

# Design Principles

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# Principles of Design

The principles of design are fundamental guidelines and concepts that help artists, designers, and creators organize and arrange the elements of their work to achieve visual harmony, balance, and effectiveness.

You can achieve good design without knowing design principles, but creating something that looks good and offers an optimal user experience may require plenty of trial and error.

These principles apply to various design disciplines, such as graphic design, web design, interior design, fashion design, and more. While there are several principles, some of the most important ones include:



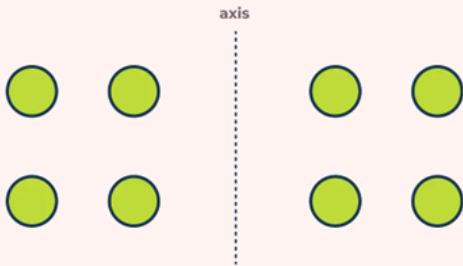
# 1. Balance



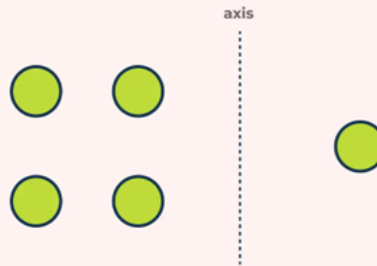
Have you ever looked at a design and thought that "something just seems off"? Balance is what makes or breaks your design. It is one of the key ingredients in making your design look good.

Balance refers to the distribution of visual weight in a composition. It can be symmetrical (equal on both sides), asymmetrical (unequal but balanced), or radial (balanced around a central point).

