

You've probably heard the term alignment before, possibly regarding your car or maybe even in word processing. Well, graphic design uses alignment as well. In fact, it is one of the key principles of graphic design. You see, just like visual art, graphic design

uses a variety of elements, basic components or properties, and the way those elements relate to one another are the principles of graphic design. Alignment is simply the way visual elements are arranged so that they line up in some way. Think about it as an

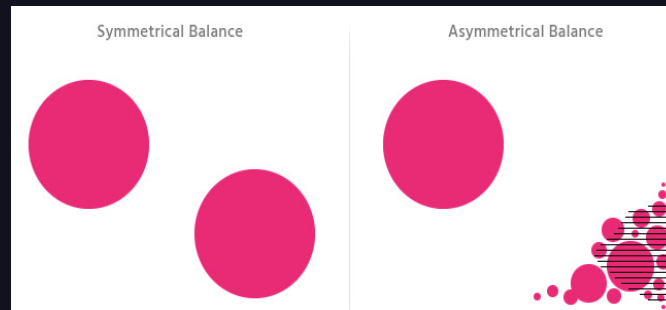
invisible line or a force field preventing your elements, whether they are images or words, from going out of bounds.



# ALIGNMENT

# B

# BALANCE



Balance is the visual weight distribution of objects, colors and space in your design. Keep in mind that it isn't necessary for a design to be symmetrical in order to be considered balanced, an asymmetrical design can also be balanced.

For example, with symmetrical balance you would have one element on one side and the same element on the other side. Instead, with asymmetrical balance you could have a large element on one side and several smaller elements on the other side.

The balance of the design is achieved entirely by the placement of the elements within that design.

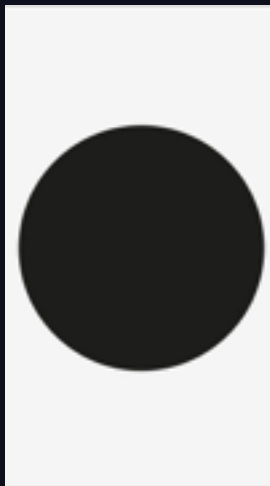
Contrast is the most effective way to create emphasis and impact with your design.

Contrast is created when two elements are total opposites. For example: big/small size, classic/contemporary fonts, thin/thick lines, cool/warm colours, dark/light, smooth/rough textures, horizontal/vertical, etc.

Contrast plays a crucial part in the organisation of information on a page. It gives the reader a guide on where to look first; What is the most important point? What stands out the most?

For contrast to work, it must be strong and obvious. Our eyes like contrast; don't make differences look like a mistake. To have impact, the differences must be obvious and extreme

# CONTRAST





# HIERARCHY

Think about it hierarchy is usually something we think about when describing ranking in a business, or organizations like politics and the Church.

It's a system in which people or things are arranged according to their importance. In design, hierarchy creates a visual organisation to a design and gives

the reader an idea of where to begin and finish reading. Each element that is part of the design can be given a ranking of priority.

Kerning refers to the space between individual characters and as most fonts come with a default kerning there is a limit to adjust this space. Kerning is important to ensure natural space between individual letters within words.

Even after applying kerning the change is expected to be very subtle and almost imperceptible. In most cases without looking intently on the typeface people cannot realize the change in the space between individual letters.

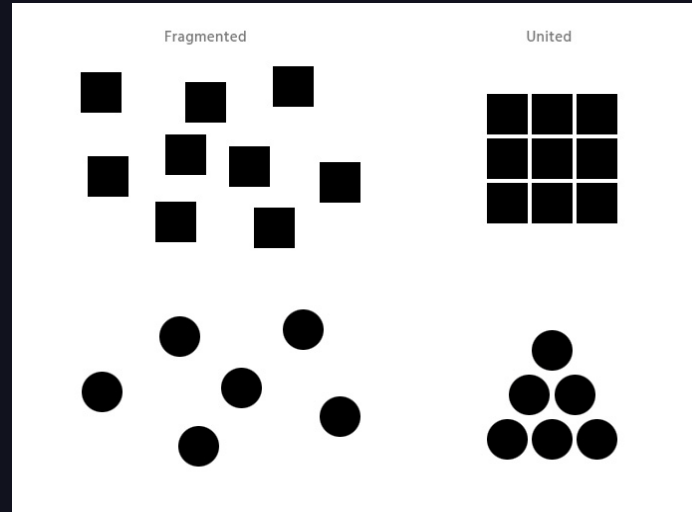
Often when you're working with type, you'll notice pairs of letters that appear too close together or too far apart. Most fonts have a set of rules that determine the spacing between specific characters.



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# PROXIMITY



Proximity is the relationship of how objects fit together in a composition. The main purpose of proximity is to group related elements together in order to organize your design.

