt](#) . [the marmalade](#) . [infected](#) .  
[ideli pictures](#) . [interone](#) . [scholz&friends](#)

Copyright © 2016 Jan Behne All Rights Reserved.

*White space gives the simple text and illustrated content of Jan Behne's website room to "breathe" while contributing to a minimalist aesthetic.*

# Proportion



The image shows a large, modern building with a prominent wooden slat facade. A swimming pool is visible in the foreground, with a person swimming. In the background, there's a scenic view of a green hillside with trees and a few small buildings.

**Collin Hughes**

Navigation

Projects  
Overview  
Info

Recent Projects -->  
Therme Vals Personal

[View All](#)

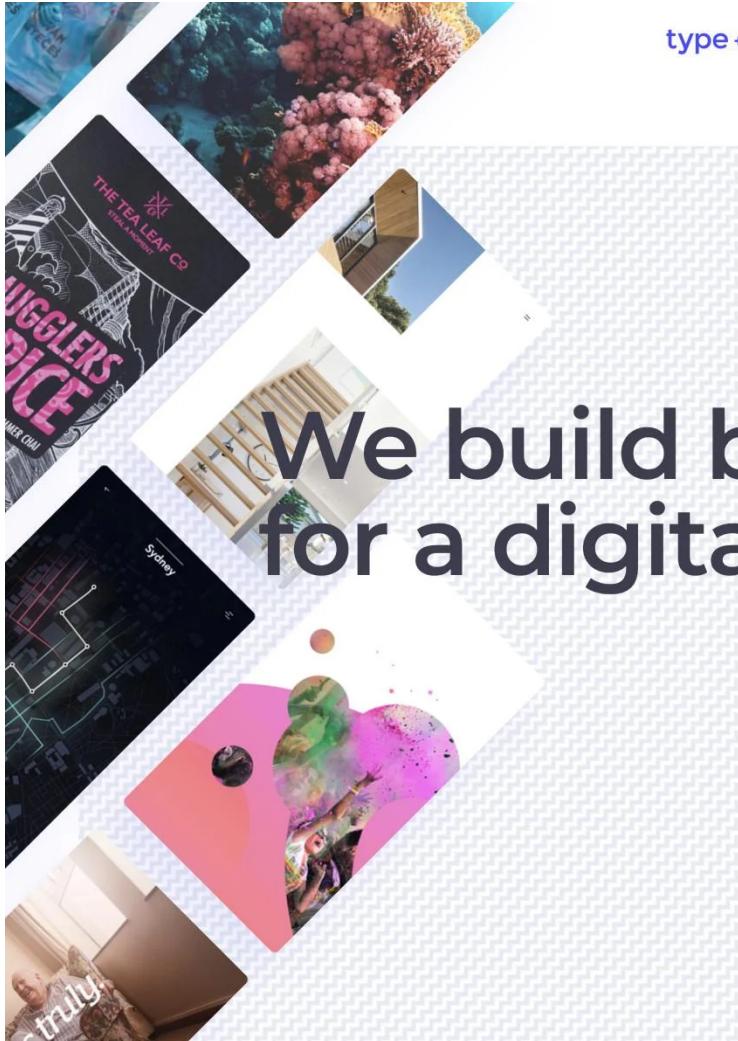
*The proportional differences between the tiny type and large images clearly delineates which elements are the most important on Collin Hughes' website.*

# Pattern

The screenshot shows the homepage of Isabelle Fox's website. At the top, there is a horizontal navigation bar with links: Shop, Campaigns, Journal, About, Press, and Insta Shop. To the right of the navigation is a user icon (a circular logo with a stylized 'IF') and currency information (GBP). On the far right, it says 'Bag 0'. Below the navigation, a large text banner reads '*'Tis the SEASON  
SHOP Partywear*'. Two product images are displayed below the banner: a woman in a red sleeveless dress from the back, and another woman in a yellow and blue sleeveless dress from the front.

*Top navigation is one of the most ubiquitous design patterns on the internet, illustrated here on Isabelle Fox's website.*

# Repetition



type + p'xel

HIRE US   JOIN THE TEAM

## We build brands for a digital world.

An interconnected world requires a new breed of brand. Brands which interact with audiences across every touchpoint and every screen. Brands that are agile and future ready.

