



9. BALANCE

- Each element has a 'weight'
- Adjust your design's balance via scale and composition

10. HIERARCHY

- Helps users navigate your design
- Signals importance of elements
- Use scale, line, colour, etc.

11. CONTRAST

- Light vs. dark, thick vs. thin.
- Helps create emphasis
- Makes designs 'pop'

12. FRAMING

- Helps highlight elements
- Can be aesthetic or purposeful
- Crop images in interesting ways



