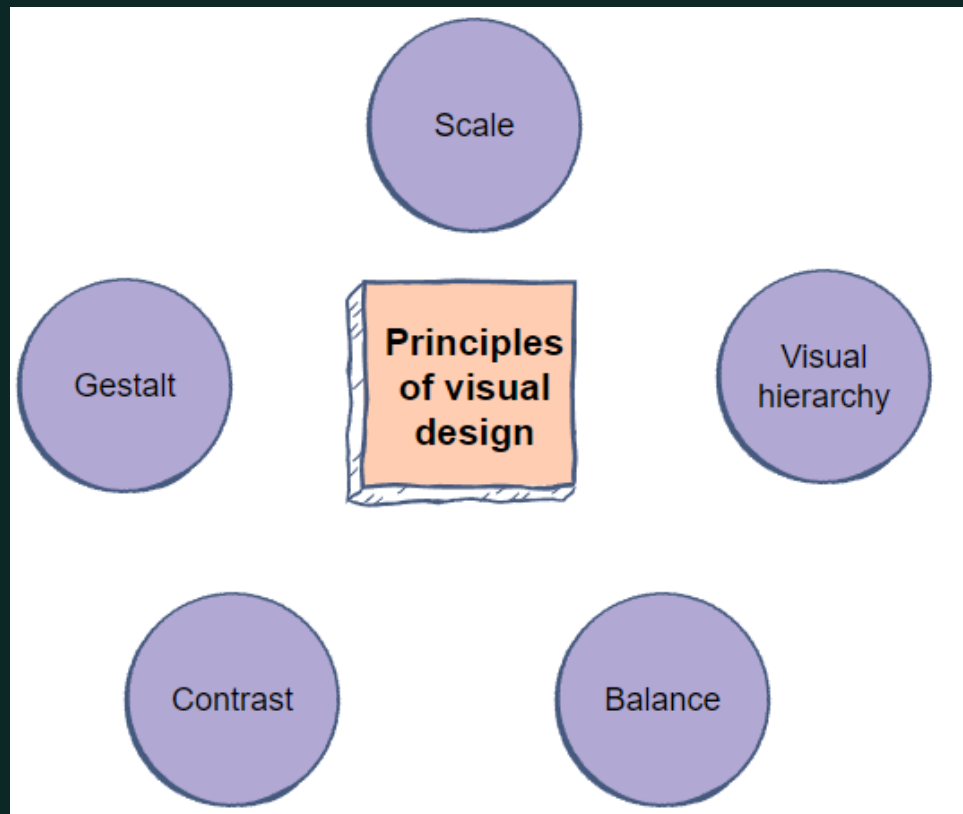


# Module 5: Visual Design Principles



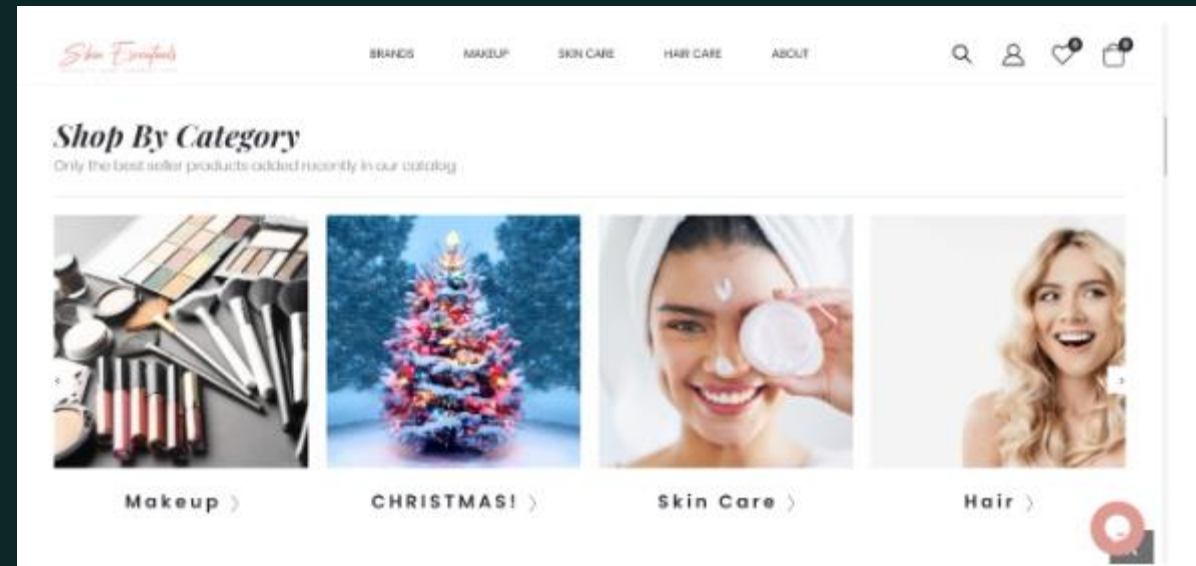
# Visual design

- **Visual design** improves the aesthetic appeal and usability of a product/interface.
- The 5 principles that impact user experience are



