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is for Alignment

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is for Banlance

Balance is the distribution of the visual weight of objects, colors, texture, and space. If the design was a scale, these elements should be balanced to make a design feel stable.

In symmetrical balance, the elements used on one side of the design are similar to those on the other side; in asymmetrical balance, the sides are different but still look balanced.

In radial balance, the elements are arranged around a central point and may be similar.

H is for HIERARCHY

Hierarchy is the control of visual information in an arrangement or presentation to imply importance. Hierarchy influences the order in which the human eye perceives what it sees.

Hierarchy is typically created by contrast between visual elements in a composition. Typically visual elements with highest contrast are noticed first. Using hierarchy we can control how a viewer engages with information to ensure that information is navigated and digested in the way it is intended. For example: Where do we want the eye to look first, second, third and so on.

In design, hierarchy is used to:

Add structure
Create visual organisation
Create direction
Add emphasis
Help a viewer navigate and digest information easily

Negative space

Negative space is the space between, within and surrounding an object in an image.

The positive space is the focus of the image, the object itself, but the negative space is just as important.

It shares edges with the positive space, defining the outline of the object and creating proportion.

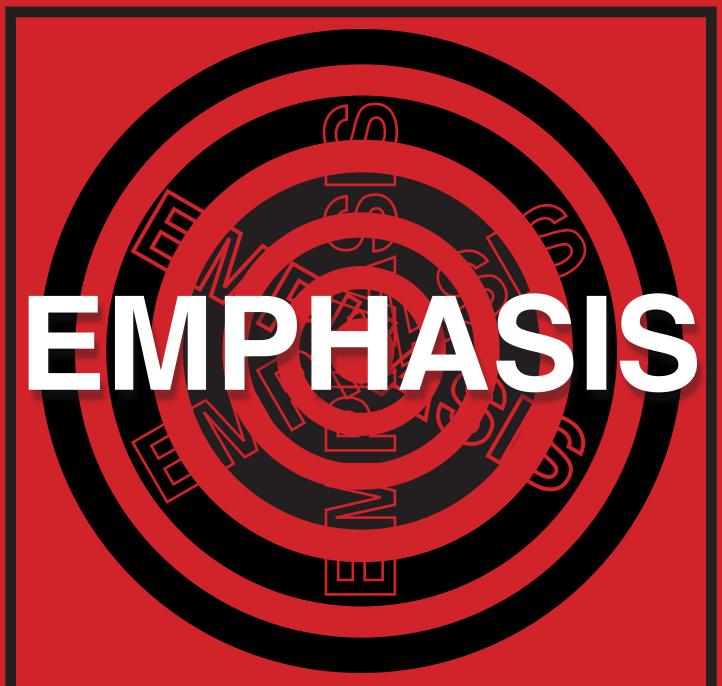# REPETITION
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The principle of repetition simply means the reusing of the same or similar elements throughout your design. Repetition of certain design elements in a design will bring a clear sense of unity, consistency, and cohesiveness. REPETITION is the use of similar or connected pictorial elements.

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Contrast is created when two or more opposing elements are present in a photograph. Light against dark, warm against cool.

But contrast includes physical elements too. The texture is another way to utilize the principle of contrast in photography. Including two or more textures in a photograph not only introduces tactility, it creates a sense of place.

A round water droplet resting on the fuzzy tendrils of a plant is an example of a textually contrasting subject matter.

EMPHASIS

Emphasis is the art of making a specific element stand out or draw attention to the eye.

Emphasis can be achieved in graphic design by placing elements on the page in positions where the eye is naturally drawn, and by using other principles such

as contrast, repetition, or movement. Bold and italic type provides emphasis for text. Graphic elements gain emphasis through size, visual weight, colour, complexity, uniqueness, placement on the page, and other features.

Below a repeated element has emphasis by changing the colour of one of the elements thereby creating emphasis through isolation.

P is for PROXMTIY

The principle of proximity is simply the process of ensuring related design elements are placed together.

Any unrelated items, should be spaced apart. Close proximity indicates that items are connected or have a relationship to each other and become one visual unit which helps to organise or give structure to a layout.