

# Principles of design

In this reading, you are going to learn more about using the elements of art and principles of design to create effective visualizations. So far, we have learned that communicating data visually is a form of art. Now, it's time to explore the nine design principles for creating beautiful and effective data visualizations that can be informative and appeal to all audiences.

After we go through the various design principles, spend some time examining the visual examples to ensure that you have a thorough understanding of how the principle is put into practice. Let's get into it!

## Nine basic principles of design

There are nine basic **principles of design** that data analysts should think about when building their visualizations.



Balance



Emphasis



Movement



Pattern



Repetition



Proportion




Rhythm



Variety



Unity

**1. Balance:** The design of a data visualization is balanced when the key visual elements, like color and shape, are distributed evenly. This doesn't mean that you need complete symmetry, but your visualization shouldn't have one side distracting from the other. If your data visualization is balanced, this could mean that the lines used to create the graphics are similar in length on both sides, or that the space between objects is equal. For example, [this column chart](https://www.coursera.org/learn/visualize-data/supplement/ljxn6/principles-of-design)  (also shown