

PRINCIPLES OF DESIGN

The principles are guidelines used evaluate designs. Their success or failure is determined by how a designer has applied the elements of design. The principles of design are interconnected.

Balance

Objects, colors, texture and space in a design are considered to have visual weight. Their arrangement should balance so the viewer does not feel the design is disproportionately heavy in some areas and light in others. A lack of balance can stop someone's eye from moving through your design. Balance can be achieved through the use of symmetry, where elements on one side are similar to those on the other or by carefully juxtaposing elements of different weight in an asymmetrical design

Proportion

Proportion is the relationship to one element to another. When different elements are in proportion, your web pages gain a sense of unity and balance.

Emphasis

What part of the design catches the viewer's eye? Often as designers, we want to create a focal point in a certain area or areas, and we do this by changing size, color, texture, shape or placement to create a contrast and make something stand out. Emphasis can help guide the viewer through your website.

Rhythm

Rhythm is the sense of organized movement within a design. It often grows from thoughtful repetition, but variety is also important, especially in terms of keeping things interesting. There are many types of rhythm including regular rhythm, where similar elements are repeated at similar intervals, alternating rhythm, where you juxtapose different motifs, and progressive rhythm where a repeating motif changes a little each time it appears.

Movement

Movement is the path the viewer's eye takes through your design. As a designer, you often use areas of emphasis in combination with line, shape and color to help move your user logically through your site.

Unity

Unity is the feeling of harmony between parts of your web page and, indeed your website. Unity can be encouraged by repetition and the continuation of similar elements throughout the design.

Variety

Although you want your site to feel unified, it is also important to include different elements in different ways to hold the viewer's attention and guide movement.