UNIVERSAL PRINCIPLES OF DESIGN

80/20	Accessibility	Advance Organizer	Aesthetic-Usability Effect	Affordance
Alignment	Anthropomorphic Form	Archetypes	Area Alignment	Attractiveness Bias
Baby-Face Bias	Biophilia Effect	Cathedral Effect	Chunking	Classical Conditioning
Closure	Cognitive Dissonance	Color	Common Fate	Comparison
Confirmation	Consistency	Constancy	Constraint	Contour Bias
Control	Convergence	Cost-Benefit	Defensible Space	Depth of Processing
Design by Committee	Desire Line	Development Cycle	Entry Point	Errors
Expectation Effect	Exposure Effect	Face-ism Ratio	Factor of Safety	Feedback Loop
Fibonacci Sequence	Figure-Ground Relationship	Fitts' Law	Five Hat Racks	Flexibility-Usability Tradeoff
Forgiveness	Form Follows Function	Framing	Freeze-Flight-Fight-Forfeit	Garbage In-Garbage Out
Golden Ratio	Good Continuation	Gutenberg Diagram	Hick's Law	Hierarchy
Hierarchy of Needs	Highlighting	Horror Vacui	Hunter-Nurturer Fixations	Iconic Representation
Immersion	Inattentional Blindness	Interference Effects	Inverted Pyramid	Iteration
Law of Prägnanz	Layering	Legibility	Life Cycle	Mapping
Mental Model	Mimicry	Mnemonic Device	Modularity	Most Advanced Yet Acceptable
Most Average Facial Appearance Effect	Normal Distribution	Not Invented Here	Nudge	Ockham's Razor
Operant Conditioning	Orientation Sensitivity	Performance Load	Performance Versus Preference	Personas
Picture Superiority Effect	Priming	Progressive Disclosure	Propositional Density	Prospect-Refuge
Prototyping	Proximity	Readability	Recognition Over Recall	Red Effect
Redundancy	Rosetta Stone	Rule of Thirds	Satisficing	Savanna Preference
Scaling Fallacy	Scarcity	Self-Similarity	Serial Position Effects	Shaping
Signal-to-Noise Ratio	Similarity	Stickiness	Storytelling	Structural Forms
Symmetry	Threat Detection	Three-Dimensional Projection	Top-Down Lighting Bias	Uncanny Valley
Uncertainty Principle	Uniform Connectedness	Veblen Effect	Visibility	Visuospatial Resonance
von Restorff Effect	Wabi-Sabi	Waist-to-Hip Ratio	Wayfinding	Weakest Link