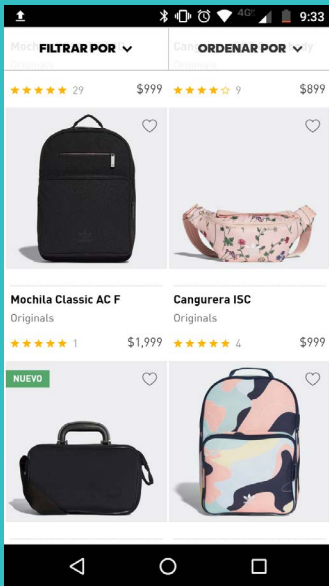


DESIGN PRINCIPLES

CIT 203:07 Henrri Ramirez

Proximity

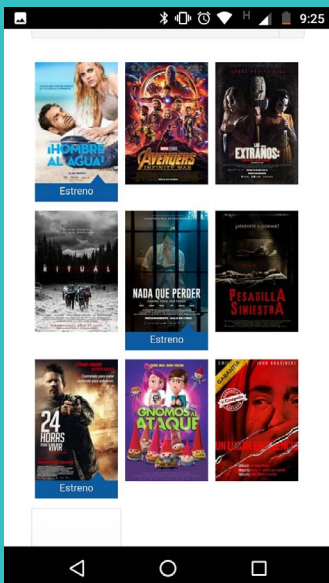


Despegar.com

<https://www.despegar.com.mx>

This image shows the relation between two or more elements, if we look at the pictures they are all connected, even if they contain a different product they use the same tones in color and the sizes match one with the other.

Alignment



Cinepolis

<https://www.cinepolis.com>

Alignment helps us to create an order between the elements, if we observe the image the space between each picture is the exact same, and the rectangles also follow the same rule because they are all the same size.

Repetition



Apple Lationamerica

<https://www.apple.com/lae/>

Repetition is another principle that reinforces the relation between elements, in this case we use this element when we repeat forms in our design.

Some examples can be, lines, circles or even the logo itself.

We observe in the picture how the logo of the brand is repeated three times, they are not aligned and they are being repeated in different places, so we can determine that the position does not affect this principle.

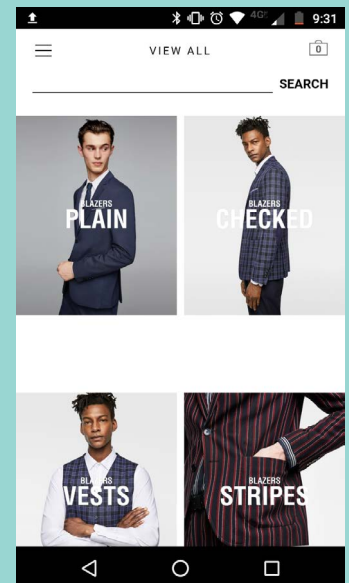
Zara

<https://www.zara.com/mx/en/>

Contrast is not only based in color, but in shapes also. How the elements can be different, but at the same time connected. It helps us to highlight elements, and to make the message clear. We can direct the view of a client using correct contrast in elements.

If we observe the images, they are using specific colors to highlight the suits, and also the color of the font is in white contrasting the image and that makes the font readable and contrasting.

Contrast



Typography



Amazon

<https://www.amazon.com.mx>

This principle has the same importance as the others, it also creates a relation between all the rest of the elements and it can also communicate a message when we haven't write a text. Typography can express what the design is going to talk about.

In the example we observe that the typeface is readable and it express calm and contrast with the products they are offering.