

THE 9 PRINCIPLES OF

DESIGN

Presented by- Vidushi Swami

1.

BALANCE

It ensures the feeling of equivalence across a canvas.

B A L A N C E

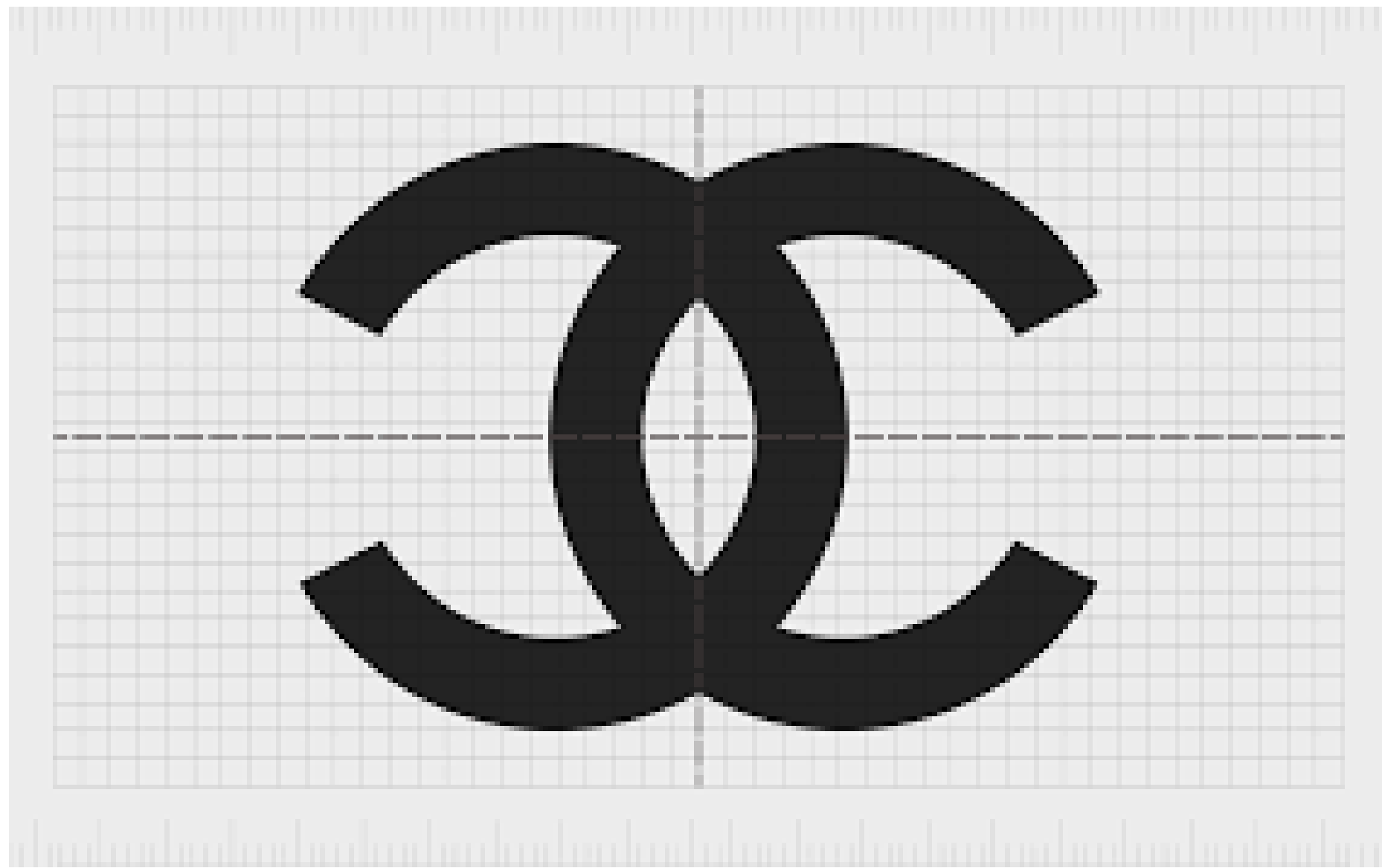
Balance is the well-planned distribution of the visual elements in a design. It determines the weight of objects, colors, texture and space to make a design look and feel balanced.



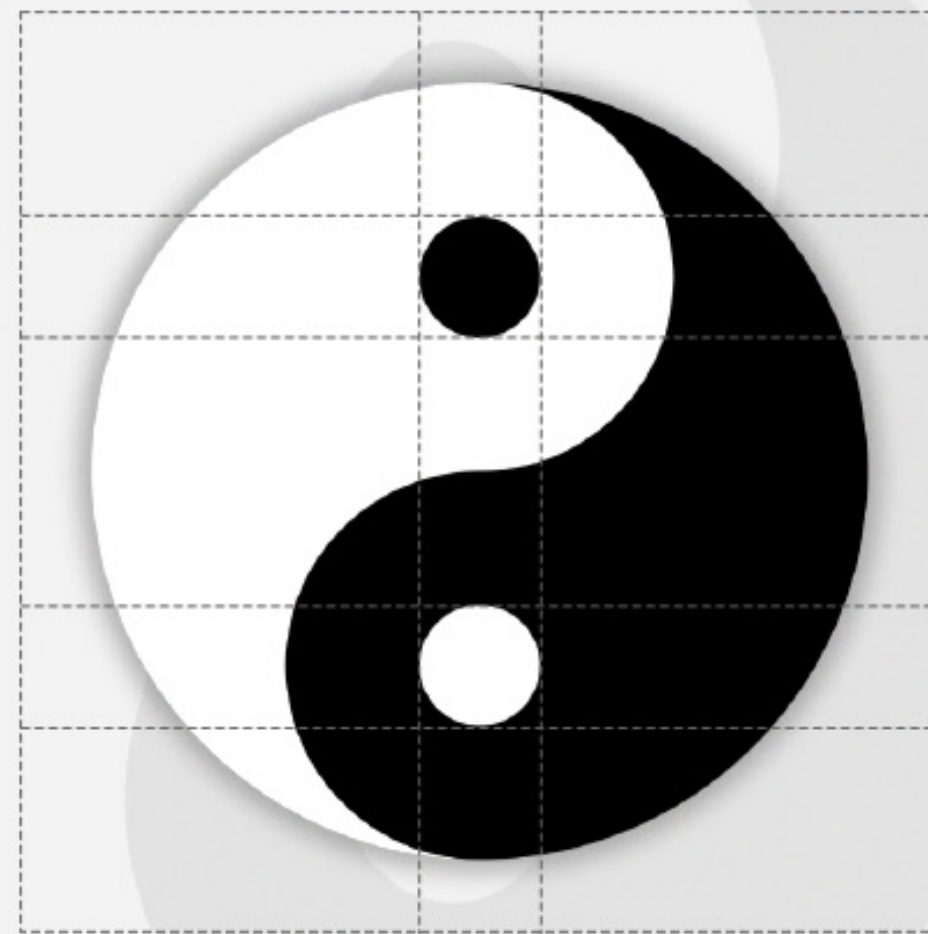
Balance



Lack of Balance



Balance
In Design



2.

EMPHASIS

It highlights and makes important parts stand out.