*The images on the left-hand side of Type and Pixel's website are a great example of repetition in design.*

# Hierarchy

Grafill

Bli medlem | Kontakt oss | Min side



MAGASIN 07. NOV 18

INTERVJU: GUNNAR LILLENG

Første gang jeg la merke til Gunnar Lillengs navn var for 6–7 år siden – først på en kolofonside i en bok og deretter i en liste over tidligere vinnere av Bokkunstprisen. Senere dukket navnet hans....

R21 | KALENDER | #GRAFILL



R21

Illustrerte Julekort

22. november - 19. desember



Åpningstid utstilling  
man-fre 9-16  
sen 12-16

Åpningstid kontor  
man-fre 9-16

Besøksadresse  
Grafill R21  
Rosenkrantz gate 21  
0160 Oslo

*Grafill's website creates hierarchy through the use of layout (the most important part is at the top), size (more important content is larger), and typography (headlines are larger than body text).*

# Movement

HOME PORTFOLIO ABOUT CONTACT

---

FOOD STYLING FOR PHOTOGRAPHY



**01**

[View Gallery](#)



**02**

[View Gallery](#)



**03**

[View Gallery](#)



MY NAME  
IS ABBY.

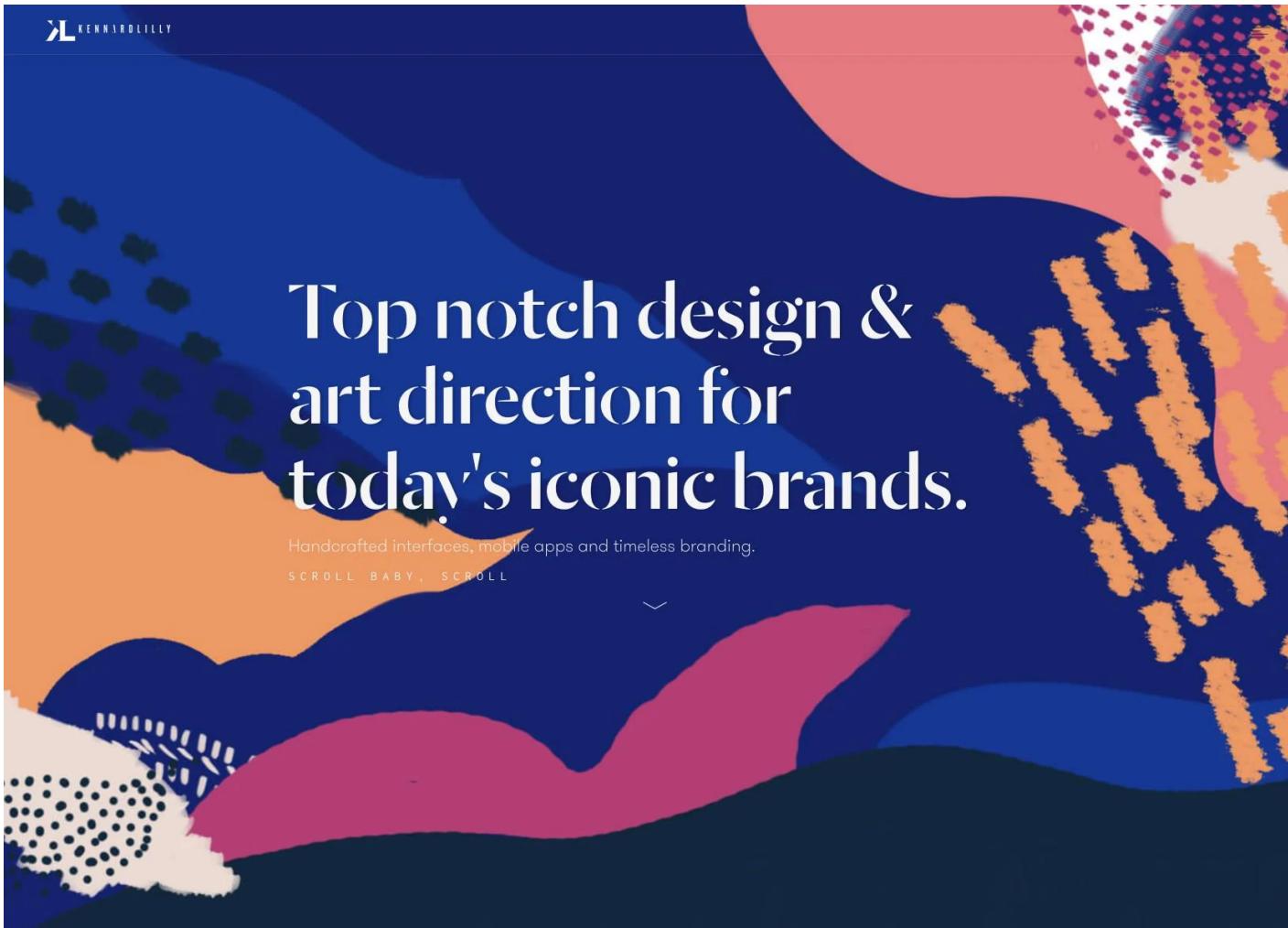
WINTER FOOD STYLING WORKSHOP