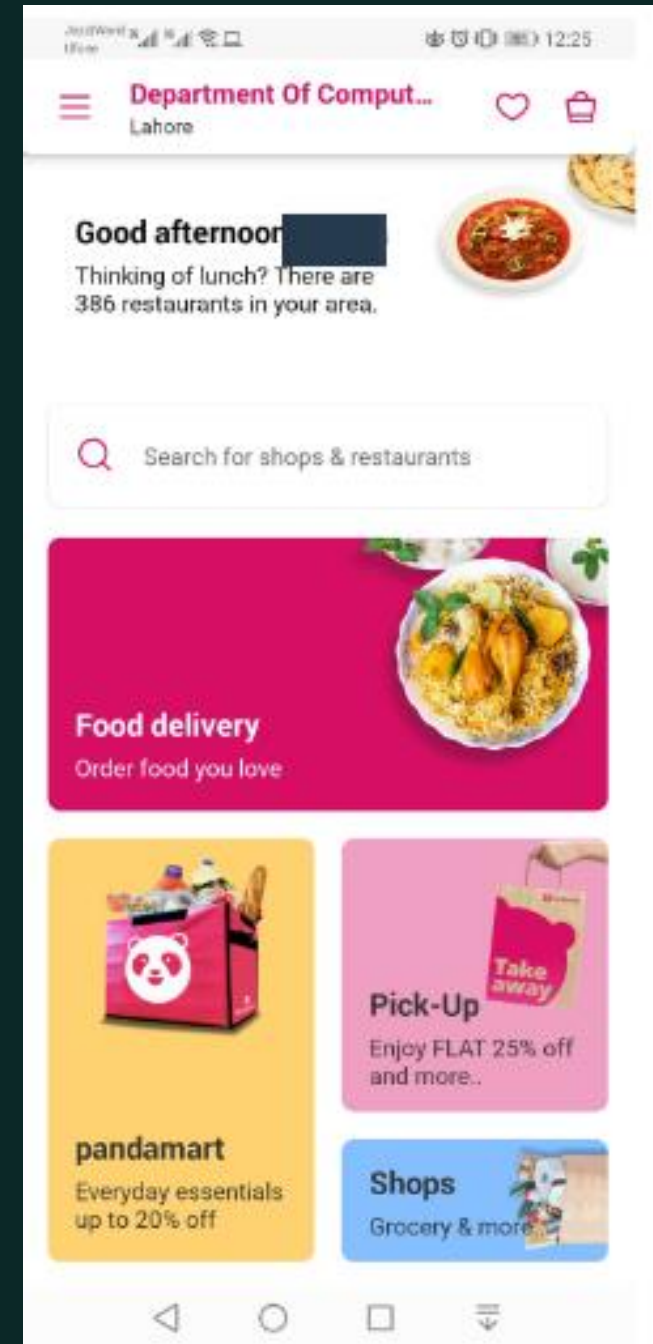
# Visual design

- **Scale**
- The **principle of scale** refers to using size to signal the relative importance and rank in an interface. The more important elements are larger in size because a larger-sized component is likely to get more attention. A good design is made from a combination of 3 sizes, as they develop a good hierarchy and allow reasonable differentiation