EMPHASIS

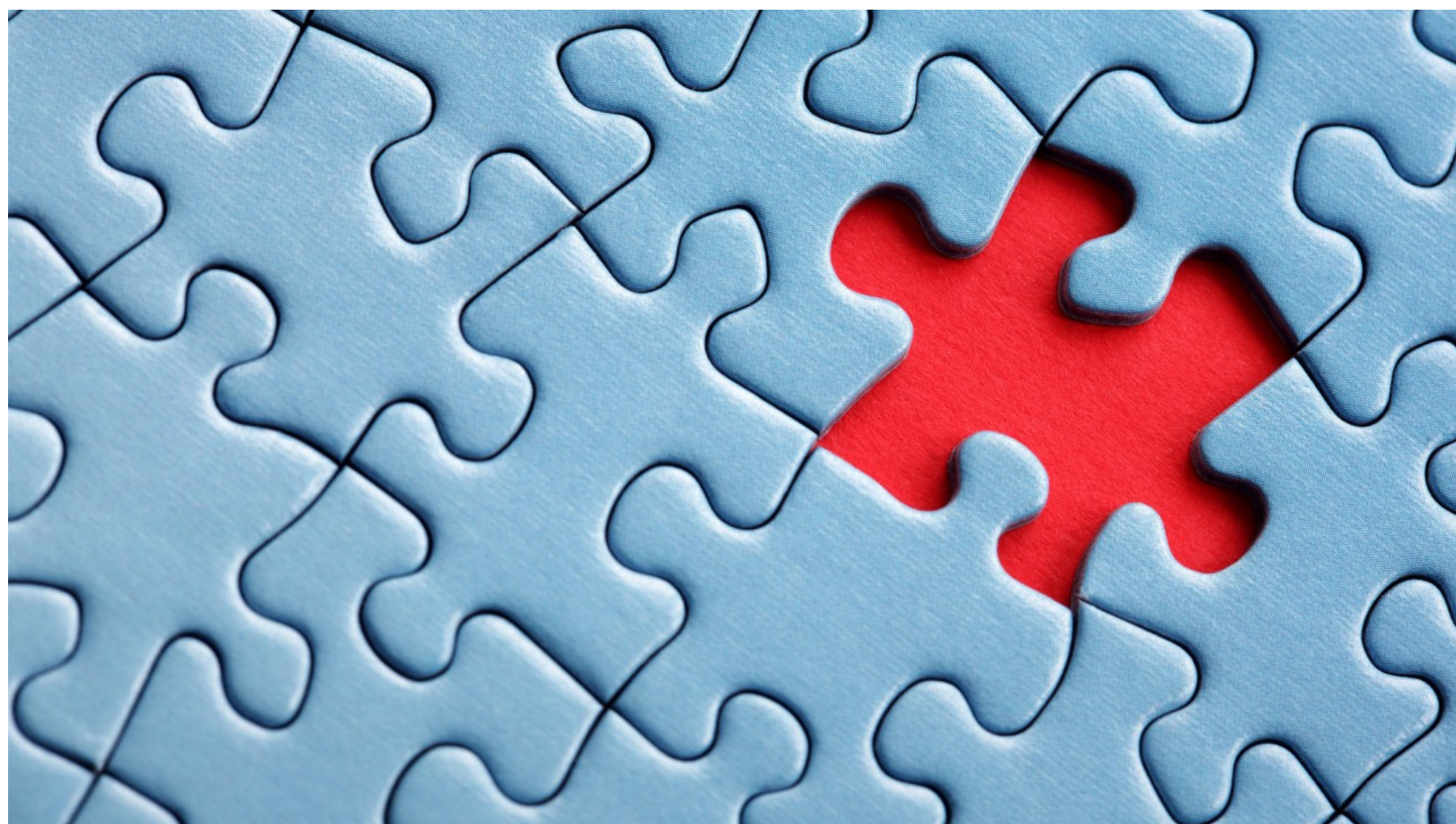
Emphasis highlights or makes a part stand out in a design. It instantly catches viewer's attention. Emphasis can be put through contrasting size, color, texture or shape etc.



Emphasis



Lack of Emphasis



3.

MOVEMENT

To lead the eye to the focus area in design.

MOVEMENT

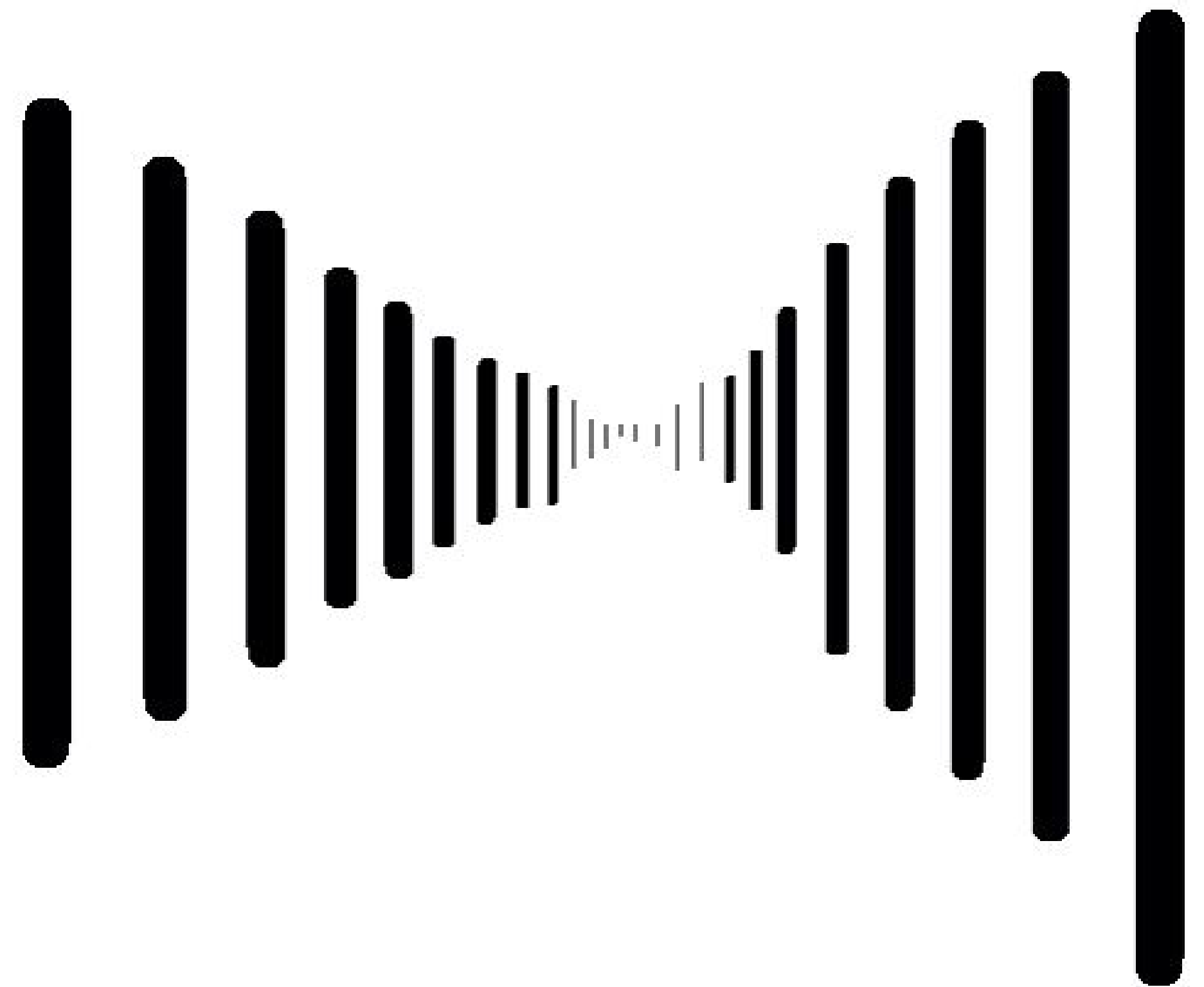
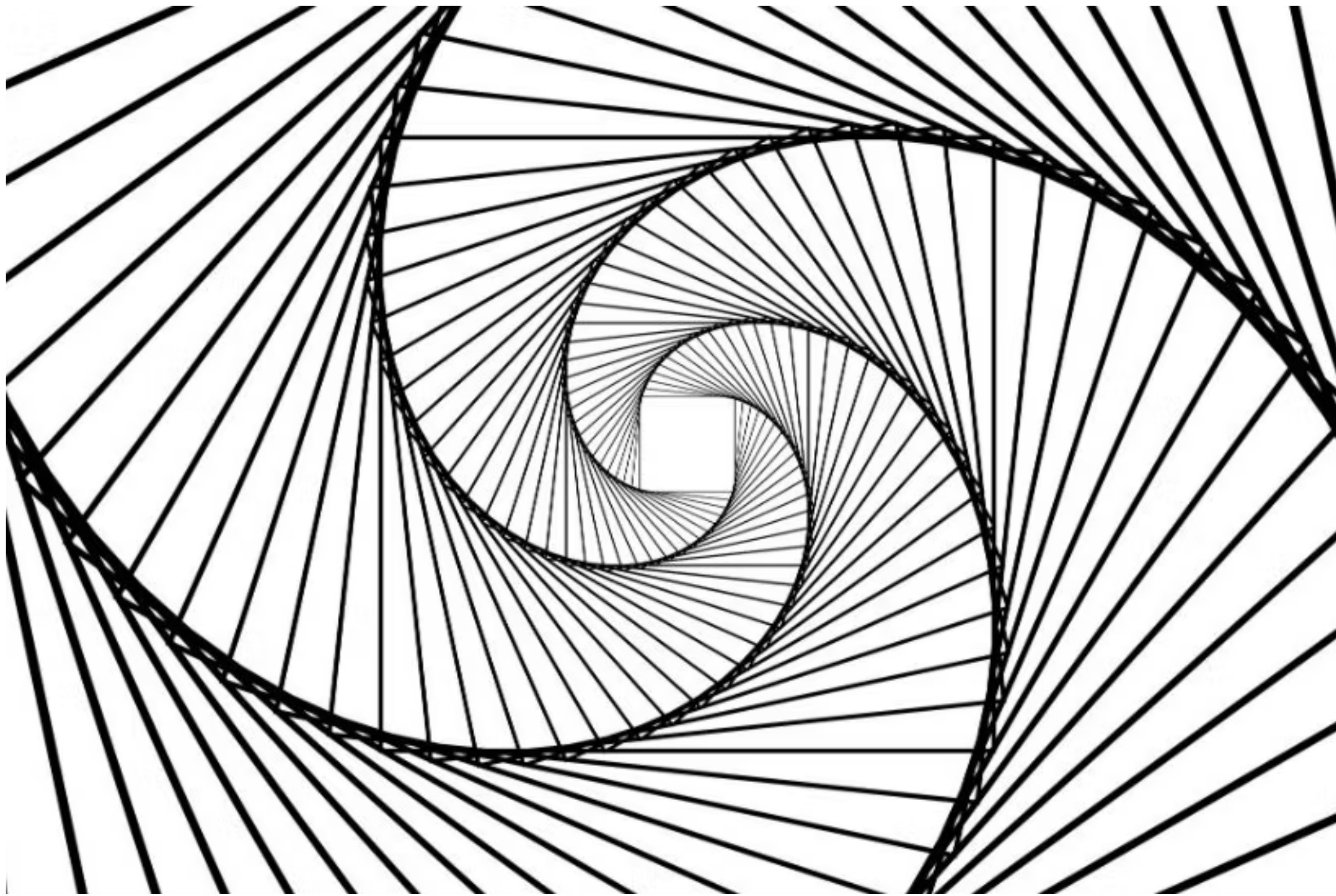
Movement or rhythm guides the eye. its is the intended path that viewer's follow through a design. Movement can be directed through lines, size, edges and color/gradient.



