

Hi

Ali Hamandi
Product Designer

hamandi.me



Basic Design Principles

Using Space

Contrast

Contrast in the context of visual design can be defined as a difference between two or more elements in a composition. The more the difference between the elements, the greater they are easy to compare and comprehend and that's when they are said to have contrasted with each other.

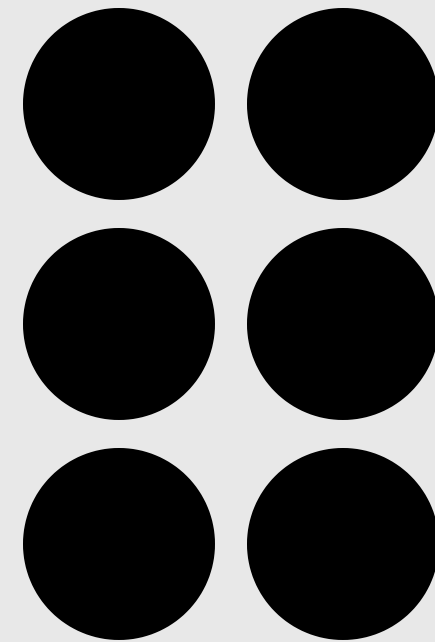
Can you
see this

Great

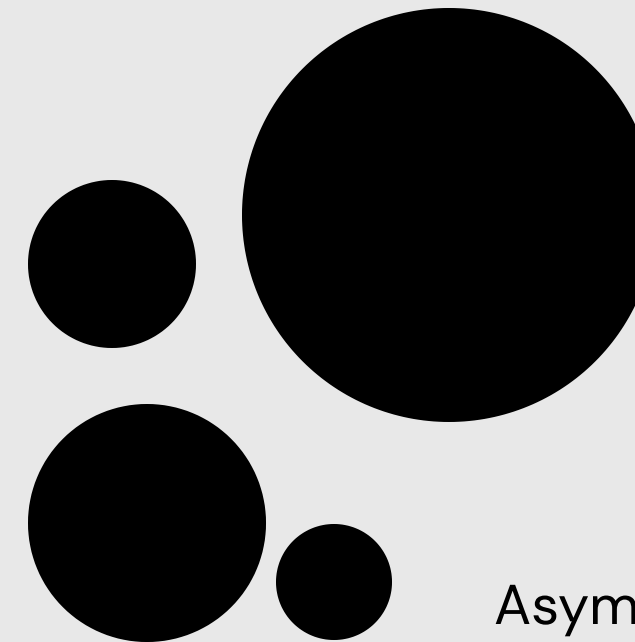
Hmmmmmmmmmm

Poooooooooooooooooor

Symmetrical



Asymmetrical



Balance

Balance in design is the distribution of elements of the design. Balance is a visual interpretation of gravity in the design. Large, dense elements appear to be heavier while smaller elements appear to be lighter.

