

Design Principles Notes

Key Principles

- **Contrast:** Making elements stand out from each other.
- **Repetition:** Reusing elements throughout the design for consistency.
- **Alignment:** Arranging elements intentionally, not randomly.
- **Proximity:** Grouping related items together.

Color Theory

Understanding the color wheel, harmonies (complementary, analogous, triadic), and the psychological impact of colors.

Typography

Choosing appropriate fonts, font pairings, hierarchy, kerning, leading, and tracking.

Composition

Arranging elements within the design space using principles like balance, hierarchy, and the rule of thirds.