Hi! I'm Abby Stolfo, a San Francisco-based food stylist specializing in commercial & editorial food styling for film, print and social media. Originally from a small town in Northern Idaho, I earned my Bachelor's degree in Finance in 2005. Two years later I registered for culinary school and never looked back. An opportunity to work as a pastry cook at Traci Des Jardins' flagship restaurant, Jardiniere, brought me to the city in 2009. One year later I began a full-time career in food styling.

Since then I've had the extraordinary opportunity to work alongside so many of the most respected food photographers and directors on a wide range of both print and live action projects. Food styling has taken me from the San Francisco Bay Area to New York, Los Angeles, Miami, Chicago and back again for clients like Burger King, Safeway, (insert your company name here), Kraft, Sunset Magazine, Pottery Barn, Kashi, Plum Organics, The Cheesecake Factory, Method and many more.

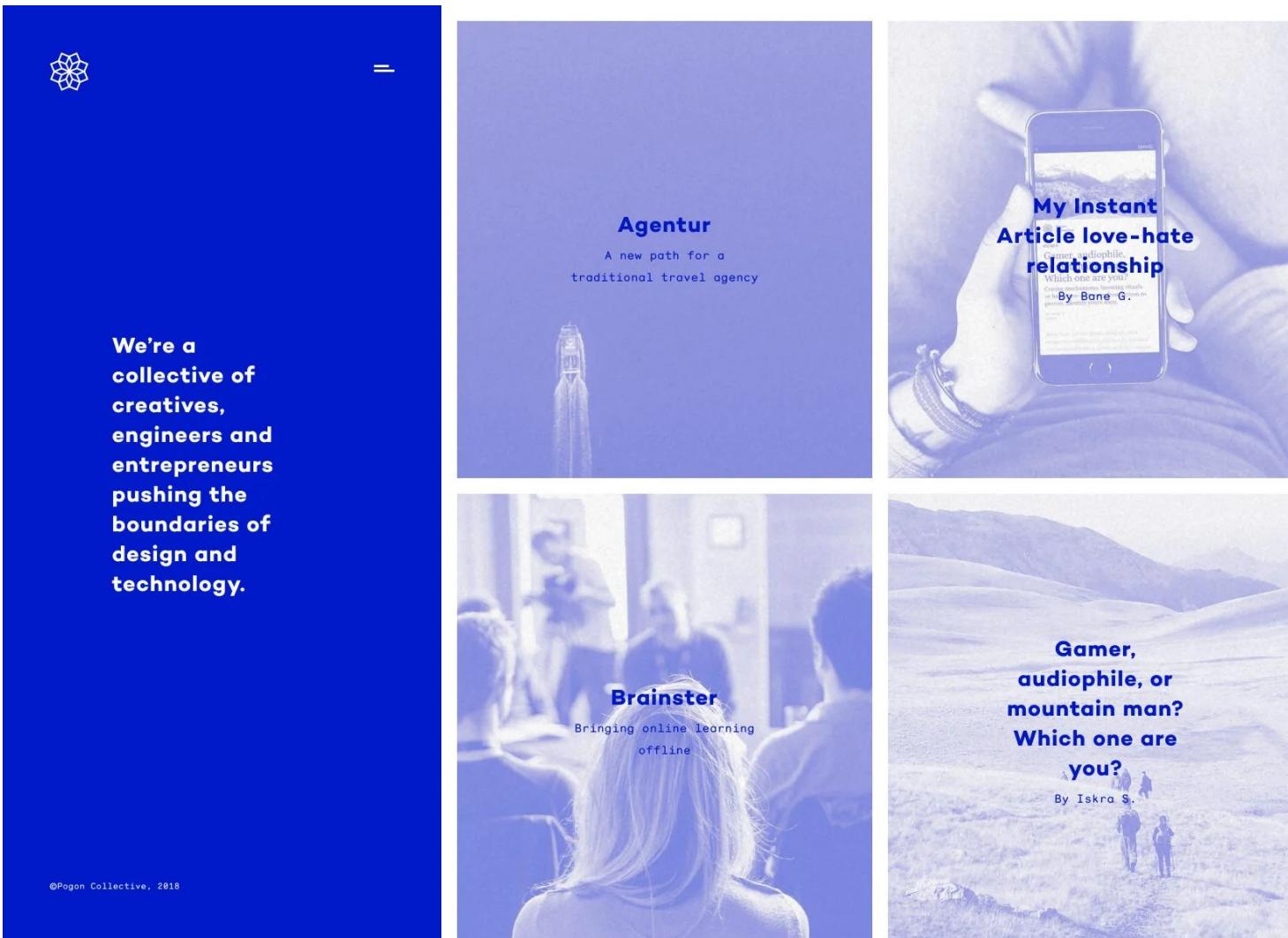
*The slanted images and numbers contribute to the movement principle on Abby Stolfo's website.*

