

# Principles of Design




Mr. Price

Professional Standards

# Where are we Goin'?



- Identify the elements of design.
- Identify the principles of design.
- Recall the differences between a design principle and element and their uses.
- Create a life-event flier.



“Right and wrong do not exist in graphic design. There is only effective and non-effective communication.”

--Peter Bilak

# Design Elements



- Line
- Color
- Value
- Texture
- Shape
- Space
- Form

# Design Principles



Designers arrange and combine these elements of a design according to the principles of design.

# Design Principles



1. Appropriateness
2. Balance
3. Focus & Flow
4. Consistency

# Design Principle 1: Appropriateness



- How well the elements match the purpose and audience.
- Choose fonts, graphics and layouts carefully so that they are “appropriate” for the purpose and audience.

# Design Principle 2: Balance

- “Weight” comparison of elements and how they work together
- Darker, thicker, larger elements=Heavier
- Mix of large & small elements=Good
- Rarely use symmetrical or perfectly balanced design=Hard to read.
- Don't get too busy
- Balance affects readability



# Design Principle 3: Focus & Flow



- Focus
  - Where the reader's eye goes first
- Flow
  - Path the reader's eye travels created by the page's elements
- Z pattern
- White space
  - Blank areas of a page

# Design Principle 4: Consistency

- Consistency is the “glue” of the design
- Repetition causes expectation and familiarity for the reader
- The longer the publication, the more important consistency is