Cheatography

The 5 Basic Principles of Design Cheat Sheet
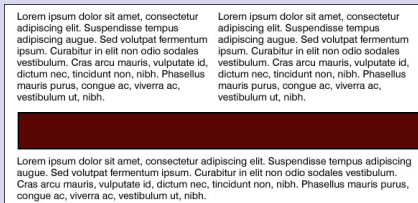by David Pollack (Davidpol) via cheatography.com/2754/cs/4950/

Introduction

Good design, much like anything, starts with understanding the basics. Applying the following design principles will help you avoid design disasters and allow you to communicate your key theme. You'll find that it's rare to see only one principle being used at a time as they all work in conjunction with each other.

http://maddisondesigns.com/2009/03/the-5-basic-principles-of-design/
Posted in Design on March 27, 2009 by Anthony Hortin
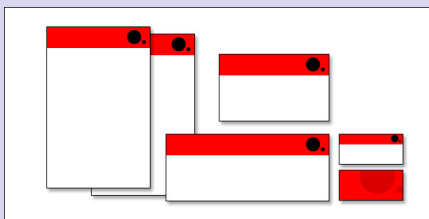
Alignment

Alignment creates a sharper, more ordered design. Aligning elements allows them to create a visual connection with each other. It tightens the design and eliminates the haphazard, messy effect which comes when items are placed randomly.

Aligning elements which are not in close proximity with each other, helps to provide an invisible connection between them.

Alignment is one of the most basic and important principles of design. It allows us to create order and organisation among elements.

Repetition

Repetition strengthens a design by tying together individual elements. It helps to create association and consistency.
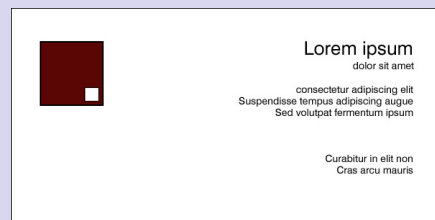
The consistent repetition of an element is widely used in multi-page documents & websites. Elements can be as simple as colour, shapes, typefaces or even texture.

Contrast

Contrast allows emphasizing or highlighting key elements within the design. Contrast is when two elements are total opposites, not limited necessarily to colors either. It can be achieved with fonts (classic/contemporary), lines (thick/thin) and shapes (big/small), ... Contrast is a crucial part in organizing information on a page. It guides the reader to where they should look first or to the most important element. For it to work successfully, it must be strong and obvious to make an impact.
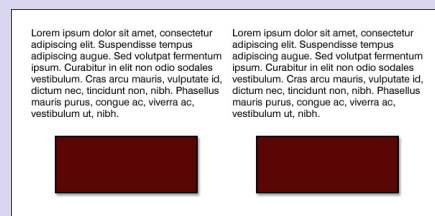
Proximity

Proximity helps creates organization. By grouping similar elements together or in close proximity, you create a relationship between those elements. It also provides a focal point and can give the reader and idea of where they should start and finish reading.

Proximity doesn't mean that elements have to be placed together, it means they should be visually connected in someway. This can be by use of point size, font, color etc…

Balance

Balance provides stability and structure to a design. It's the weight distributed in the design by the placement of your elements. Elements don't need to be of the same size, a large element can be placed on one side of the design and few smaller on the other.

By **David Pollack** (Davidpol)
cheatography.com/davidpol/