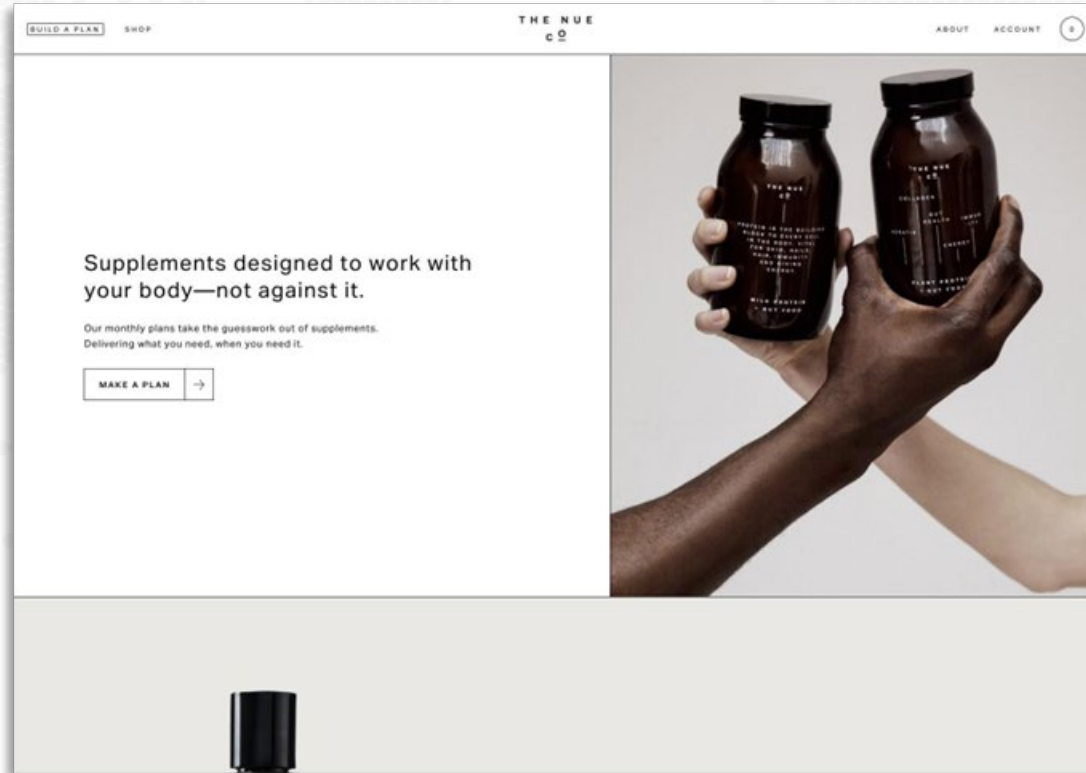
Symmetrical design



Asymmetrical design



# Example of Balance in A Website

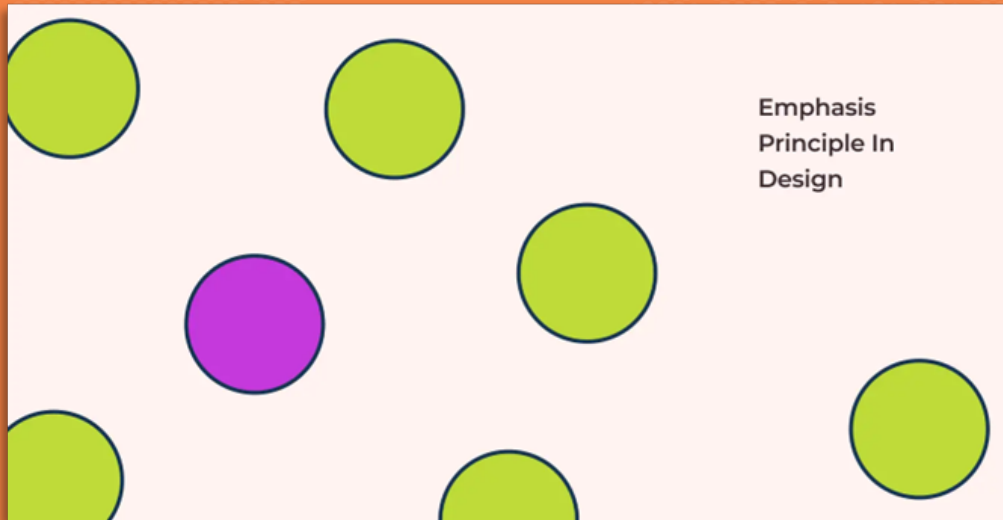


Source: Toptal



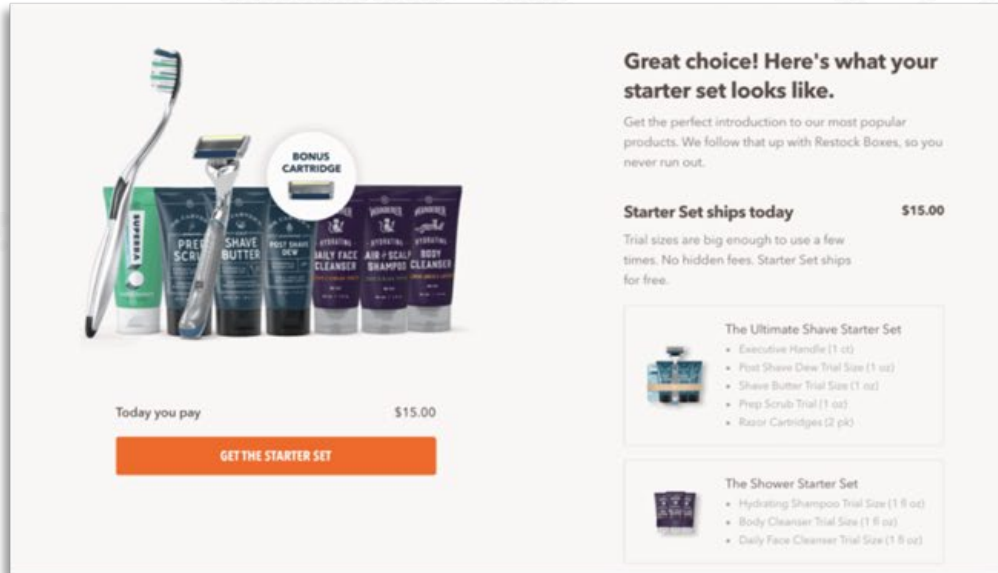
## 2. Emphasis

Have you ever looked at a design and noticed being drawn towards a particular part? Also known as focal point or dominance, emphasis directs the viewer's attention to a specific element or area within the design. This point of focus stands out and carries the most significance, helping convey the main message or purpose of the design.