# Verity



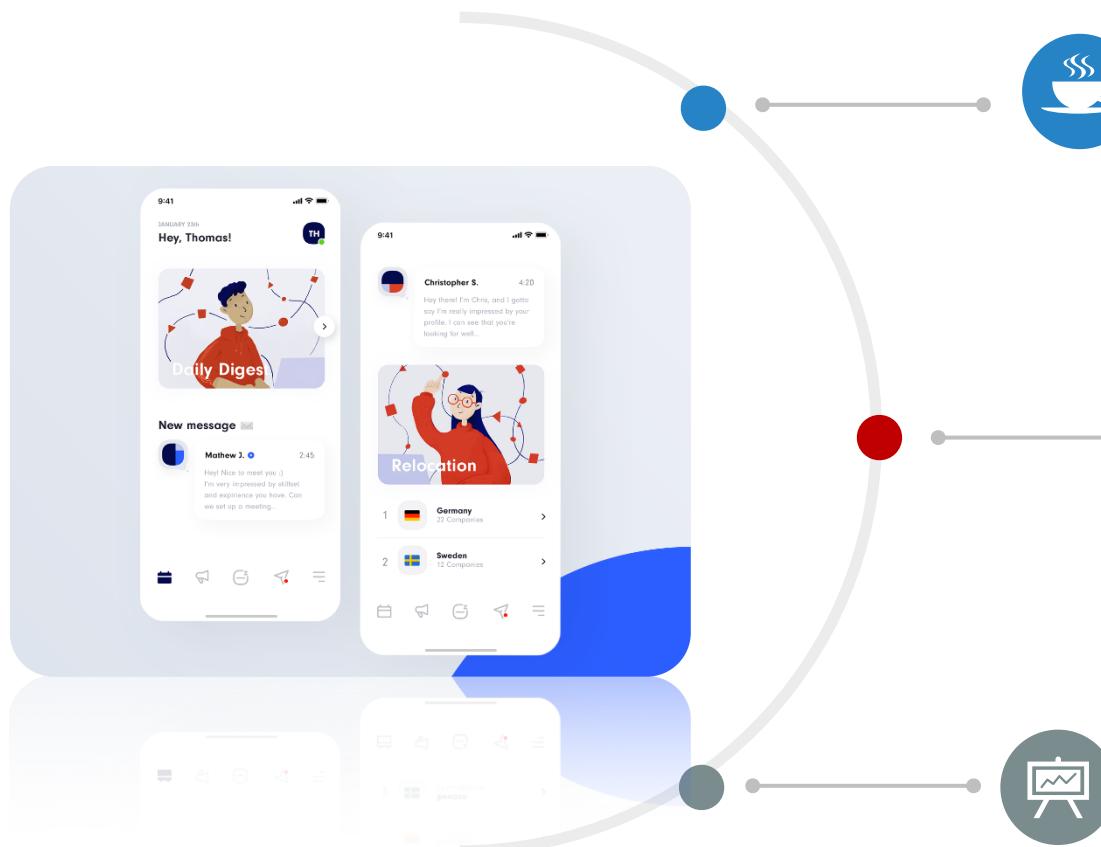
*Kennard Lilly's website background uses a variety of colors and shapes to create interest, while also placing emphasis on the primary text content.*

