**W1-S2** SELF STUDY

*Design Principles*

## **1 – Watch or read carefully the bellow resources:**

Foundational UI Design Principles

<https://www.youtube.com/watch?v=uwNClNmekGU>

Principles of Design for Developers, Gabrielle Gosha

<https://www.youtube.com/watch?v=K6ehiW9k77k>

Crap design principle

<https://attentioninsight.com/crap-design-principles>

## **2 – Answer the following questions**

**Q1 -** What happens if a design lacks **balance**?

**A design that lacks balance feels visually unstable and chaotic.** It can confuse users, make content harder to read, and reduce trust in the product or brand. Balanced design distributes visual weight evenly, helping users feel comfortable and focused.

**Q2 -** Why is **contrast** important in design, and how does it help users differentiate elements on a page?

**Contrast creates visual distinction between elements**, such as text and background, buttons and content, or headings and body text. It improves readability, accessibility, and hierarchy. Strong contrast guides the user's eye and helps them quickly identify important information.

**Q3 -** How does the principle of **repetition** contribute to creating a cohesive design?

**Repetition reinforces consistency and unity across a design.** By repeating elements like colors, fonts, icons, or spacing, designers create patterns that feel familiar and intentional. This helps users navigate more easily and builds a professional, polished look.

**Q4 -** Why is **alignment** essential in maintaining a clean and organized layout?

**Alignment ensures that elements are visually connected and structured.** It reduces clutter, improves readability, and creates a sense of order. When items are properly aligned, users can scan content quickly and understand relationships between elements.

**Q5 -** How does **proximity** help users group related elements together?

**Proximity places related items close to each other, signaling that they belong together.** It helps users interpret content logically and reduces cognitive load. For example, grouping a label near its input field makes the form easier to use.

**Q6 -** What does **space** (negative space) brings to the design?

**Negative space gives breathing room to content and enhances clarity.** It prevents overcrowding, draws attention to key elements, and improves aesthetics. SWell-used space makes a design feel elegant, readable, and user-friendly.