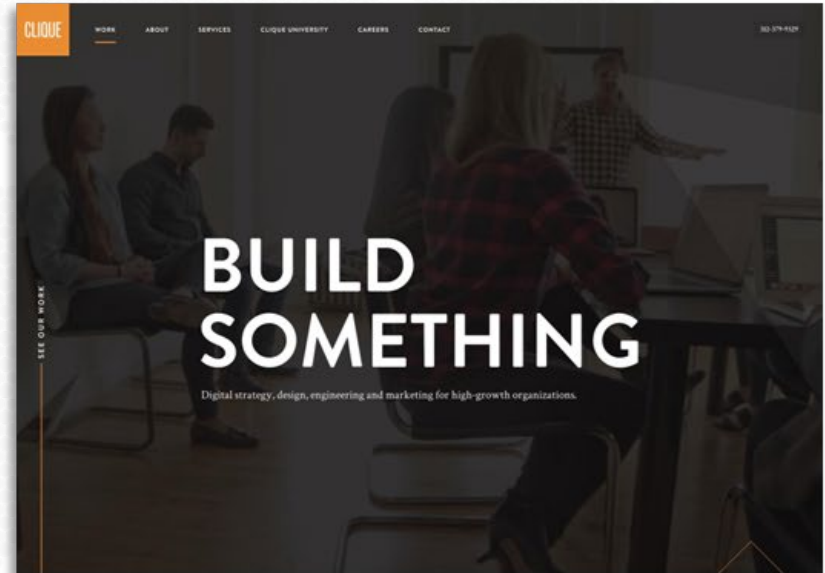


# Example of Emphasis in A Website

In this small snippet of the site, you are automatically drawn towards the product through the concepts of scale, proportion, and the white space principles.



Source: <https://ux360.design/balance-design/>

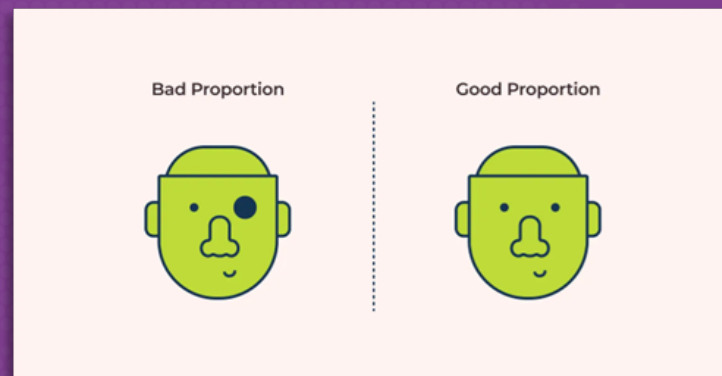


Source: Toptal

# 3. Proportion



Proportion refers to the size relationships between different elements in a design. It helps create a sense of harmony and visual stability.