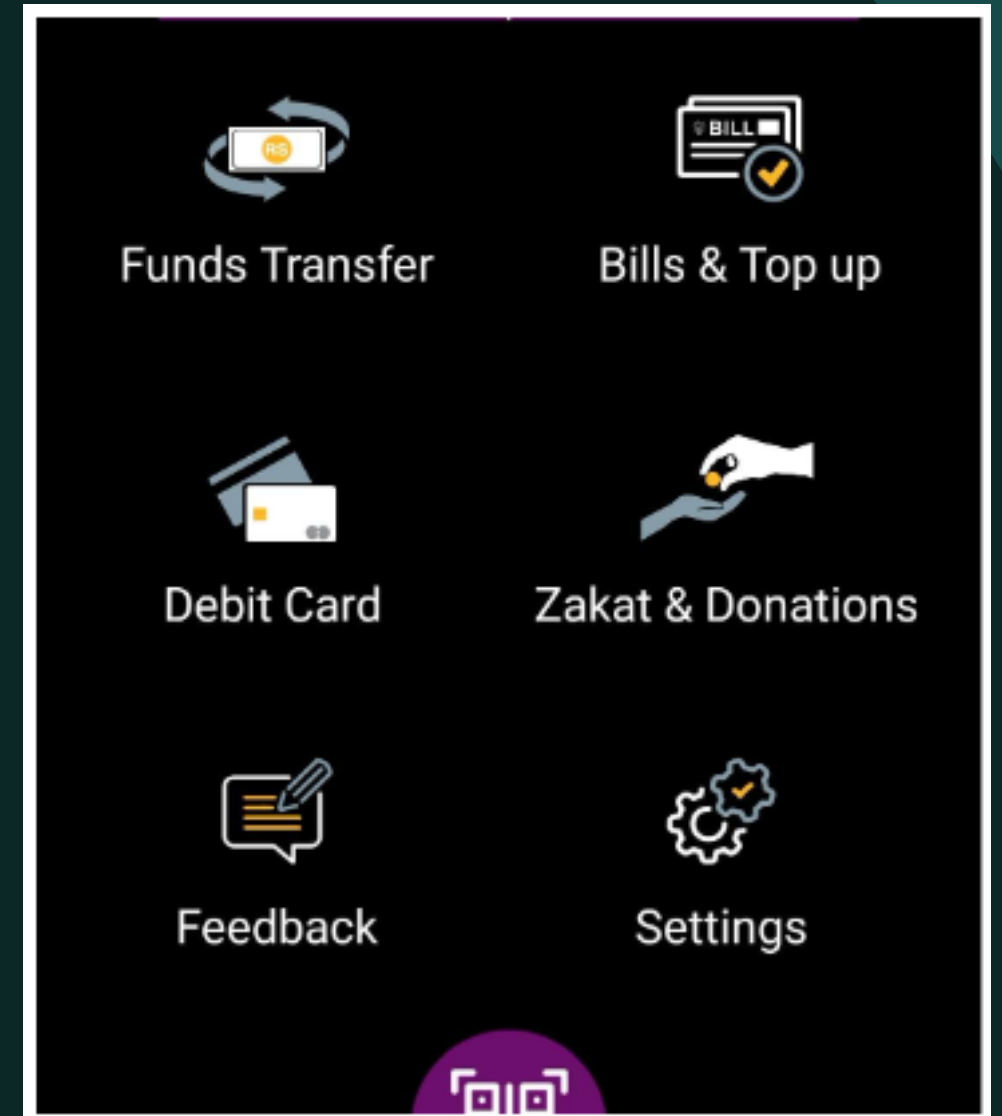
# Visual design

- **Visual hierarchy**
- The **principle of visual hierarchy** refers to guiding the eye on the interface so that it catches the elements in order of their importance. Visual hierarchy can be applied by variation in scale, color, spacing, placement, and other signals. Similar to the scale principle, we can use 2-3 typeface sizes to create a visual hierarchy



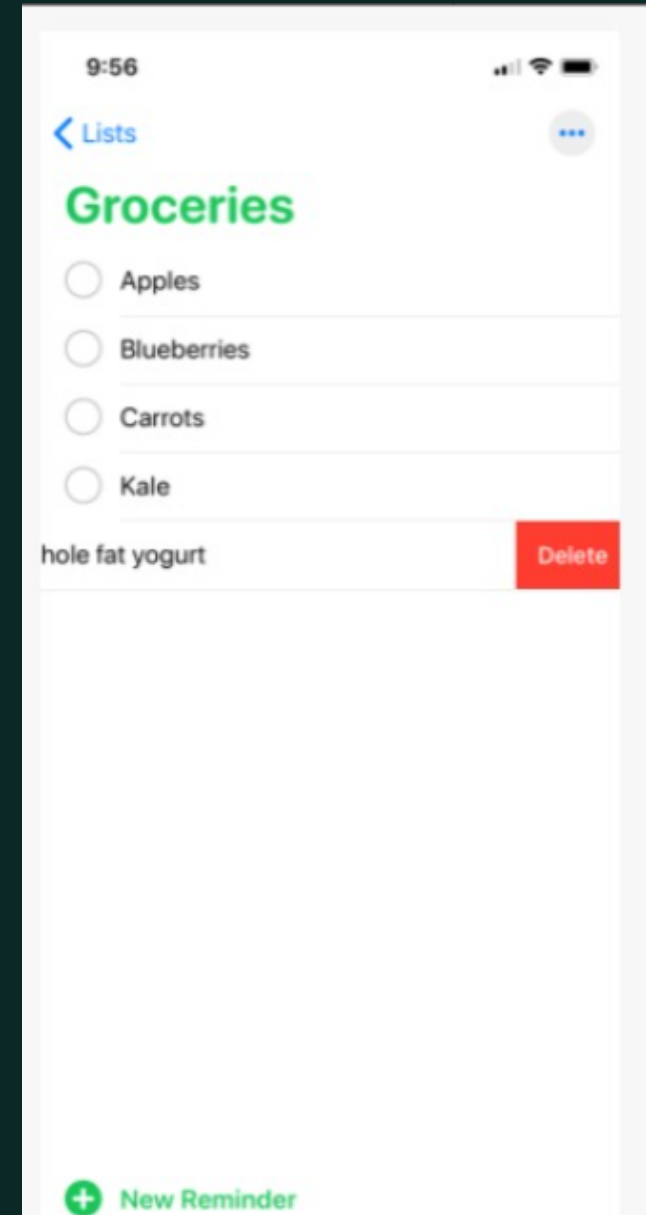
# Visual design

- **Balance**
- The **principle of balance** refers to the equal distribution of the number of visual elements throughout the interface. The elements must be distributed equally (not necessarily in a symmetrical manner) across both sides of an imaginary axis.



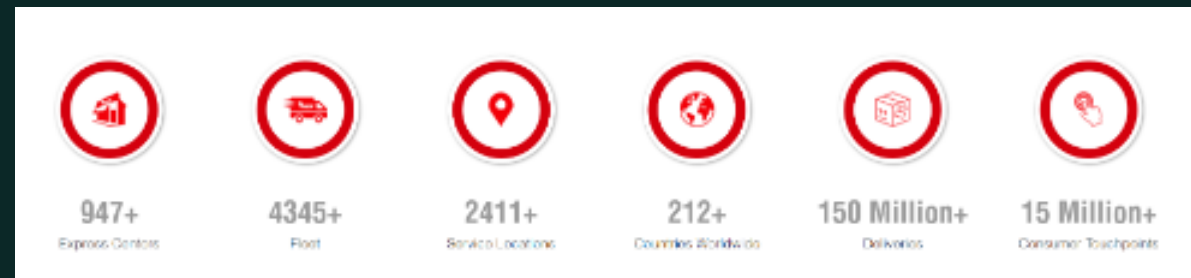
# Visual design

- **Contrast**
- The **principle of contrast** refers to the juxtaposition of not visually similar elements to convey they are different. Contrast provides a noticeable difference to emphasize that the elements are different.



