



## Applied Design Tools & Interfaces

Layout Design Basics - Principles & Elements of Design

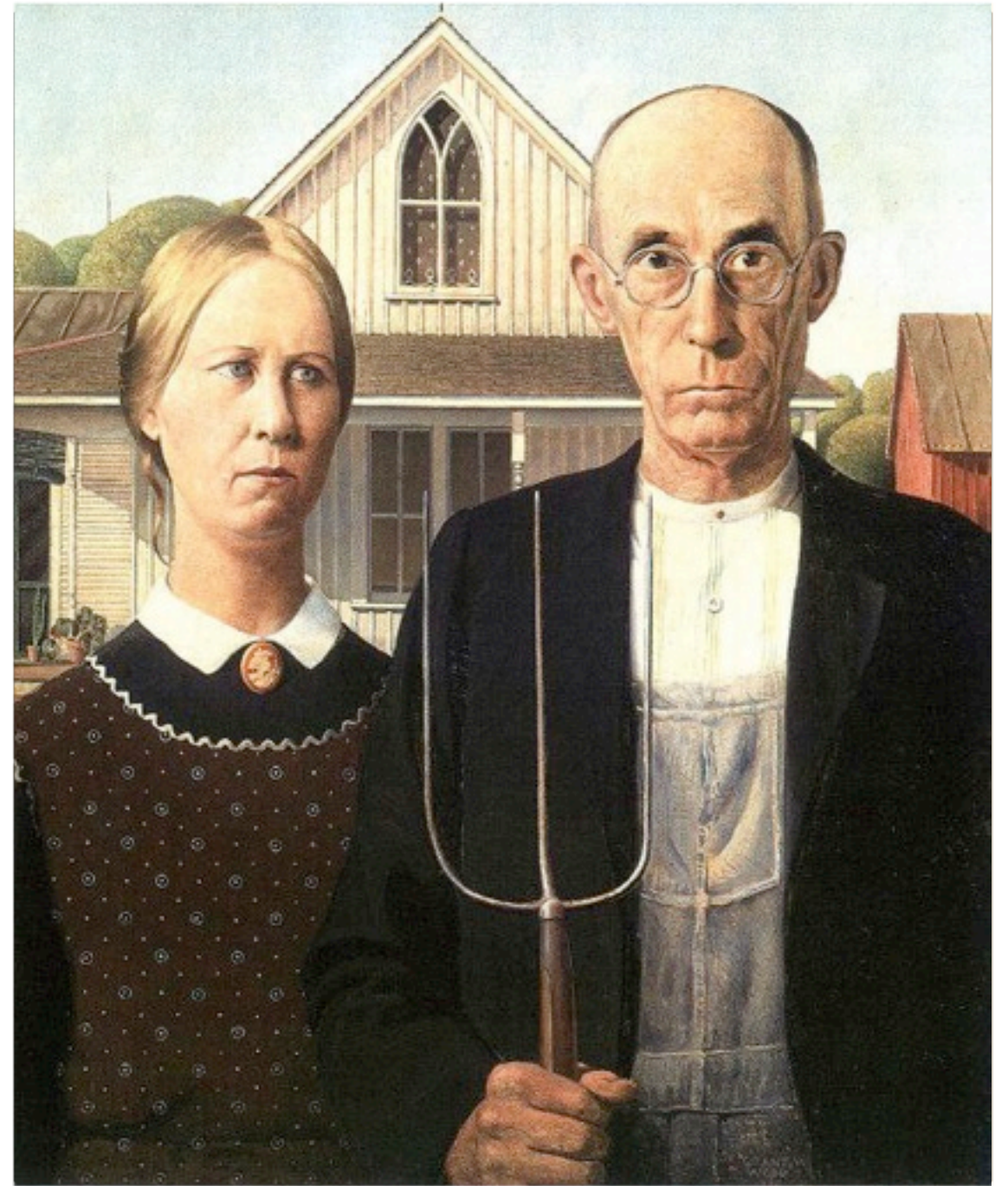


## Principles of Design

Guidelines that govern the relationship of elements in a composition.

- ▶ Scientific data.
- ▶ Human Psychology.
- ▶ Simple observations.

Serve as guidelines in visual art & design.



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## What are the Principles of Design?

*Harmony*

*Balance*

*Movement*

*Emphasis*

*Repetition*

*Variety*

*Proportion*

*Contrast*





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## Elements of Design

The basic units of a design that are governed by the aforementioned Principles.

*Space*

*Line*

*Shape*

*Texture*

*Color*





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So what's the relationship?