# Example of Proportion in A Website



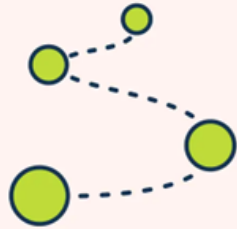
Source: Toptal



# 4. Movement

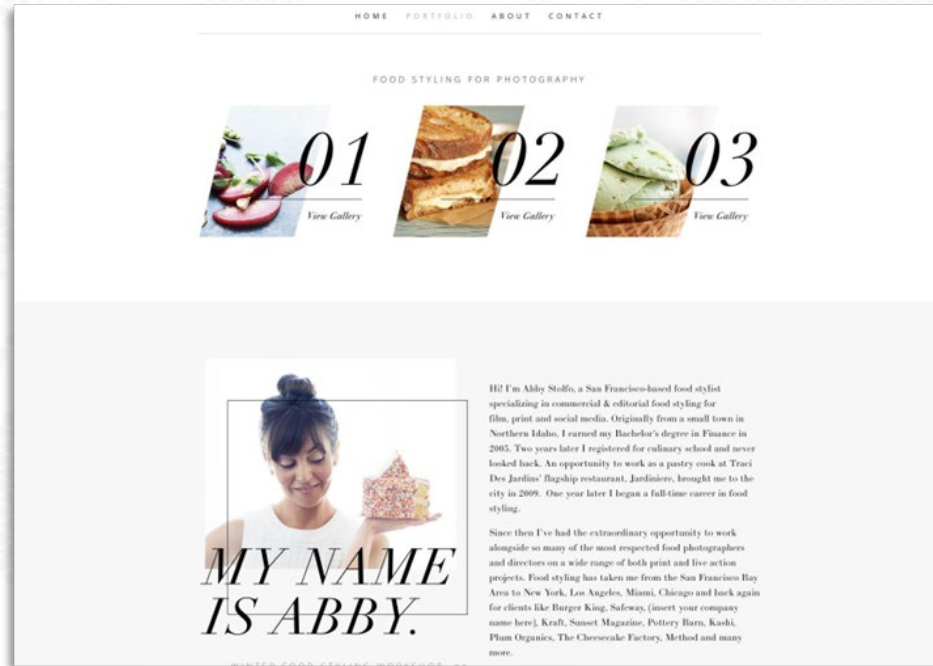


Movement in design refers to the visual flow that guides the viewer's eye through the composition. This can be achieved through various techniques, such as the arrangement of elements, directional cues, or implied motion.



Source: <https://ux360.design/balance-design/>

# Example of Movement in A Website

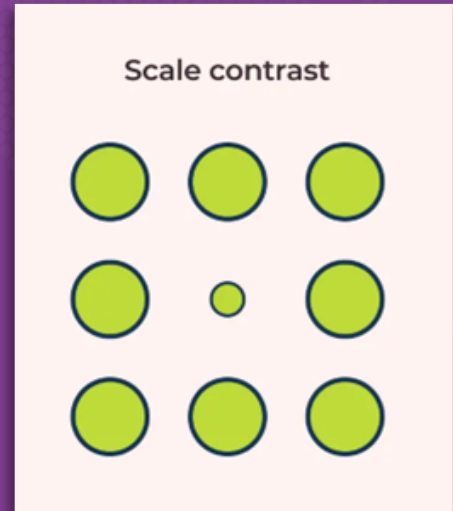
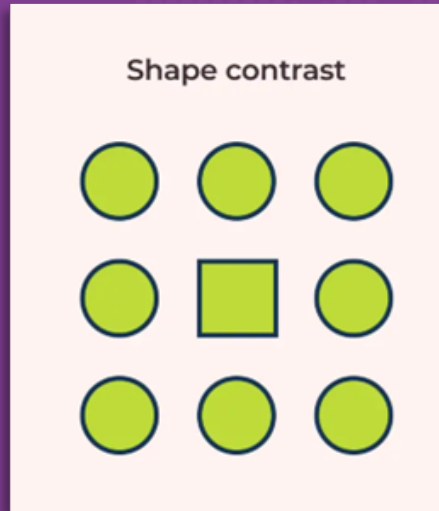
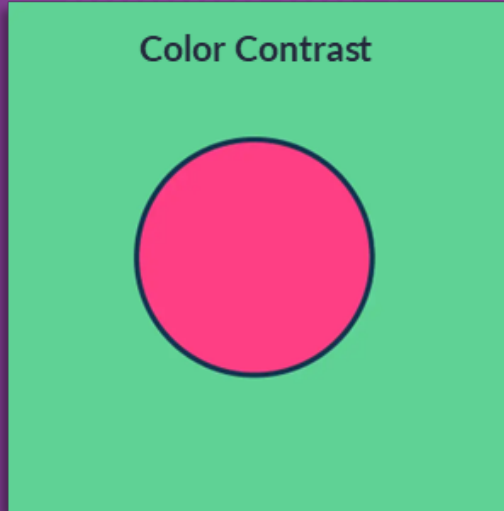


Source: Toptal

# 5. Contrast



Contrast involves using differences in elements such as color, size, shape, or texture to create visual interest and make certain elements stand out. High contrast draws attention and enhances the overall visual impact of the design.