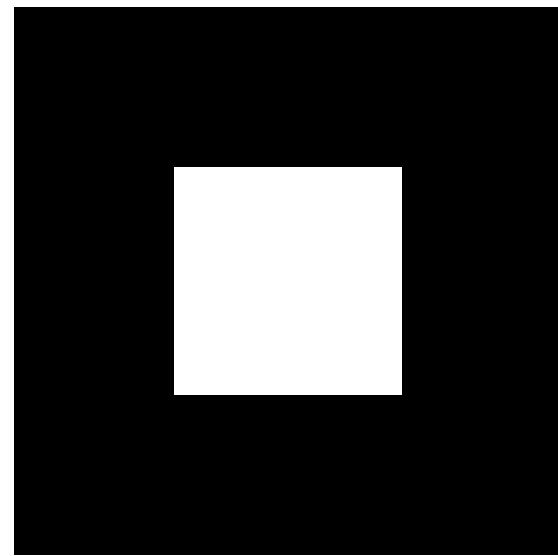
Priority &

Dominance

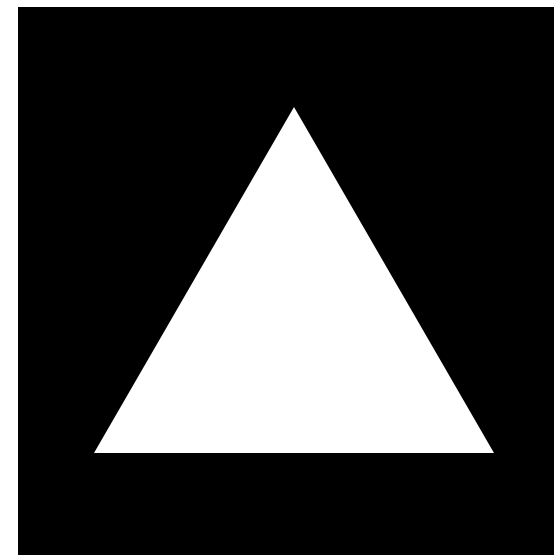
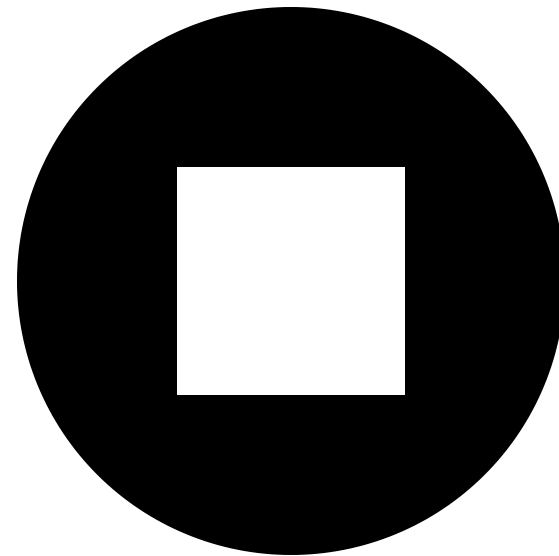
The dominant element in a design is the one with the greatest visual weight (or the one that everything else points to). It's the element that attracts the eye first, more than anything else on the page. The entry point into your design. It should attract visitors to the first place you want them to look.

Proportion

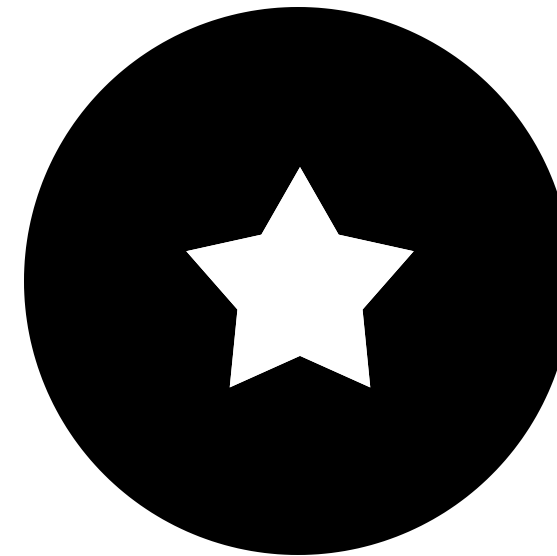
Proportion is the relationship of two or more elements in a design and how they compare with one another.



Good Harmony

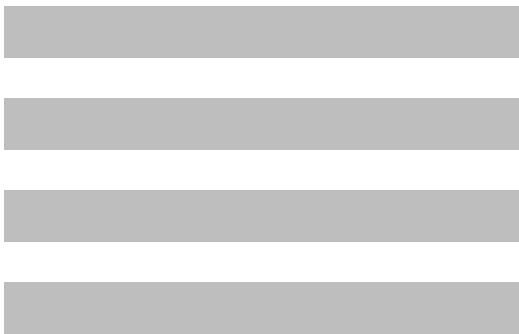


Lack of Harmony



Alignment

Alignment is the placement of visual elements so they line up in a composition.



It's All About Fonts

Ali Hamandi | Product Designer

Only one rule

Choose a good/ functional font

Colors Should

Rhyme



There are a lot of ways to use the color wheel to choose colors correctly

But also try to feed your eyes, and use your instinct

T h  n x