Movement



Lack of Movement



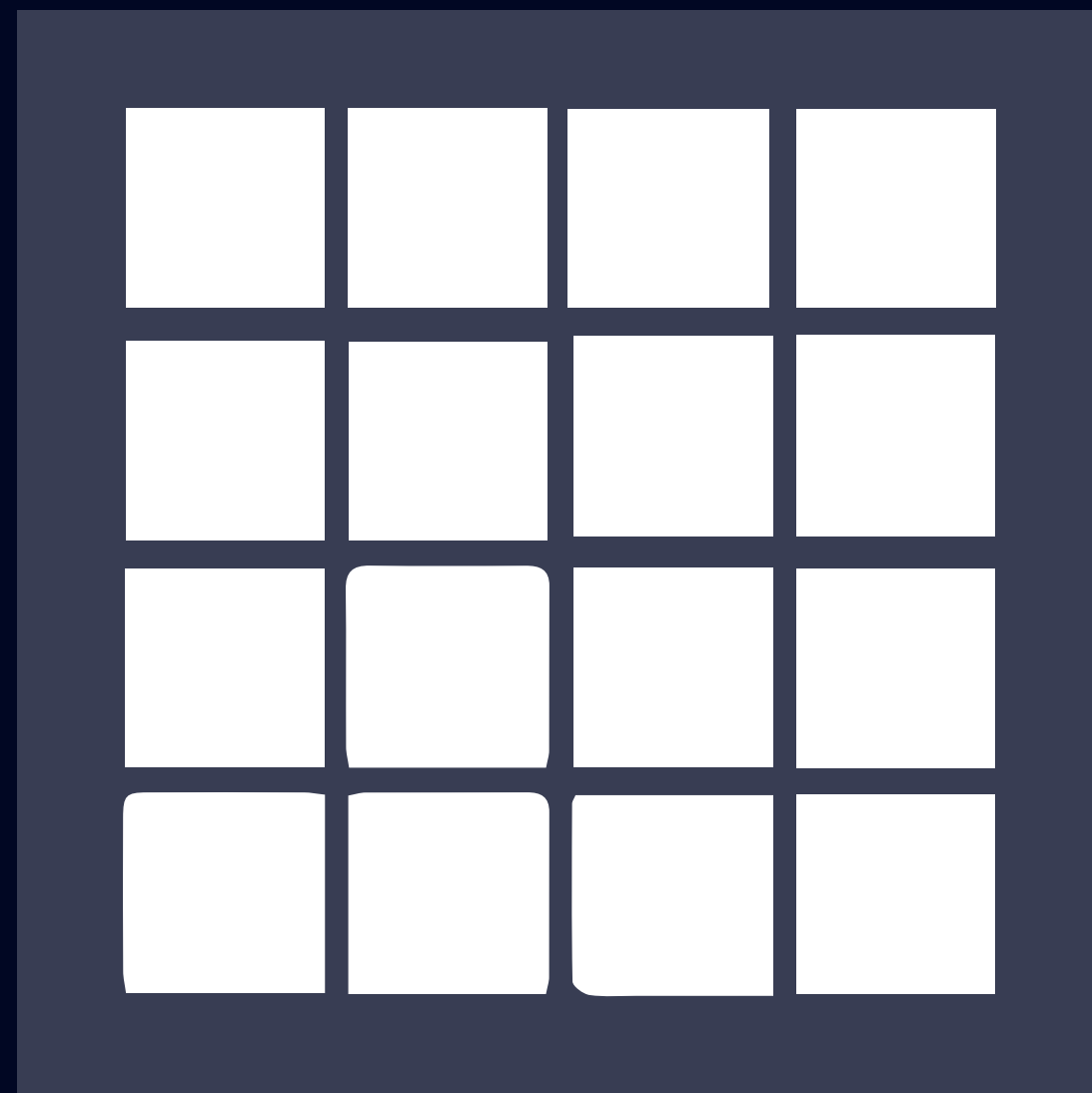
4.