# Example of Contrast in A Website



Source: <https://ux360.design/balance-design/>

Type contrast example

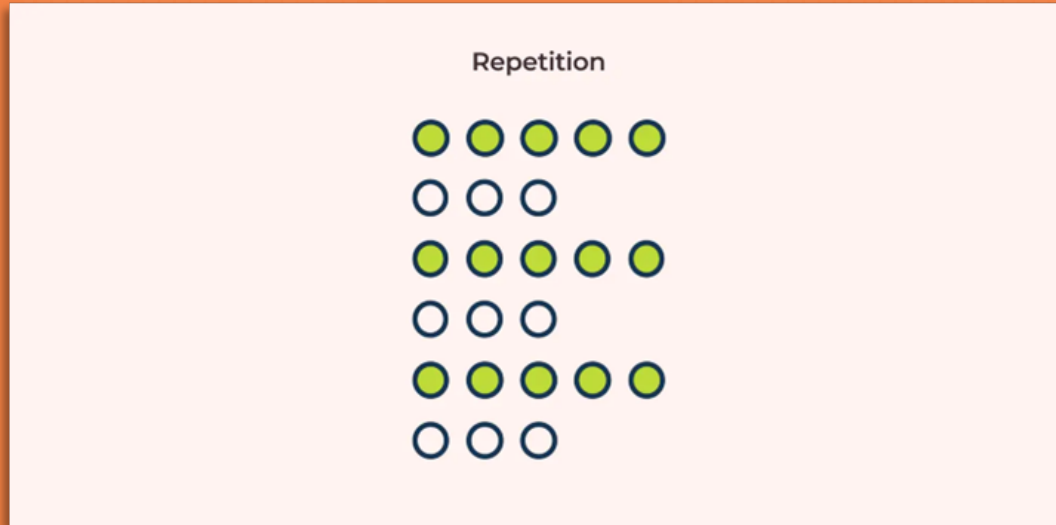
## This is the main heading.

This is the paragraph. I am reading this only after I read the heading.

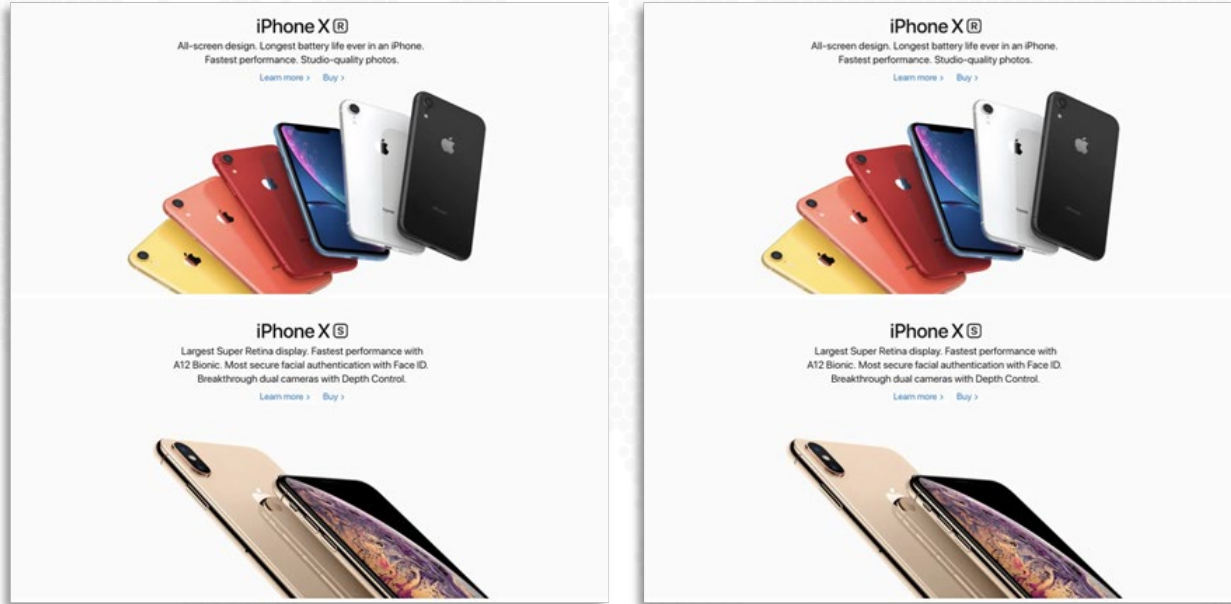
# 6. Repetition



Repetition involves the use of recurring visual elements, such as patterns, colors, or shapes, to create a sense of unity and consistency throughout the design. It helps establish a rhythm and reinforces the overall message.



# Example of Repetition in A Website



Source: Toptal

# 7. Rhythm



Rhythm is the repetition and variation of visual elements to create a sense of organized movement and pattern in the design. It establishes a dynamic and engaging composition.

Rhythm



Even frequency



Uneven frequency





# Example of Rhythm in A Website



Source: Toptal

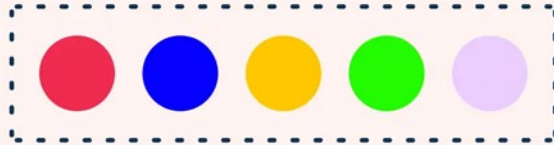
# 8. Unity



Unity ensures that all elements in a design work together cohesively to create a sense of harmony and completeness. It ties the various parts of the design into a single, integrated whole.



