1. LEARN AUDIENCE

2. FORMULATE IDEA

3. CREATE DESIGN

DESIGNER

AUDIENCE

CONNECT
Get attention
Make it accessible

DELIVER
Enable understanding
Make it actionable

Who
Where
When
What
How

DESIGN PRINCIPLES — FOUNDATION

OBJECTS
Typography
Color
Shapes
Texture
Photos
Art & Icons

SPACE
Positive (objects)
Negative (white space)

ARRANGEMENT
Hierarchy
Composition
Repetition
Alignment
Proximity
Scale