# Visual design

- **Gestalt principles**
- **Gestalt principles** refer to our tendency to perceive elements as a whole rather than separately.





# Visual design - Color Theory: Brief Guide For Designers

## Color Wheel

- To create good design and employ colors more effectively, you need to understand how colors are formed and how they relate to each other.



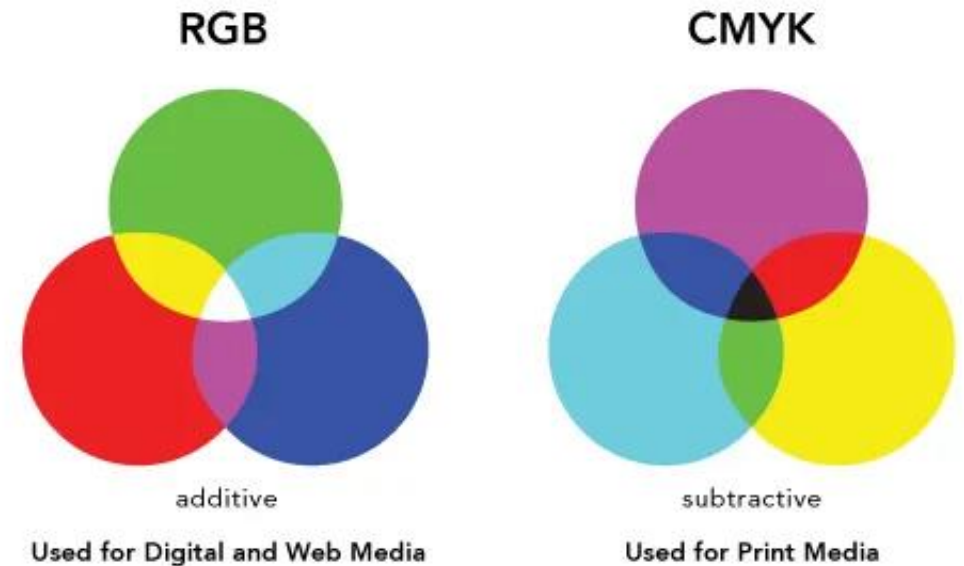


# Visual design - Color Theory: Brief Guide For Designers

- The **additive color model** considers red, blue, and green as primary colors so it's also known as RGB color system. This model is the basis of all colors used on the screen.
- The **subtractive color model** obtains colors by the subtraction of light.

## Color models

### The Difference Between RGB and CMYK



# Visual design - Color Theory: Brief Guide For Designers

## Color Harmony

- **Monochromatic**
- It is based on one color with various tones and shades of it.



# Visual design - Color Theory: Brief Guide For Designers

## Color Harmony

- **Analogous**
- To create analogous harmony, you need to use colors located right next to each other on the color wheel. This type of color scheme is used for the design where no contrast is needed including the background of web pages or banners.



# Visual design - Color Theory: Brief Guide For Designers

## Color Harmony

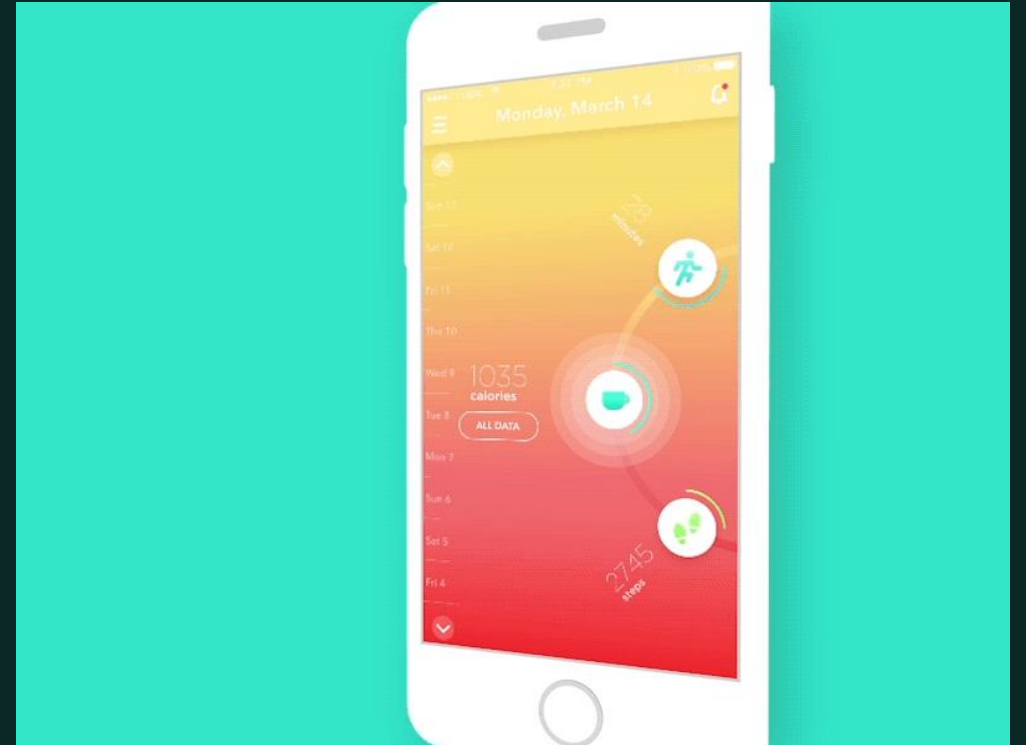
- **Complementary**
- The complementary scheme is the mix of colors placed in front of each other on the color wheel. This scheme is opposite to analogous and monochromatic since it aims to produce high contrast.