Unity from analagous color scheme

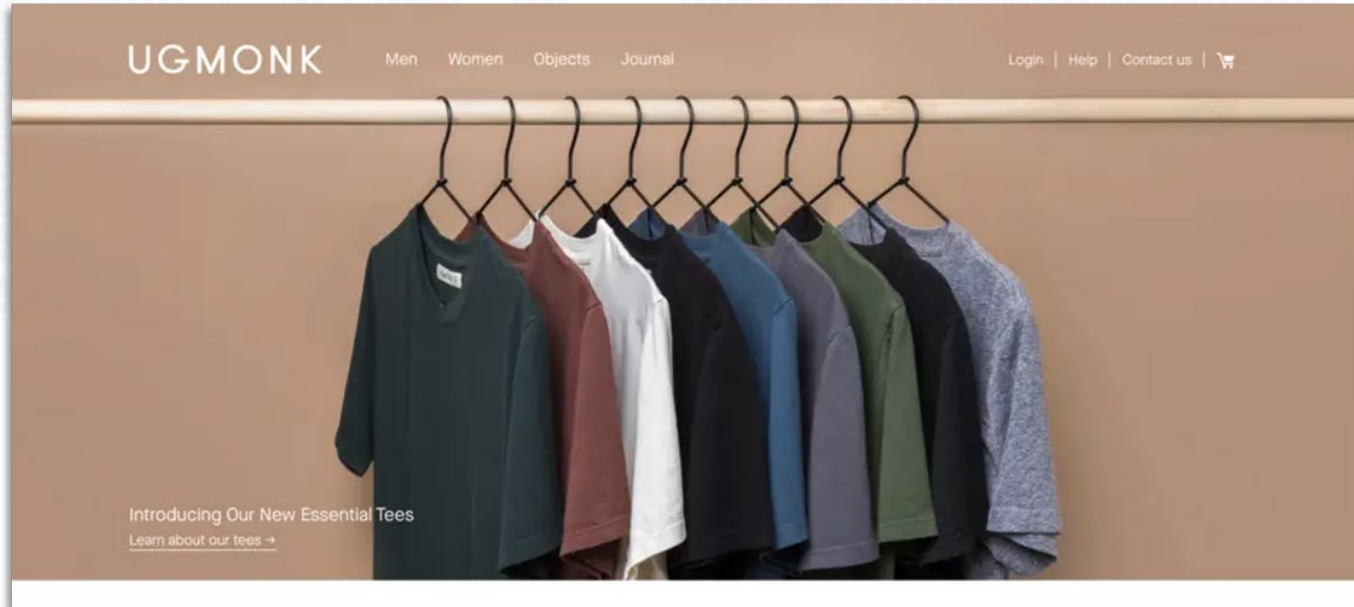


No sense of unity in above color scheme

Source: <https://ux360.design/balance-design/>



# Example of Unity in A Website



Source: <https://ux360.design/balance-design/>

# 9. Variety



Variety revolves around the intentional use of diversity and contrast to create interest, intrigue, and visual excitement within a composition. By incorporating a wide range of elements such as colors, shapes, textures, sizes, and patterns, designers can infuse vitality and dynamism into their work.