PATTERN

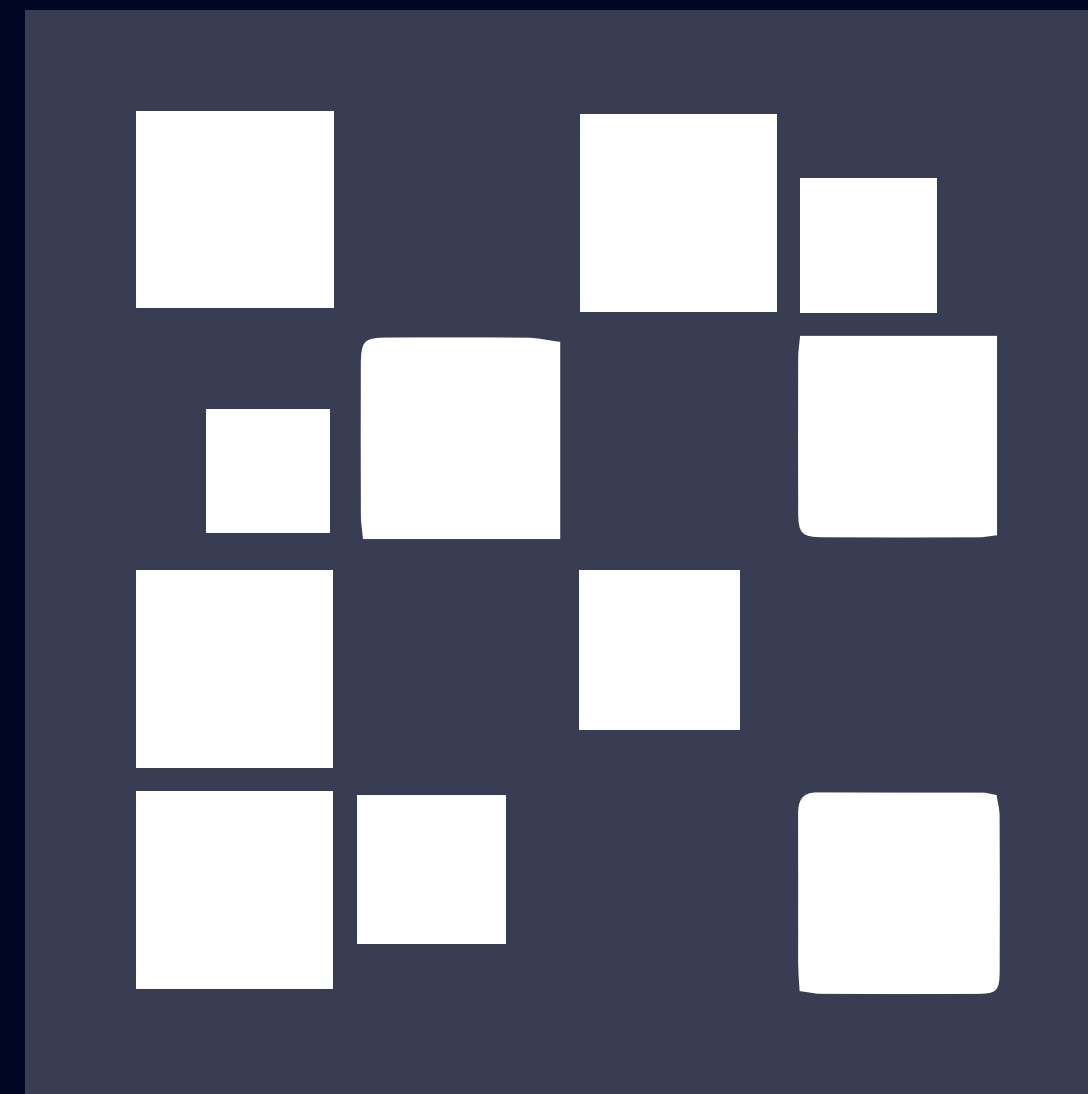
It builds similarity and organizes design for trouble-free viewing.

P A T T E R N

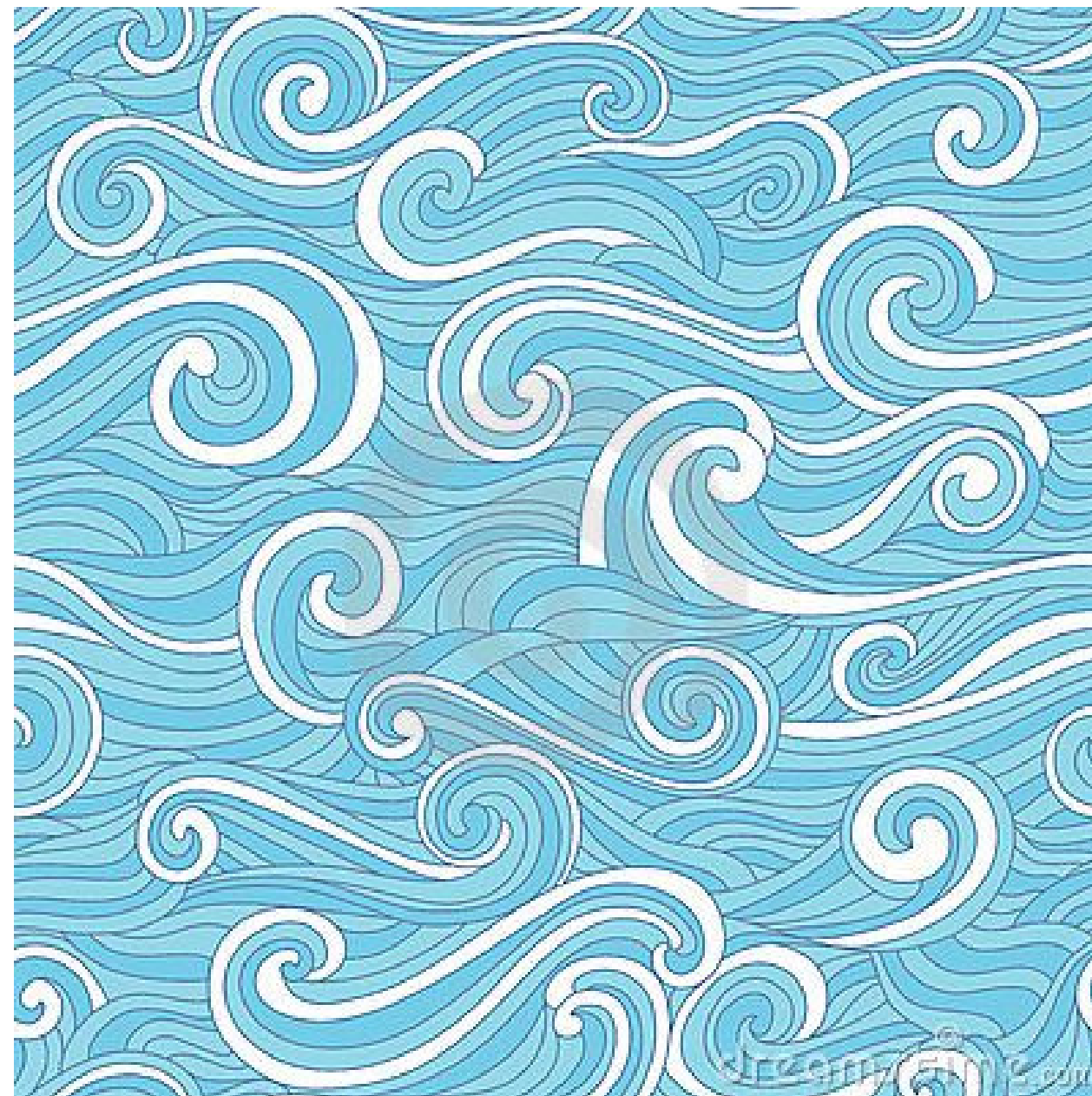
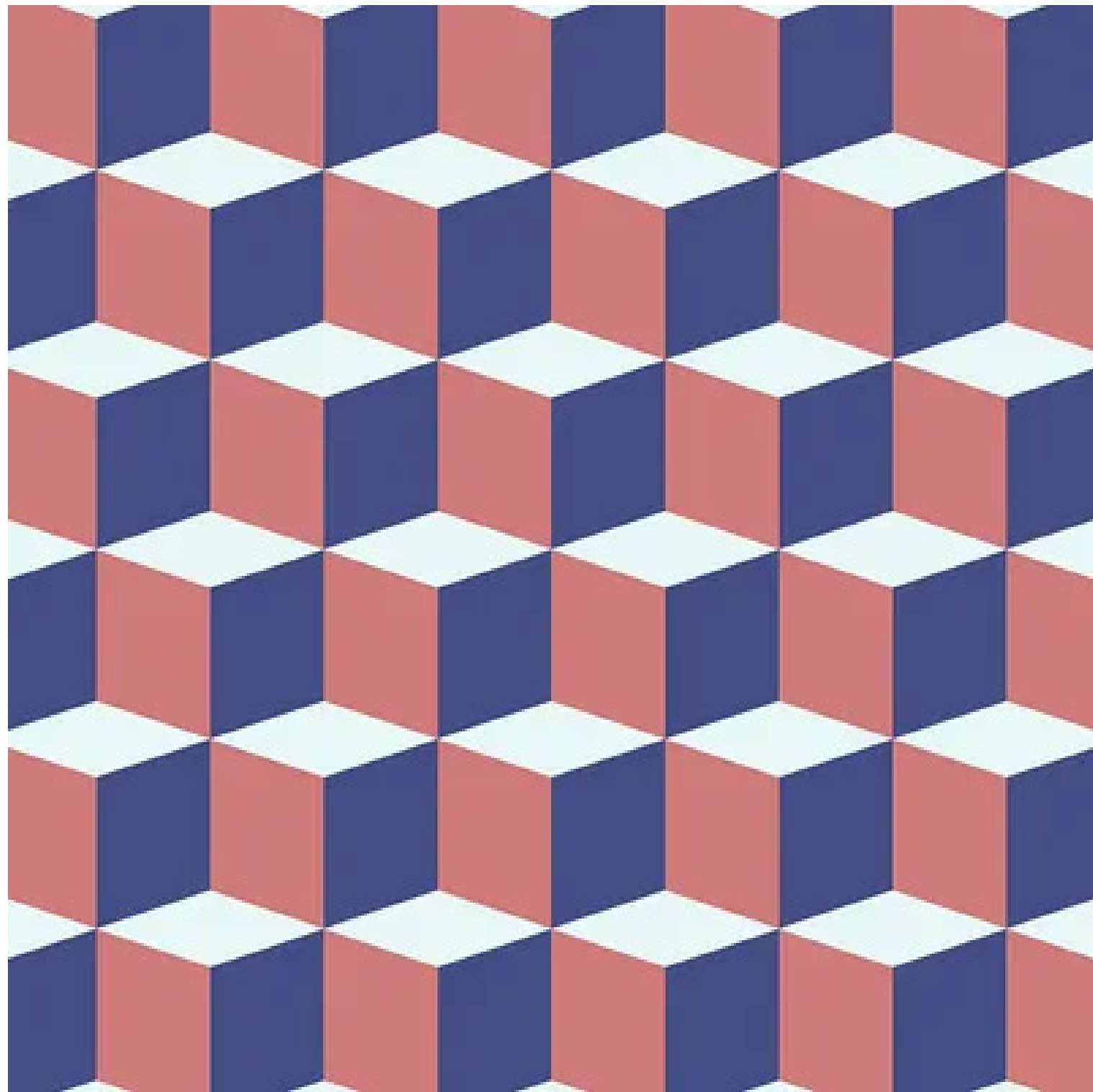
Pattern is the repetition or consistent appearance of the same element across the design. it can be a shape, icon, line or text, etc. Pattern creates a sense of familiarity.