# Visual design - Color Theory: Brief Guide For Designers

## Color Harmony

- **Split-Complementary**
- This scheme works similar to the previous one but it employs more colors. For instance, if you choose the blue color you need to take two others which are adjacent to its opposite color meaning yellow and red.



# Visual design - Color Theory: Brief Guide For Designers

## Color Harmony

- **Triadic**
- When the design requires more colors you can try triadic scheme. It is based on three separate colors which are equidistant on the color wheel.



# Visual design - Guide to **Typography**

- Typography is a design discipline that involves the use of typefaces and the organization of those typefaces to create readable, usable and ideally, user-friendly interfaces or experiences.
- **Typeface**: Also known as a font family, the word “typeface” comes from physical print and refers to the faces of physical letter blocks.





# Visual design - Guide to Typography

- **Font:** Fonts are specific weights within a typeface. You choose a typeface; you use a font. If you were to select Georgia as your typeface, then Georgia bold, italic and regular would be your fonts.

# Visual design - Guide to **Typography**

## Typography Principles

- **Too many typefaces hinder good user experience**

Keep it simple! Too many typefaces can look sloppy and lead to confusion.

- **Choose typefaces that compliment and contrast with one another**



# Visual design - Guide to Typography

## Typography Principles

- Keep readability, legibility, and accessibility top of mind
- <https://colourcontrast.cc/>

### Colour Contrast Checker

Aa 12.72

Pass ✓

AA Large

Pass ✓

AAA Large

Pass ✓

AA Normal

Background Colour

#ffe66b

Aa 1.61

Fail ✕

AA Large

Fail ✕

AAA Large

Fail ✕

AA Normal

Fail ✕

AAA Normal

### Example Copy

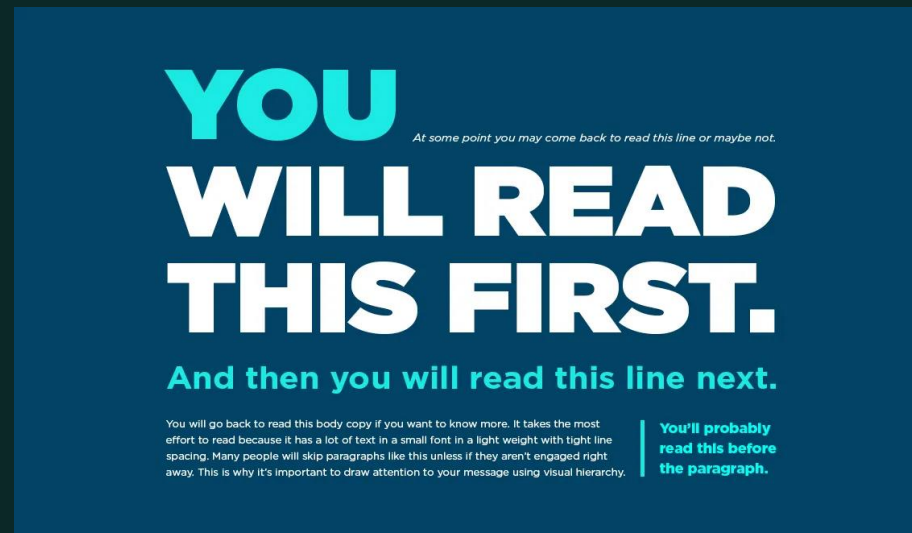
#### Large Text - 18pt/24px

Click/Tap to edit me. That Biff, what a character. Always trying to get away with something. Been on top of Biff ever since high school. Although, if it wasn't for him - Yes, yes, I'm George, George McFly, and I'm your density. I mean, I'm your

# Visual design - Guide to Typography

## Typography Principles

- Great visual hierarchy improves UX
- Type hierarchy for your app/site is crucial as it allows your users to quickly scan through information.



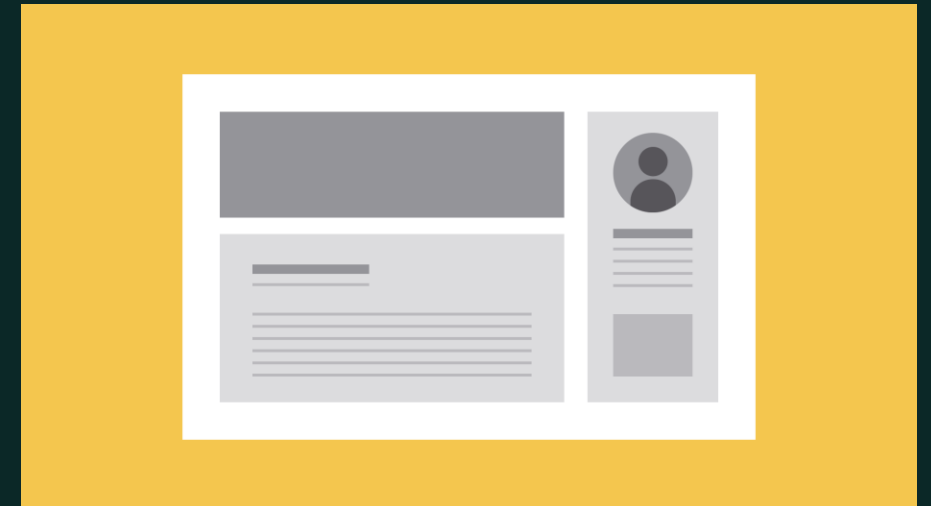
- Make your typography scalable
- In your design work, you will be asked to create a website or app that works on both desktop and mobile.

