

## Design Fundamentals

## **EXAMPLES DESCRIPTION Balance** Composition, alignment and visual weight of type, images, graphics and space in order to create a stable and harmonious layout. Typically balance is SYMMETRICAL **ASYMMETRICAL** symmetrical or asymmetrical. **Contrast** Placing elements in opposition **SMALL** Readable <a></a> to each other in a pleasing way Readable < that engages and interests users. Contrast also applies to text that able X is clear and readable so it adheres to accessibility standards. **Proportion** Relationship between items Headline using size, scale and placement. May imply levels of importance Subhead or hierarchy, like headlines and Body text goes here to subheads, as well as direct user's demonstrate hierarchy attention through the page. Space Area between elements provides the page with breathing room. Adds clarity by reducing clutter. Speak Softly May be "white" space or negative space, but may also be margins and even line spacing of text. **Proximity** Positioning design elements to **Model A** Model B show relationships between Option 1 Option 1 them. When items are located Option 2 Option 2 well, it increases organization Option 3 and structure. Also can help SELECT SELECT users navigate through a page.



## **Design Fundamentals** (continued)

## **EXAMPLES** DESCRIPTION Color Attracts attention, improves organization of information and generally adds visual interest. Colors are often associated with certain emotions, attitudes, Last Chance to Buy! social conventions and actions. **Typography** Style and appearance of **Prominent Corporate** text for communicating written Headline words to users with clarity and Motivation meaning. Some typefaces are Body text that is clear. LUXURIOUS expressive and may convey legible and readable. meaning beyond the text. **Imagery** A visual element, such as a photo, illustration, rendering or diagram. Used to attract attention, add context or explain concepts in a creative and compelling form. Shape Items such as lines, textures and patterns that stand alone or combine to produce a visual effect. These elements may be used to create graphics, charts, icons, diagrams and illustrations. Grid An underlying framework (like **Headline of Story** columns and margins) providing Body text greek aimiv sint aute dollo rerummy fot quodi simin structure in a layout. Facilitates ease of reading, understanding vende evolupta sitinve litatateri labo emapisrio of content and best use of space. temeat ureressi sin vero podug nester valenci a rabin citique ex aturab incitique Can also guide user's eye. cormat produci aboris din seq