Pattern



Lack of Pattern



5.

REPETITION

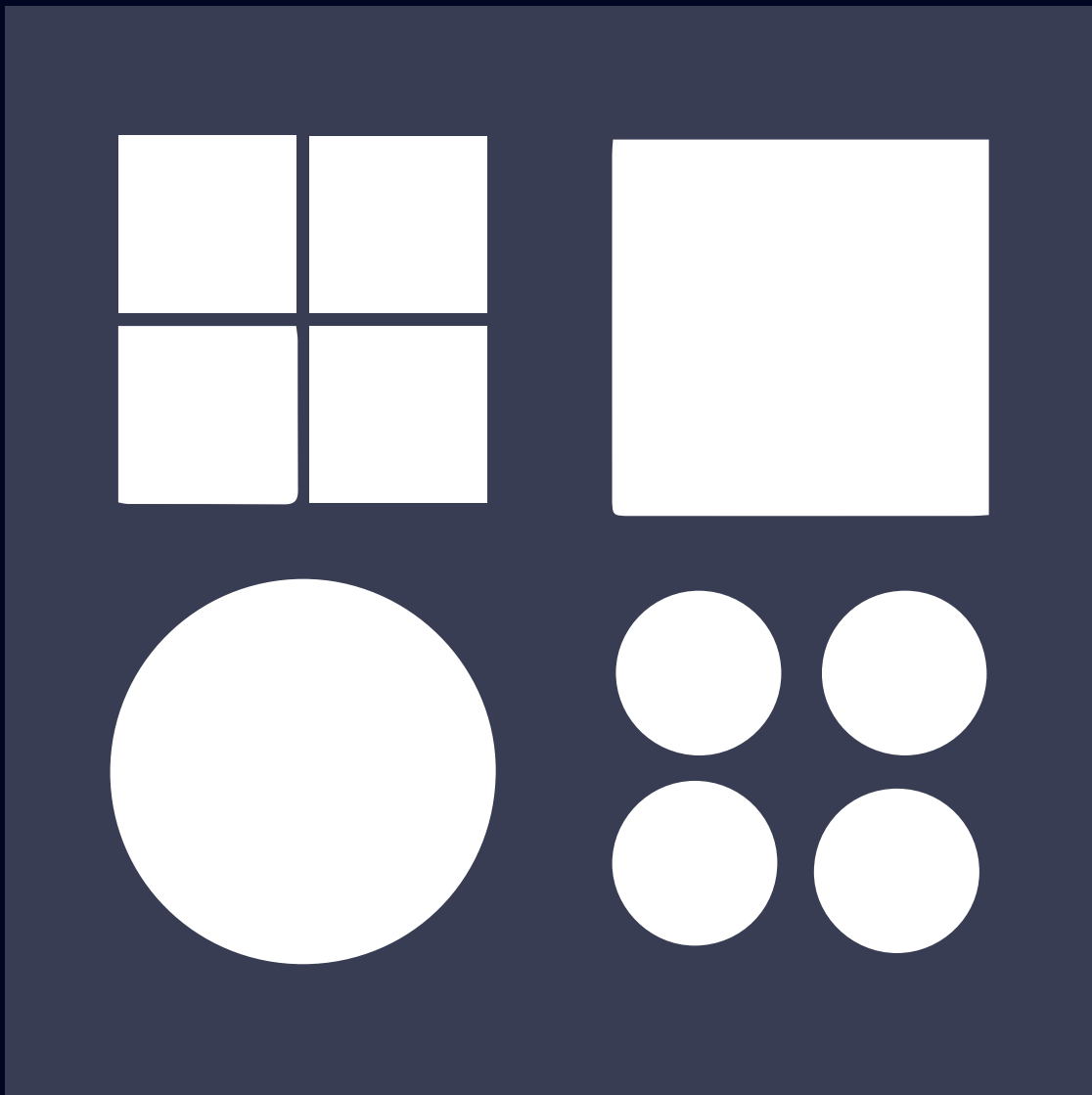
It brings consistency and flow to the design.

REPETITION

Repetition adds flow to the design. it works like pattern and creates unity, if used wisely, in design. Repetition leads the eye and creates coherent designs.



Repetition



Lack of Repetition



6.

PROPORTION

It involves scaling of various elements to create a coherent design.

PROPORTION

Proportion is scaling and organizing elements in a way that the overall design makes sense and looks eye pleasing. it can be achieved through proper placement of objects.



Balance



Lack of Balance



7.

HARM
ONYMO
WARM

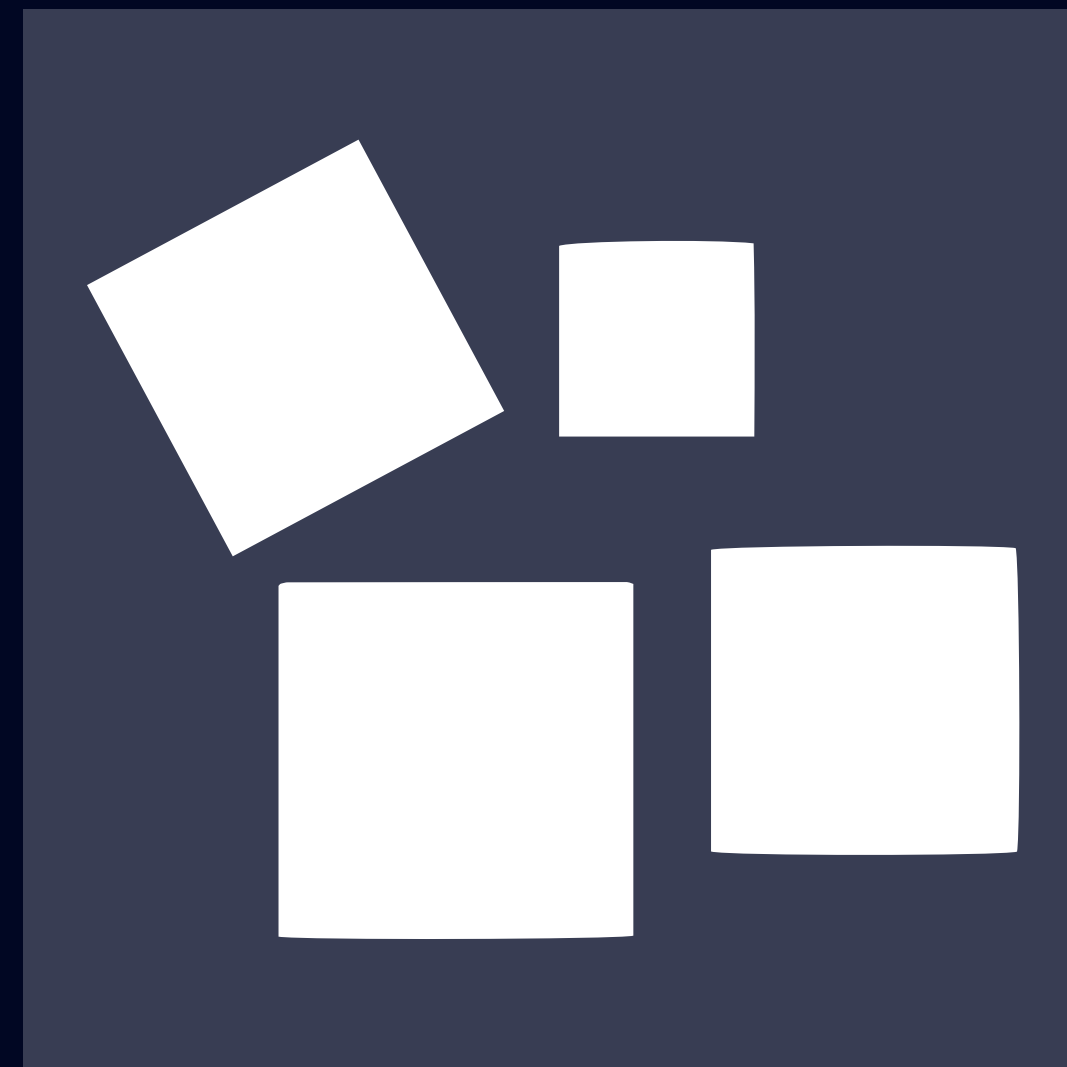
It utilizes familiar traits of design elements and puts them into focus.