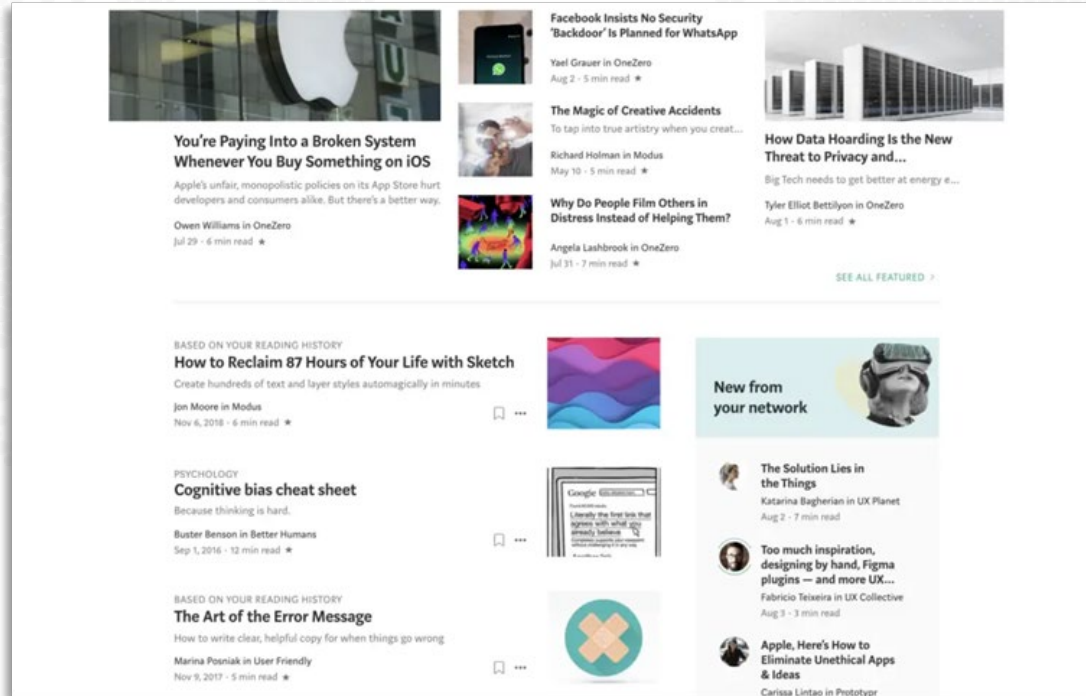
Variety



Unity



# Example of Variety in A Website



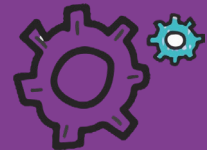
Source: <https://ux360.design/balance-design/>

# 10. Pattern

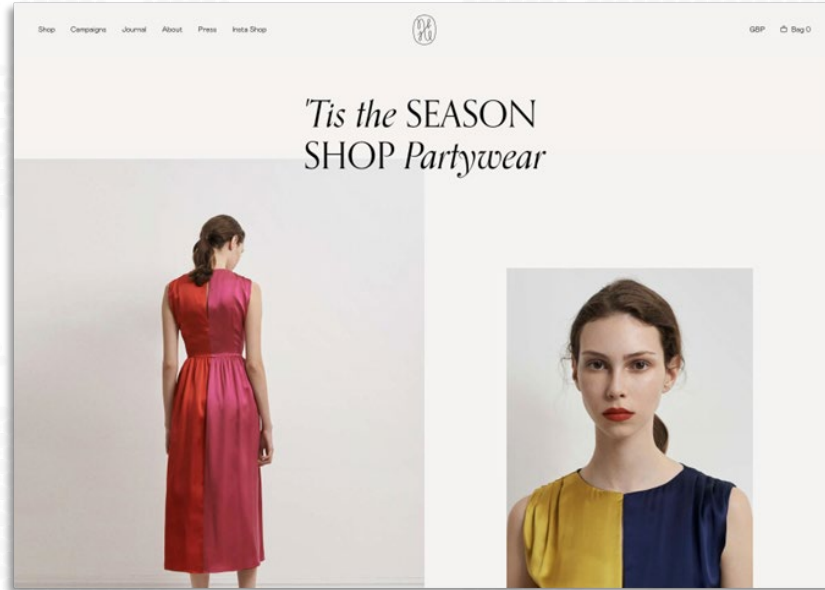


Pattern involves the intentional repetition of visual elements to create a sense of rhythm, unity, and cohesiveness within a composition. Patterns can be formed using various elements such as shapes, colors, lines, or textures, arranged in a systematic and orderly manner.