# Visual design - Layout and Composition

What is composition?

In many ways, layout and composition are the **building blocks** of design. They give your work structure and make it easier to navigate, from the margins on the sides to the content in between.

Why is composition so important? In short, it's the **way your content is arranged**. It doesn't matter if you're working with text, images, or elements in a graphic; without a thoughtful, well-composed layout, your work would basically fall apart.



# Visual design - Layout and Composition

## Five basic principles

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

# Visual design - Layout and Composition

## Five basic principles

### Proximity

Proximity is all about using **visual space** to show **relationships** in your content. In practice, it's pretty simple—all you have to do is make sure related items are **grouped together** (for instance, blocks of text or elements in a graphic, as in the example below).

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

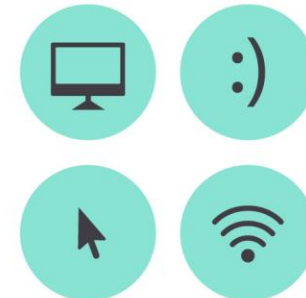
#### Kenya Reed

Web Designer

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kenya@reedweb.com

www.reedweb.com





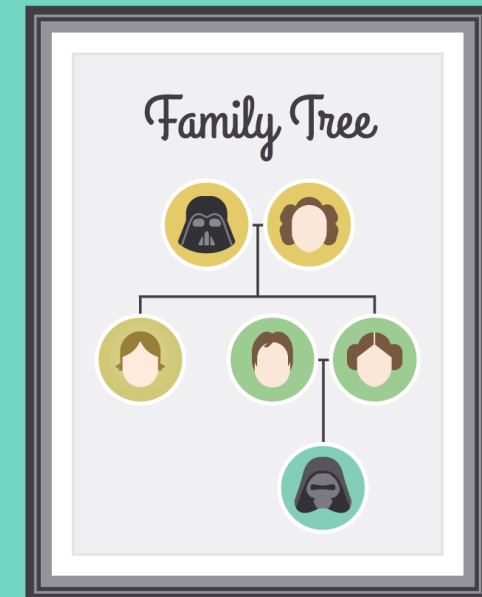
# Visual design - Layout and Composition

## Five basic principles

### Proximity

Groups that are NOT related to each other should be **separated** to visually emphasize their lack of a relationship. All in all, this makes your work easier to understand **at a glance**, whether it's purely text or something more visual.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition



# Visual design - Layout and Composition

## Five basic principles

### White space

White space is an important part of every composition. Now, this doesn't mean literal **white space**; it just means **negative space**, like the spaces between your content, between lines, and even the outer margins.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition



# Visual design - Layout and Composition

## Five basic principles

### White space

There's no one way to use white space correctly, but it's good to understand its purpose. White space helps you **define and separate** different sections; it gives your content **room to breathe**. If your work ever starts to feel cluttered or uncomfortable, a little white space might be just what the doctor ordered.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition



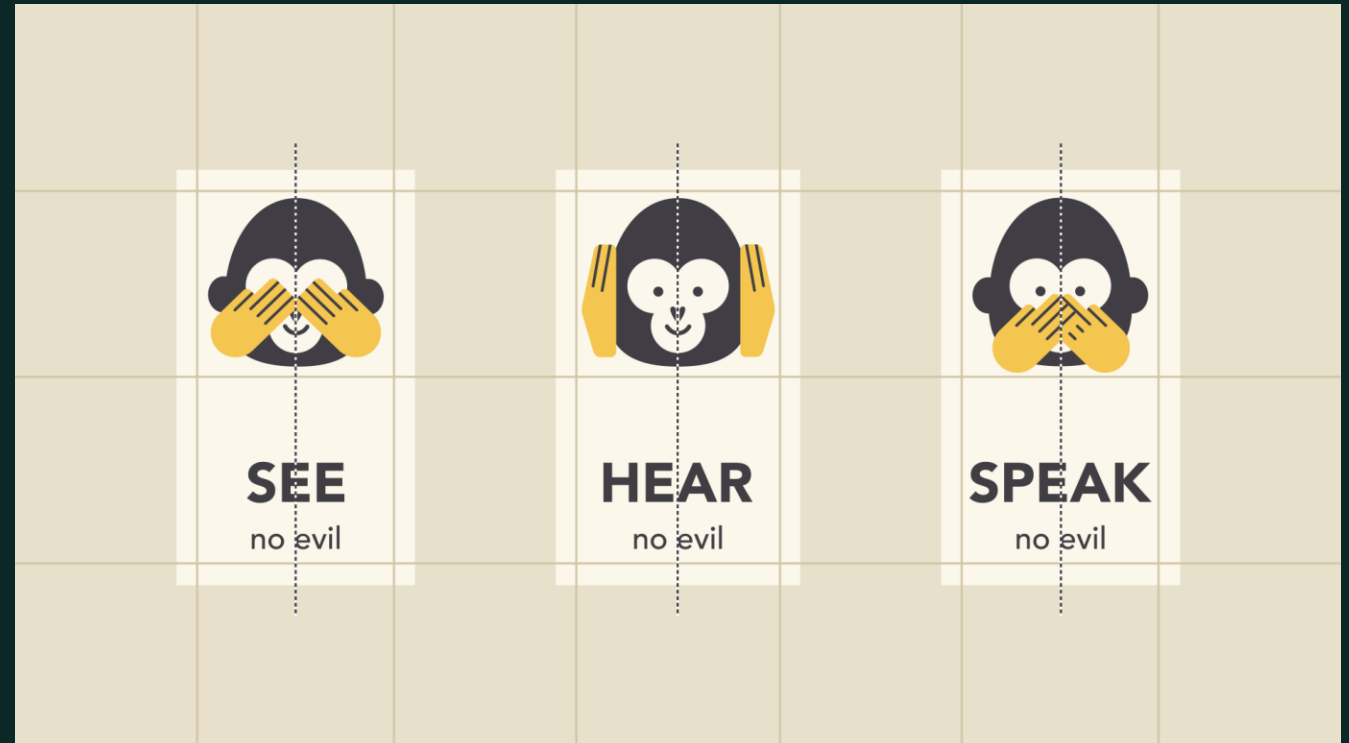
# Visual design - Layout and Composition