# Unity



*The use of a blue throughout the design (including the blue overlays on the images), along with consistent typography and proportion, creates a sense of unity in the design.*

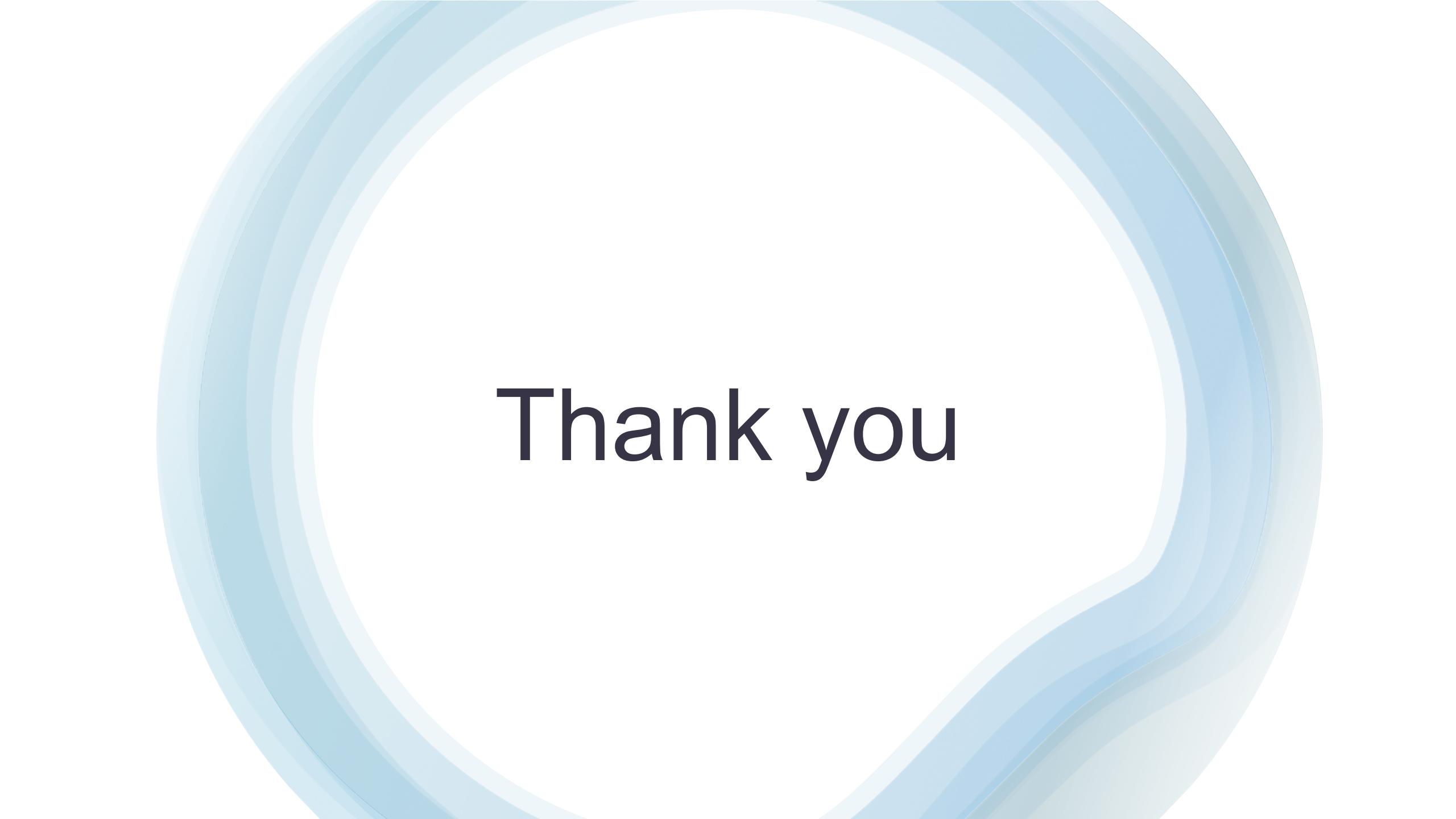
# Conclusion



Designers should aim to understand how each of these design principles actually impact their work.

Designers could save a lot of time and energy by practicing the principle

Designers could study how other designers have implemented these ideas to structure their own design



Thank you