## Pattern



# Example of Pattern in A Website



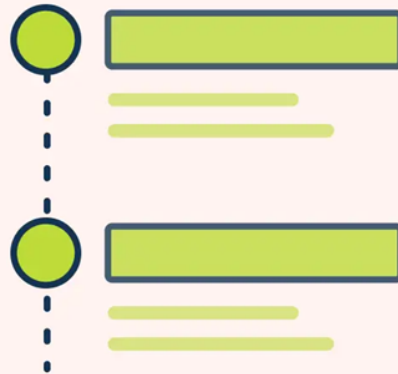
Source: Toptal



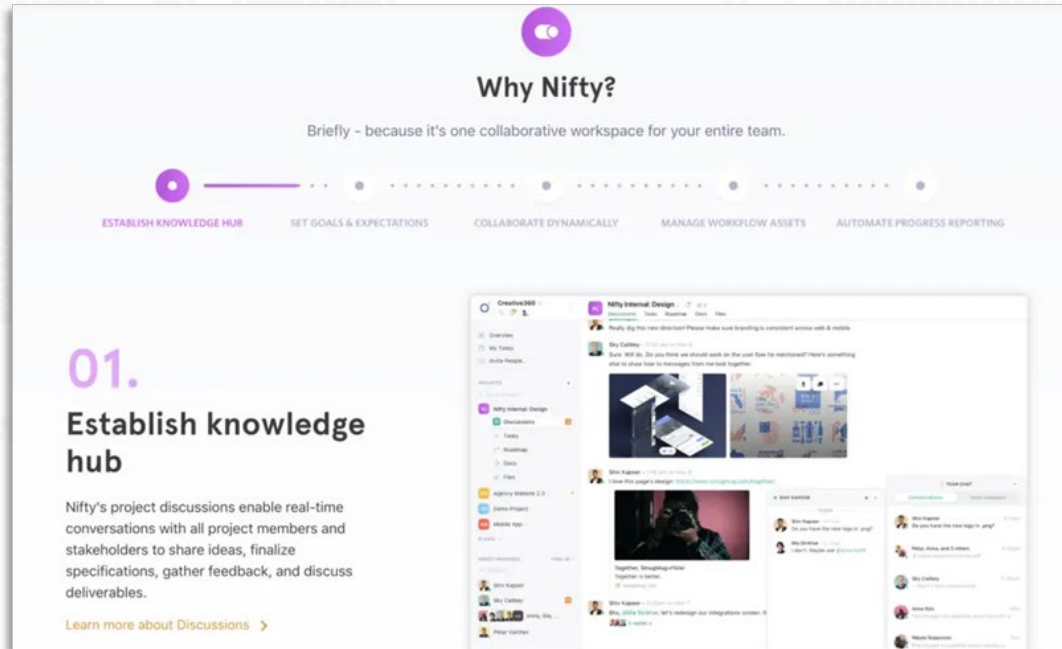
# 11. Hierarchy



Hierarchy organizes elements in the design to show their order of importance or significance. It guides the viewer's understanding and attention, making the content easily digestible.



# Example of Hierarchy in A Website



Source: <https://ux360.design/balance-design/>

# 12. White Space (Negative Space)



White space is the empty or unused space around and between elements in a design. It provides breathing room, enhances readability, and contributes to the overall balance and visual clarity of the design.



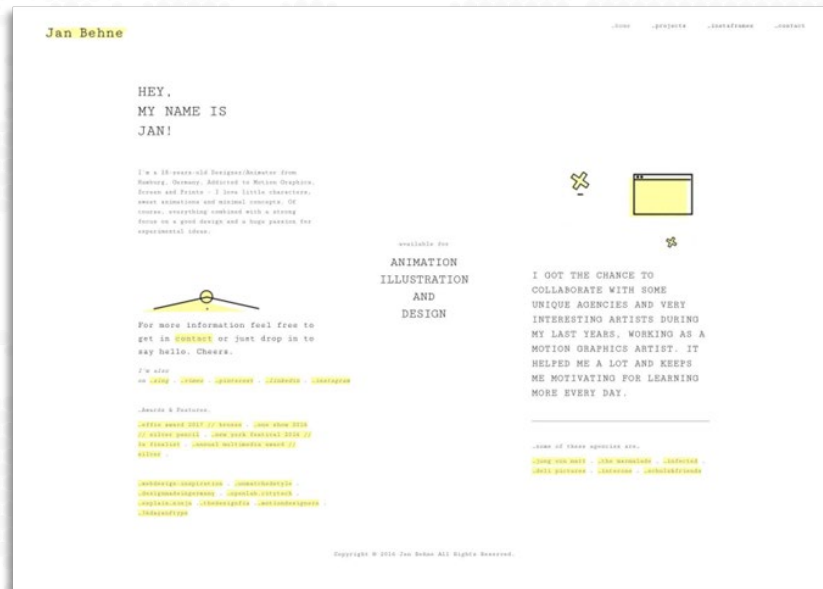
White Space



Without White Space



## Example of White Space in A Website



Source: Toptal