

PRINCIPLES *of* DESIGN

C *ontrast*

Add contrast through typeface choices, line thickness, colors, shapes, sizes, or space.



A *lign* *ment*

Alignment is a way to unify and organize the page. Find something else on the page to align with,

R *epetition* *epetition* *epetition*

The purpose is to unify and add visual interest. It will tie together separate parts.

P *roximity*

When several items are in close proximity to each other, they become one visual unit.

By Shannon Williams

Source: *The Non-Designer's Design Book*