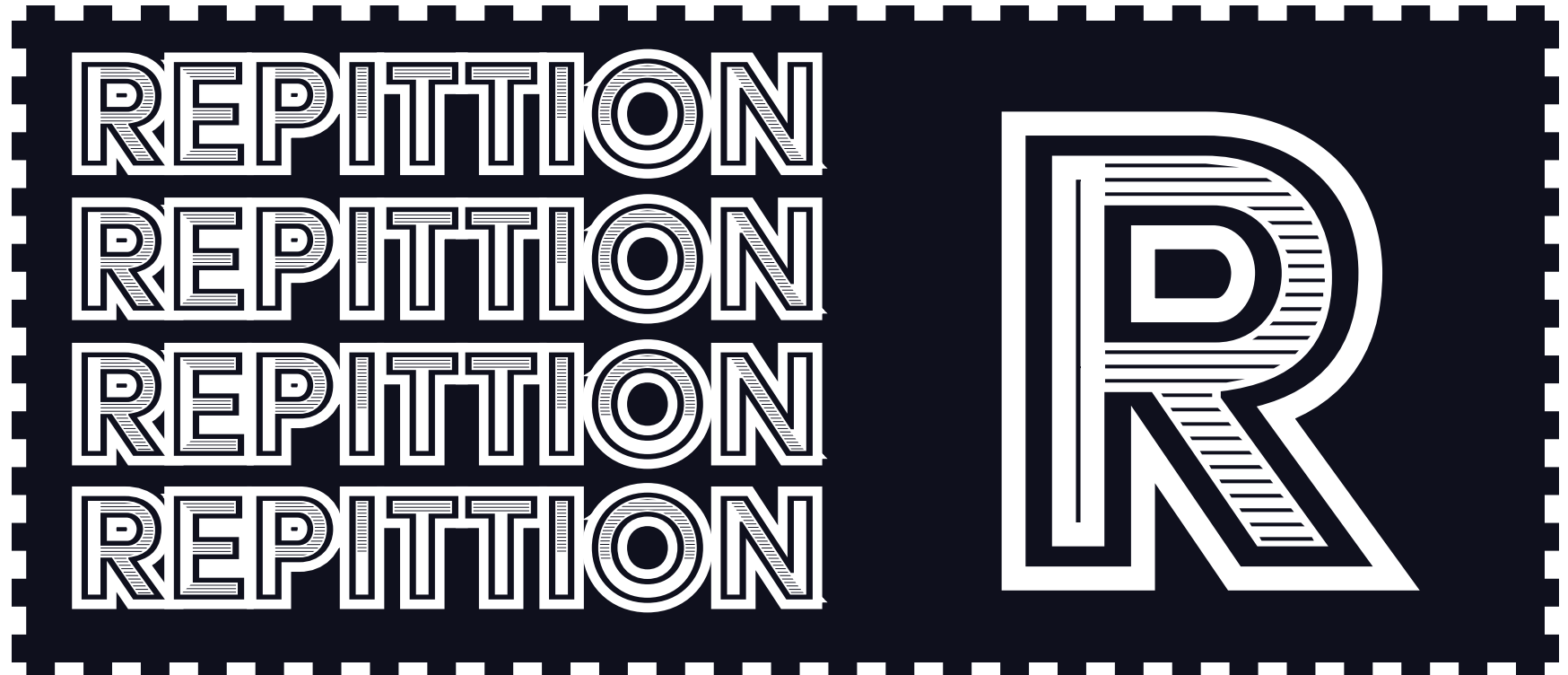
By placing two or more elements in close proximity to one another, you are grouping them together as one cohesive group, instead of scattered and unrelated objects.

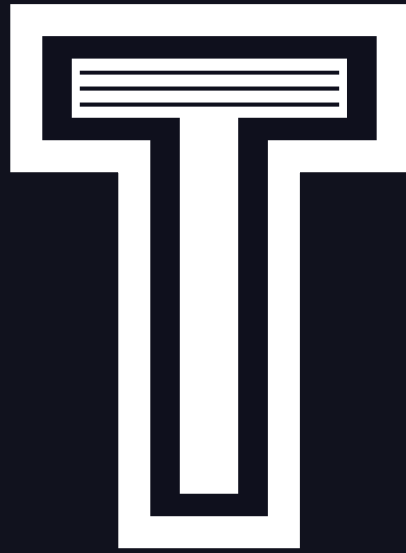
This also greatly helps in creating focal points for viewers. As shown in the illustration below, on the left, we see how individual objects that are scattered and have no relation to one another tend to create confusing and chaotic designs with no focal points.

Repetition is simply repeating a single element many times in a design. For example, you could draw a line horizontally

and then draw several others next to it. Repetition can be useful in web and app design.

For example, you'd expect the logo of a business to be repeated on every page and in the same place.





# T R A C K I N G

In typography, letter-spacing, also referred to as tracking by typographers, refers to an optically consistent degree of increase (or sometimes decrease) of space between letters to affect visual density in a line or block of text.

Letter-spacing should not be confused with kerning. Letter-spacing refers to a uniform adjustment to the spacing of a word or block of text affecting its density and texture.

Kerning is a spacing adjustment of one or more specific pairs of adjacent characters that, because of the relationship of their respective shapes, would appear to be badly spaced if left un-adjusted.