**GRAPHIC DESIGN PRINCIPLE**

**EMPHASIS**

Say you’re creating a poster for a concert. You should ask yourself: what is the first piece of information my audience needs to know? Is it the band? Or the concert venue? What about the day and the cost of attending?

Make a mental outline. Let your brain organize the information and then lay out your design in a way that communicates that order. If the band’s name is the most essential information, place it in the center or make it the biggest element on the poster. Or you could put it in the strongest, boldest type. Learn about [color theory](https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/) and use strong color combinations to make the band name pop.

**BALANCE AND ALIGNMENT**

Never forget that every element you place on a page has a weight. The weight can come from color, size, or texture. Just like you wouldn’t put all your furniture in one corner of a room, you can’t crowd all your heavy elements in one area of your composition. Without balance, your audience will feel as if their eye is sliding off the page.

Symmetrical design creates balance through equally weighted elements aligned on either side of a center line. On the other hand, asymmetrical design uses opposite weights (like contrasting one large element with several smaller elements) to create a composition that is not even, but still has equilibrium.

Symmetrical designs are always pleasing, if not occasionally boring. Asymmetrical designs are bolder and can bring real visual interest and movement (more on that later!) to your composition.