HARMONY

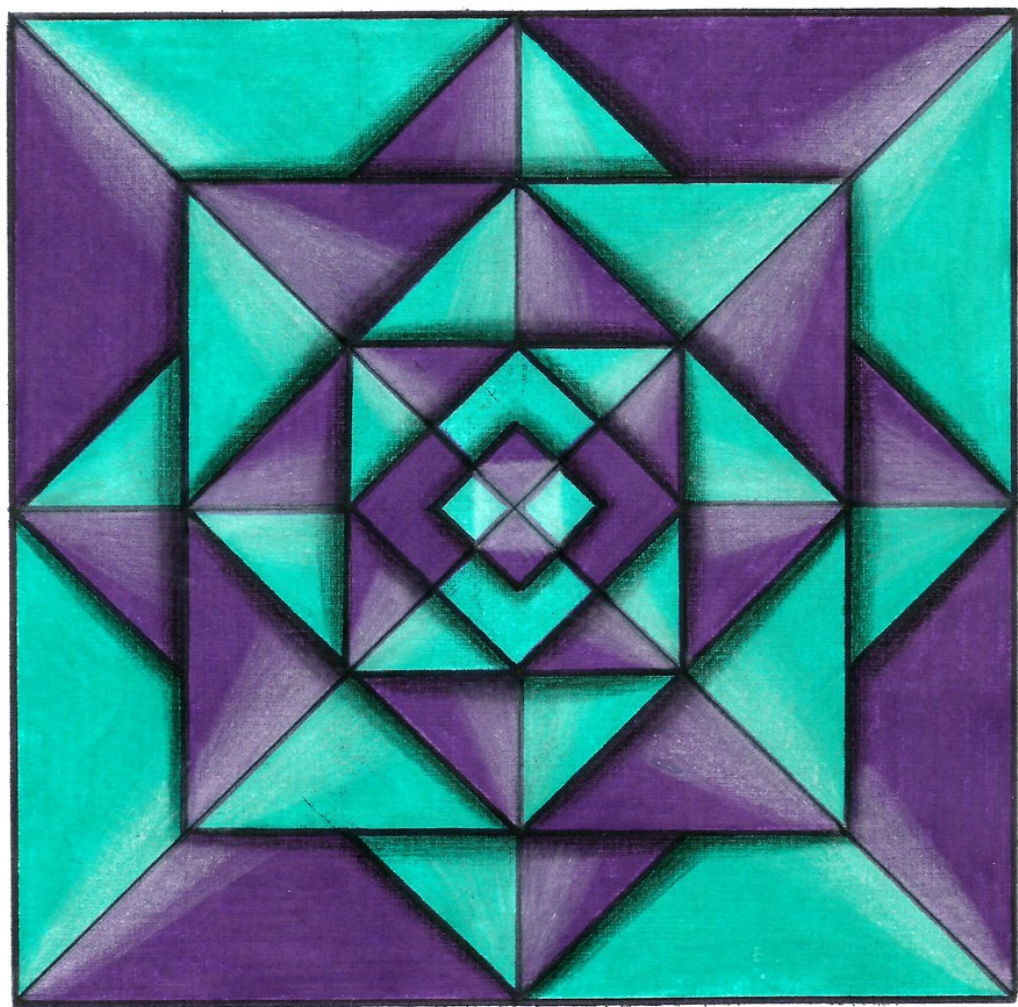
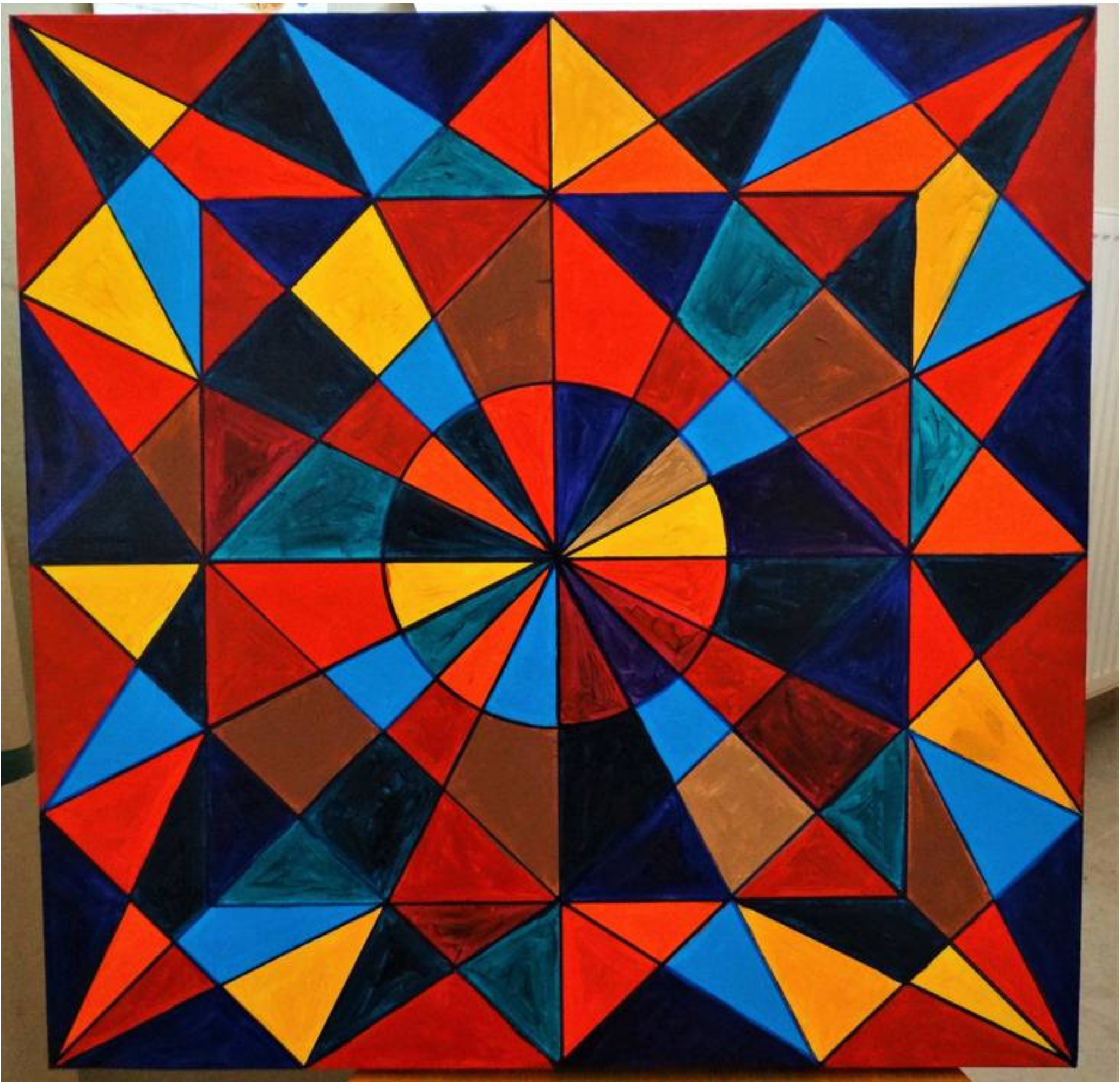
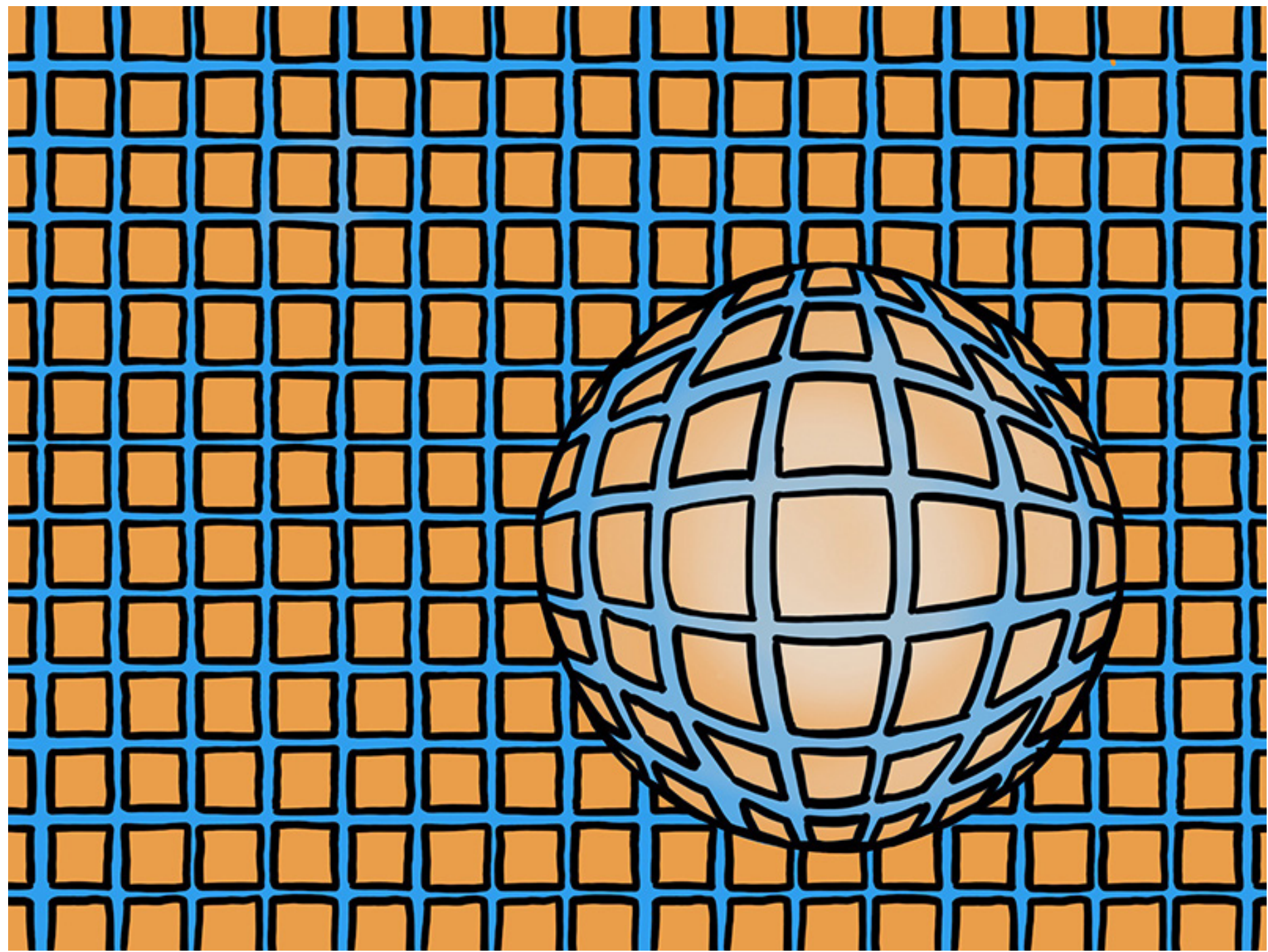
Harmony is the arrangement of different design elements to make them pleasing to view. it involves all design elements sharing a common and familiar trait to build a sense of coherence.