## Five basic principles

### Alignment

It might help to imagine your content arranged inside of a **grid**, just like the example below. Notice how there's an **invisible line** centering each image to the text? Each grouping is also **evenly spaced and aligned**, with **equal-sized margins**.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition



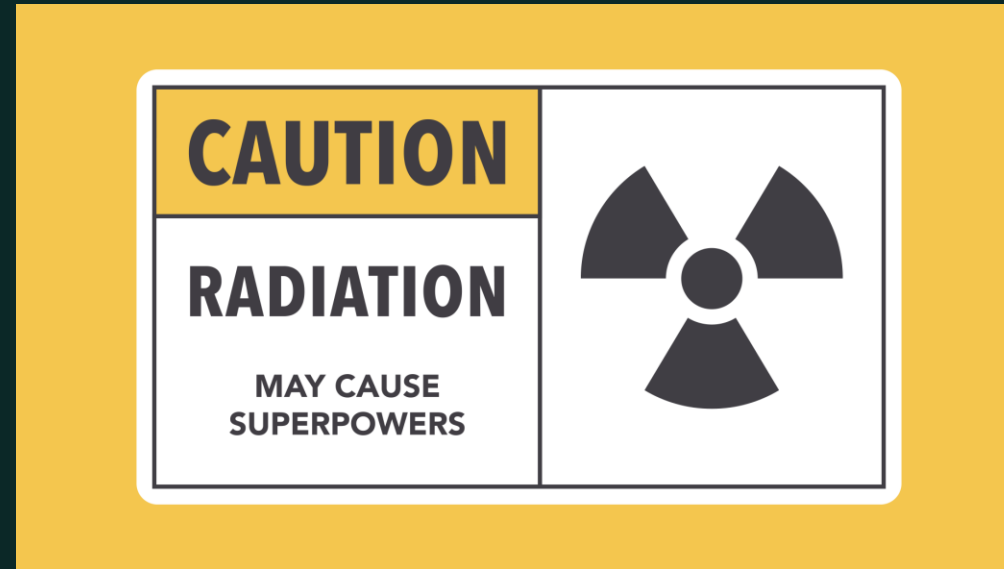
# Visual design - Layout and Composition

## Five basic principles

### Contrast

Contrast simply means that **one item is different from another**. In layout and composition, contrast can help you do many things, like catch the reader's eye, create emphasis, or call attention to something important.

To create contrast in the example below, we've used **color**, more than one **style of text**, and objects of **differing sizes**. This makes the design more dynamic and, therefore, more effective at communicating its message.



- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

# Visual design - Layout and Composition

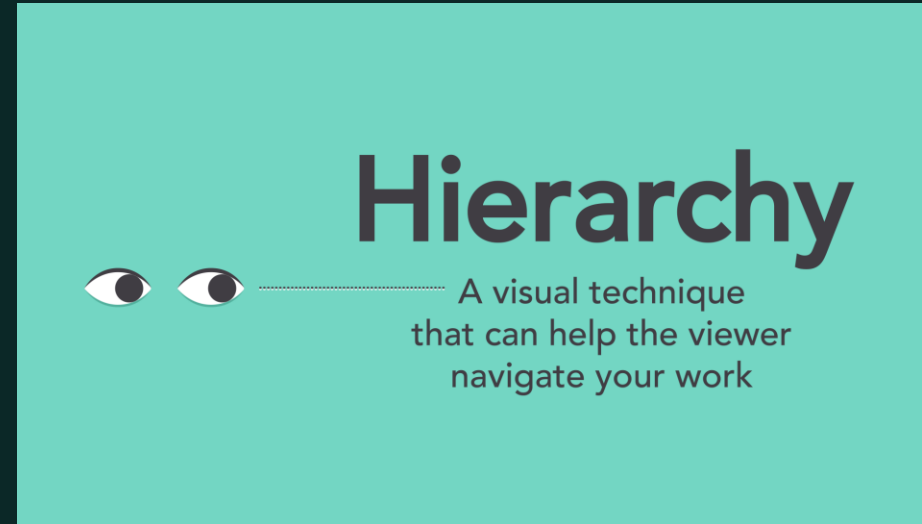
## Five basic principles

### Contrast

### Hierarchy

Contrast is also closely tied to **hierarchy**, which is a visual technique that can help the viewer navigate your work. In other words, it shows them where to begin and where to go next using **different levels of emphasis**.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition



# Visual design - Layout and Composition

## Five basic principles

### Repetition

Repetition is a reminder that every project should have a **consistent look and feel**. This means finding ways to **reinforce** your design by repeating or echoing certain elements

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

### Why We Shouldn't Have Homework

by Emily Cheng, age 10

### Disadvantages of Homework

- I don't like it
- Takes too long
- Boring
- Unfair
- Reasons





# Visual design - Layout and Composition

## Putting it all together

You might say layout and composition are the **unsung heroes** of design. It's easy to overlook their role, but they're part of everything you do.

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

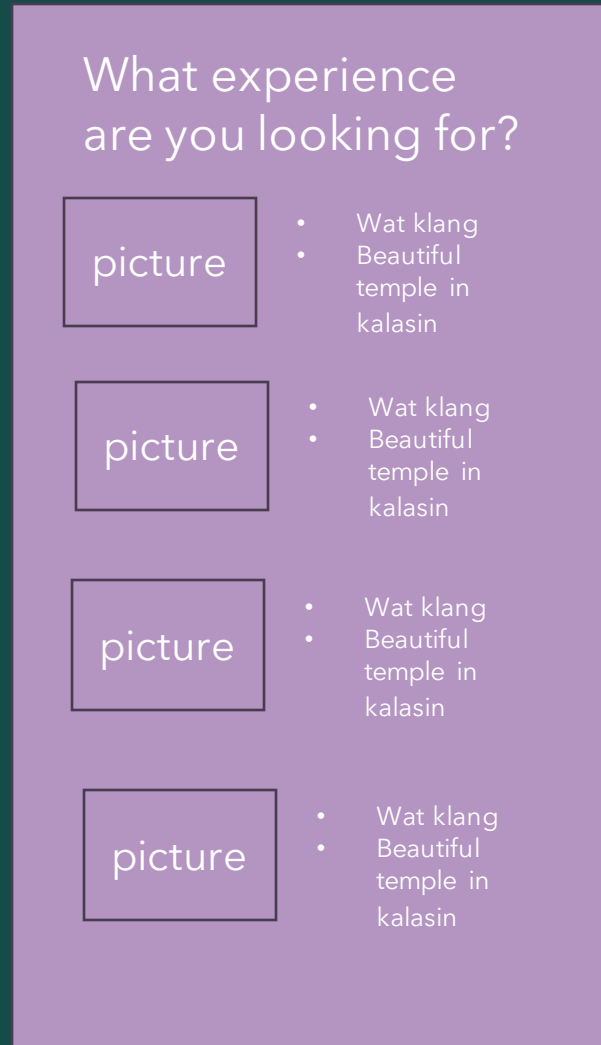
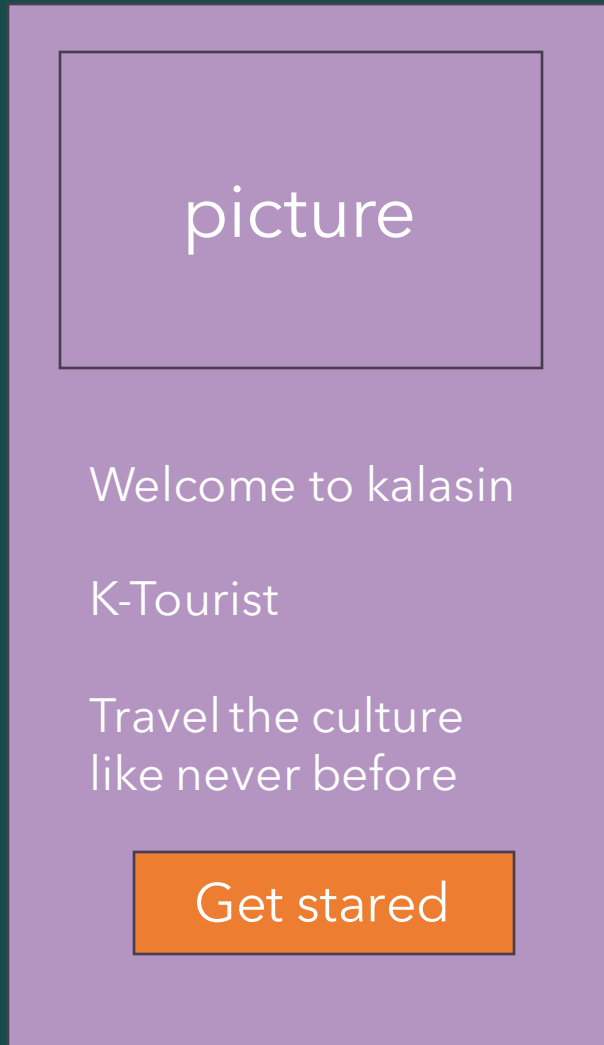


# Visual design - **ref**

<https://edu.gcfcglobal.org/en/beginning-graphic-design/typography/1/>

- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

# Tutorials



Color palette  
<https://coolors.co/>

Free pics  
<https://unsplash.com/>