

Good Design

A study of design principles in action



The **contrast** of the white text on the black background in combination with the very strong, bold font helps this piece to catch the attention of reader's eyes right away.

Again, the **contrast** here is what catches the reader's eye. While this picture is very colorful, it is all the same couple of colors except for this one fish, making it instantly grab someone's attention.

This part uses **alignment** along with **contrast** to lead your eyes. The fish are in a spiral, leading your eyes to the center, where a block of text is waiting to take your attention to the message.

This whole cover has multiple great instances of it, but specifically in this section, the **repetition** truly shines. The repetition of the same fish using the same colors, helps to further emphasize the contrast of the red fish.

Overall

This magazine cover is a masterclass of three of the four key concepts of design: contrast, repetition, and alignment. The designer of this page perfectly weaved these elements together to create a powerful cover that doesn't hesitate to grab the reader's attention in multiple ways, yet still manages not to overpower them, and gets across the information necessary.

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