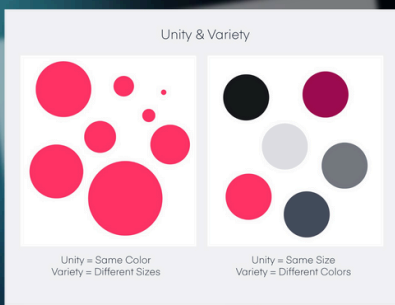


PRINCIPLES OF DESIGN

Classic and digital designers both use design principles to shape their art, building on design components to give their pieces cohesiveness. When used successfully, these ideas have the potential to transform designs both aesthetically and functionally.

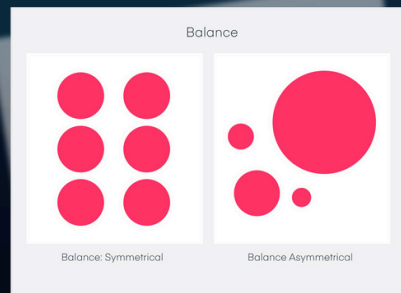
Unity

Unity is a force that acts within a design to give it the appearance of oneness or resolution. This ensures that no one part is more vital than the others. Alex White, author of *The Elements of Graphic Design*, states that the primary purpose of graphic design is to produce visual unity. A design is said to be unified when all of its aspects accord.



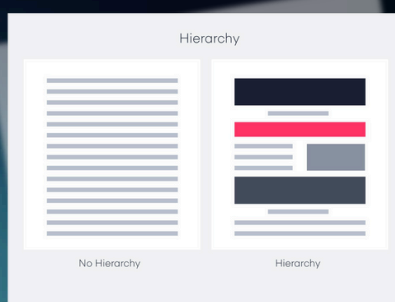
Balance

Objects in design have weight, just like in the real world, but it's called visual weight. The visual weight of a design should be balanced. It's similar to balancing two things on a seesaw: if one side is excessively heavy, the viewer's sight is drawn to the heavier side. If it is weighted evenly, the seesaw is perfectly hung, with neither side touching the ground.



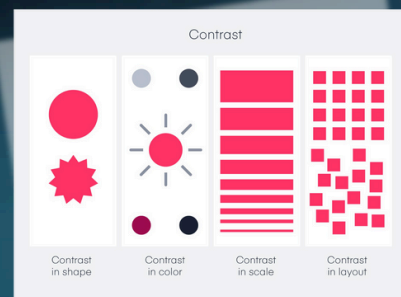
Hierarchy

Hierarchy is based on order of importance rather than design trends. A good design directs the eye through each region in priority order. A excellent example is a homepage, which typically has a navigation bar and a logo, an eye-catching header image, or text with a call to action. In order of priority, the logo tells the user where they are; the site navigation shows the user how to navigate the site; and the call to action encourages the user to act.



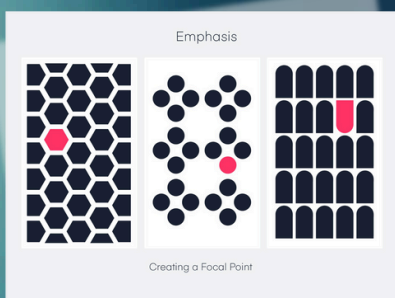
Contrast

Contrast is most typically linked to readability, legibility, and accessibility. Similar to hierarchy, the most significant element in a design should have the most contrast. A bright blue button against a crisp white background with plenty of white space is considered high contrast. The contrast would be reduced if the button had nearly the same color as the backdrop or had a 1px stroke rather than a fill.



Emphasis

Size, weight, position, color, shape, and style can all help to establish emphasis. Emphasis, sometimes known as dominance, may appear similar to contrast, but they are not the same thing. Contrast describes the contrast between two objects, whereas emphasis describes an object's impact. To add confusion, employ contrast to support an object's importance, such as placing a solid black sphere on a white background. This is great contrast with emphasis: the viewer's eye is pulled to the massive contour.



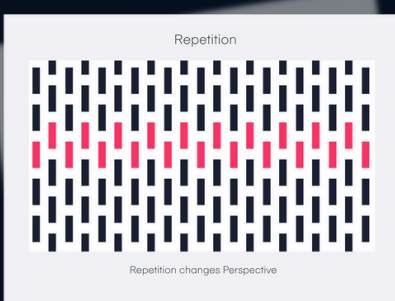
Scale

Scale refers to the size of elements or a standard of measurement. It can be used in conjunction with other principles, such as emphasis, to bring the viewer's attention to a focal point and aids in the comprehension of designs or pictures. If an object is drawn to scale, it has precise sizing (although it may be lowered or increased from its actual size). This allows you to represent objects as larger than life or scale a massive object down to fit on a piece of paper.



Repetition

Repetition is the recurrence of a design feature, which is widely used in patterns and textures. Repetitive elements can be combined with other concepts to produce a design that directs the user's attention to a focus point, has continuity, or flows. Repetitive components include lines, shapes, forms, colors, and even design aspects.



Every design effort consists of design components and design principles. When the ideas are combined and used appropriately, the design captures your attention and is difficult to ignore. The design directs your attention throughout the story, keeping you visually amused and interested.

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