Harmony



Lack of Harmony



8.

CONTRAST

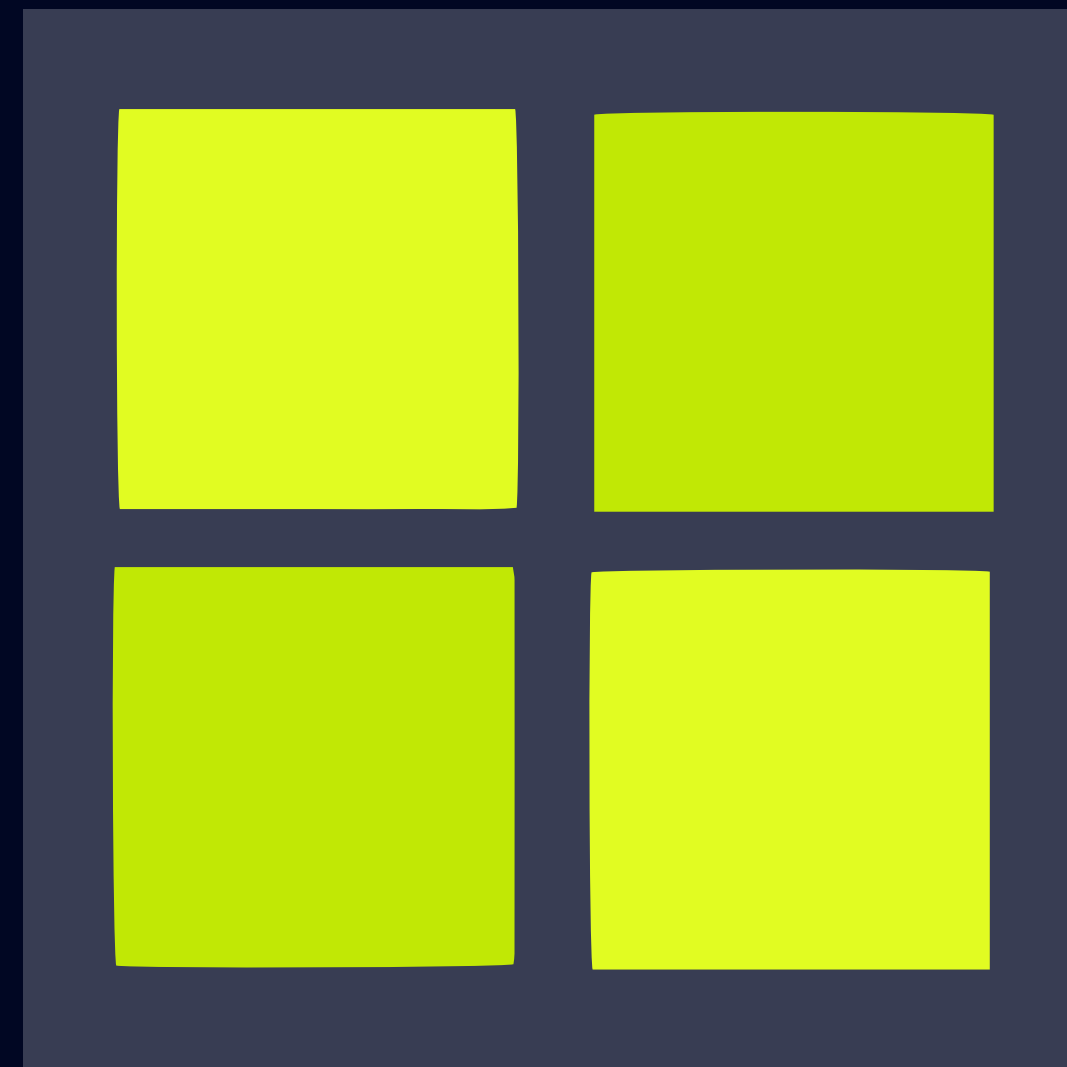
It highlights the difference and puts an emphasis to what is important.

