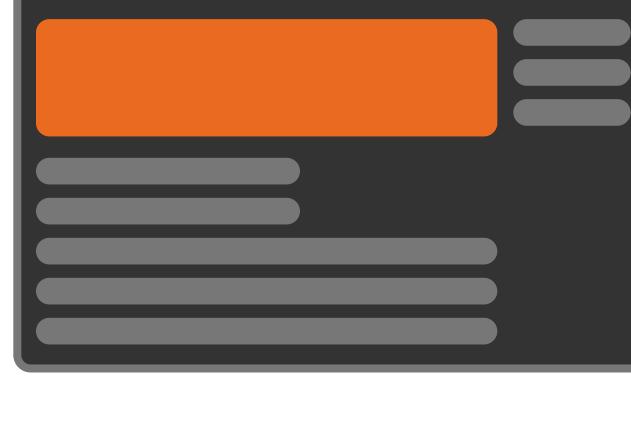# Design Principles in UI

Fundamental design principles are the rules that designers should follow to achieve a good result and composition in their user interface designs. Here are a few major principles.

Emphasis / Dominance

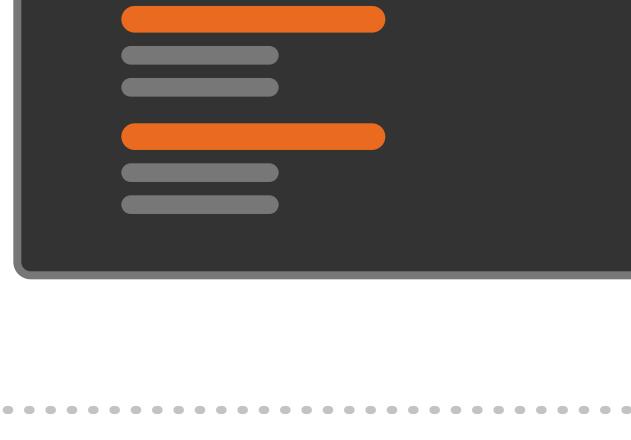Create a focal point on the screen that will intentionally draw user's attention.

Unity / Rhythm

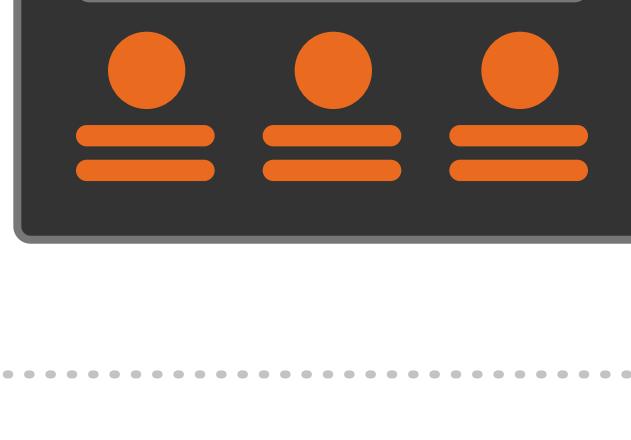Create a pattern from the elements to achieve harmony and visual rhythm.

Hierarchy

Arrange the elements in order to define their importance and role by size, font, color, and other properties.
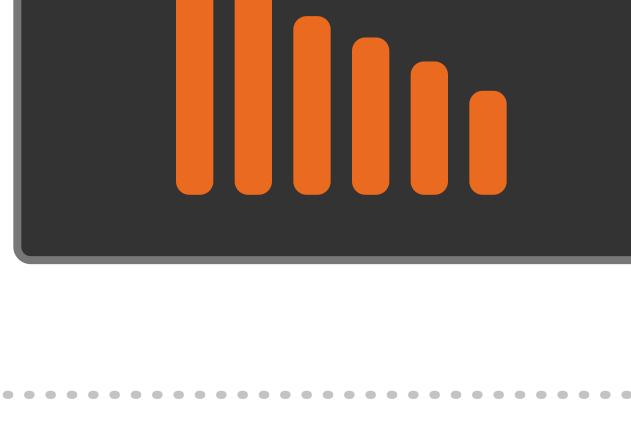
Balance

Arrange the elements on the screen to achieve even distribution of shape and space.
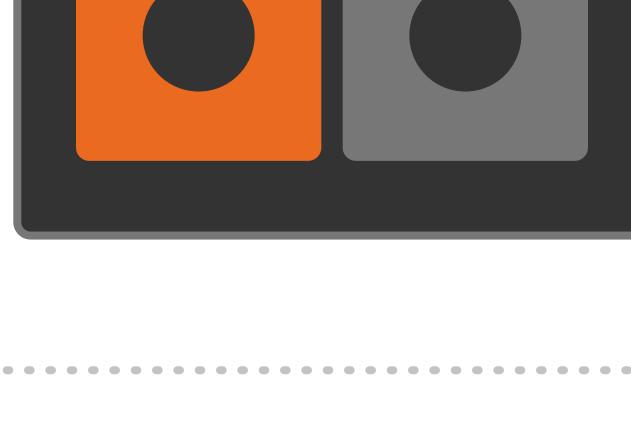
Proportion / Scale

Create a baseline for the viewer to compare the size of elements.

Contrast

Emphasize the difference between elements using color, shape, or size.

Similarity

Use color, shape, size, or other property to make the user perceive multiple elements as belonging to the same group.