



# Principles of Design / Tips & Tricks

Before we get into designing with Sketch, we'll cover some basic principles of design as well as some tips for an easier design process.

## Principles of Good Design

[https://www.getty.edu/education/teachers/building\\_lessons/principles\\_des](https://www.getty.edu/education/teachers/building_lessons/principles_des)

- **Unity/Harmony:** proximity, similarity, continuation, repetition, rhythm
- **Balance:** symmetry, asymmetry, radial
- **Hierarchy:** trees, nests, weight
- **Scale/Proportion:** size, ratio, divisions
- **Dominance/Emphasis:** highlight, color, size
- **Contrast:** light/dark, line

## Design Tips:

- Use a 12 Column Layout (We'll use Sketch's Layout Settings for

this).

- Designing on an 8pt. Grid
- Design at 1x.