CONTRAST

Contrast highlights the difference between elements in a design. it can be light vs. dark or smooth vs. rough to bring attention to the actual message. it just not applies to colour, contrast can work with any design element.



Contrast



Lack of Contrast



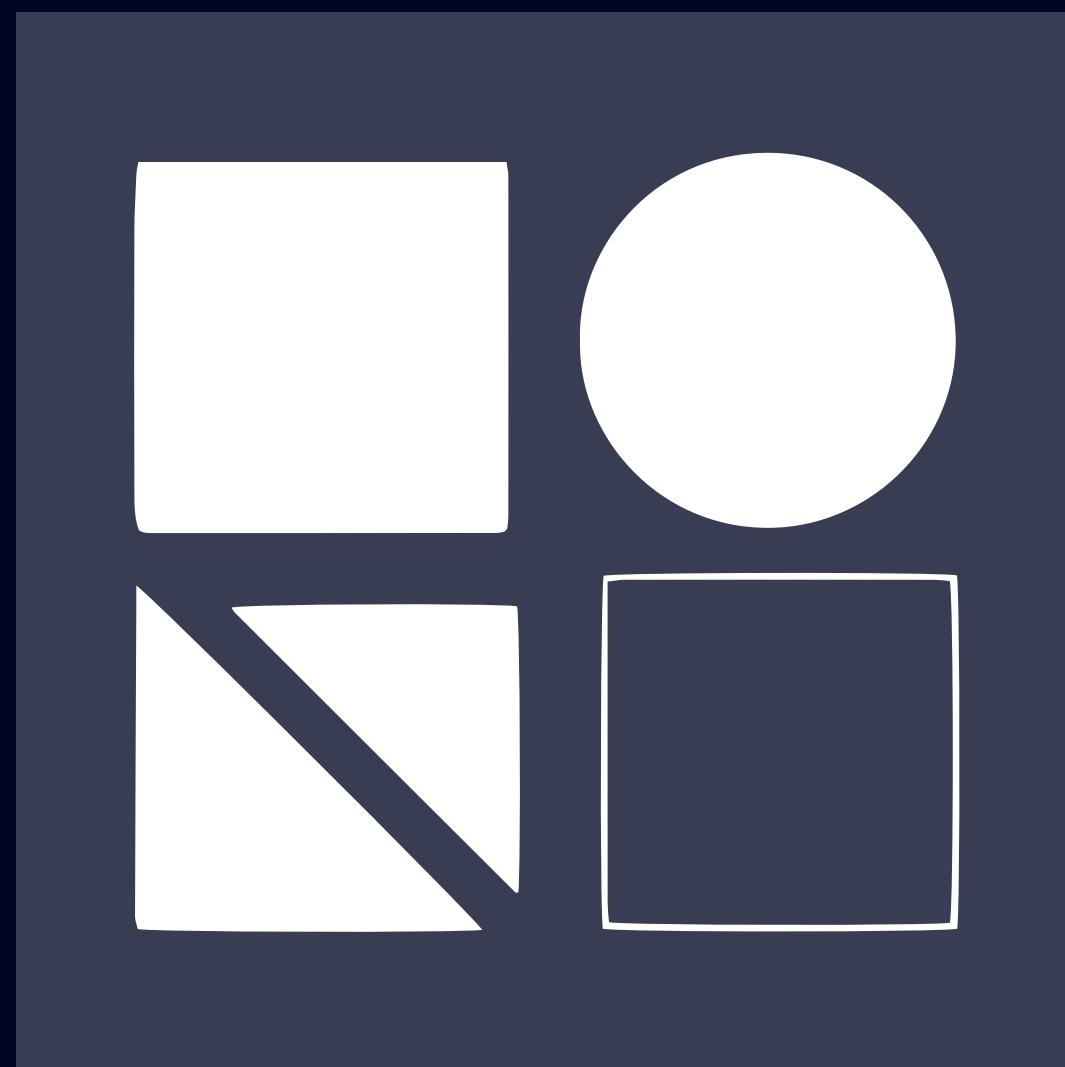
9.

VaRiety

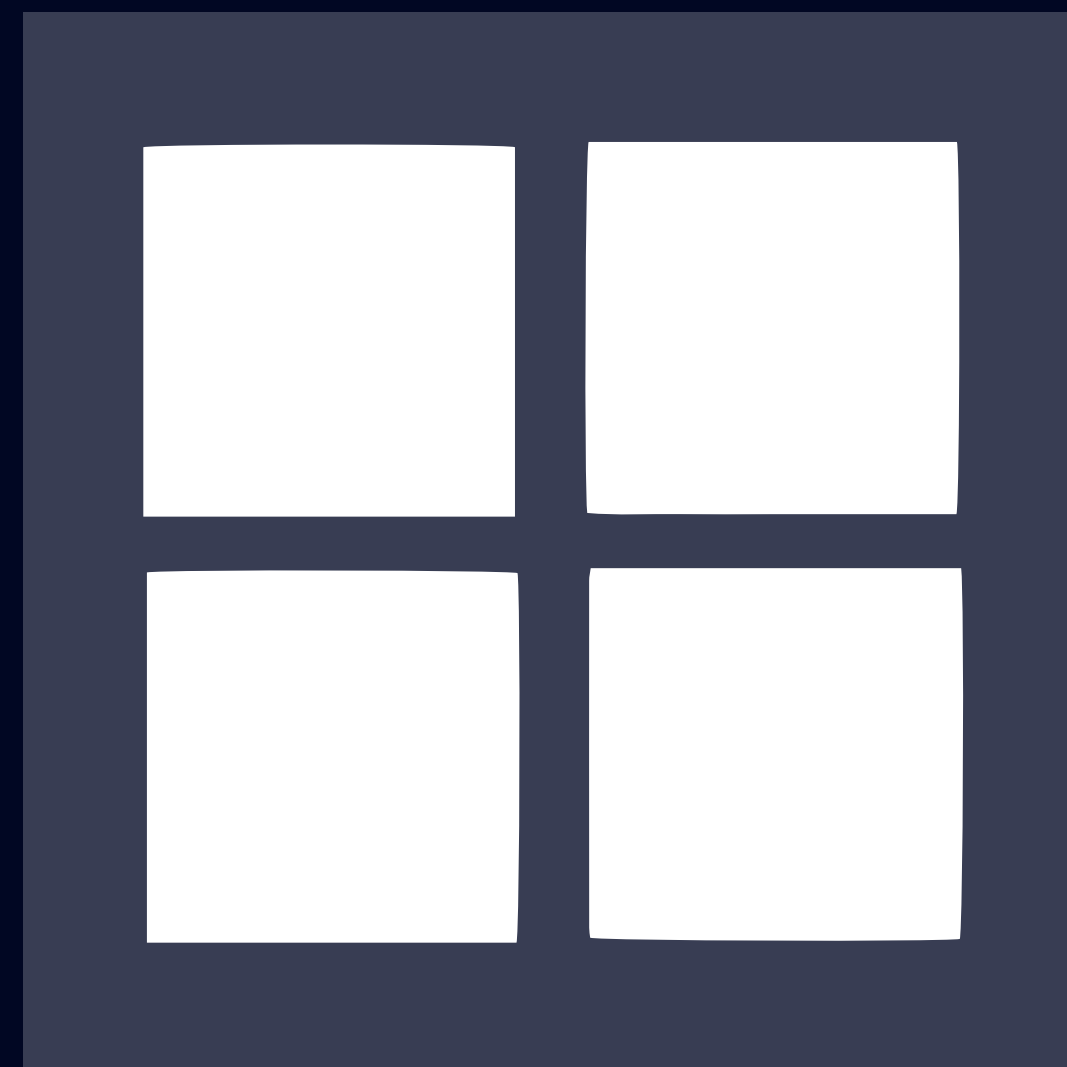
It adds flavour to the design, making it more interesting and engaging.

VARIETY

Variety is integrating multiple elements in a design to enhance interest and spark visual appeal. Variety brings flavour to design.



Variety



Lack of Variety



THANK YOU