

week::two

The Principles of Design

Balance

- An equal distribution of weight
 - Equalizing the weight on one side of a vertical axis with the weight on its opposite side.
- Types:
 - **Symmetrical**: Formal, uniform, strength, precision, static
 - **Asymmetrical**: Informal, playful, kinetic, flexible, tense
- Optical weight—A visual system of measure
- Optical weight tenets:
 - **Large** elements tend to weight more than **smaller** elements
 - **Dark** areas weight more than **lighter** ones
 - **Color** tends to have more graphic heft than **black and white**
 - **Brighter** hues weight more than **muted** colors
 - **Oddly configured elements** attract more attention and, hence, weight more than their **regularly-shaped counterparts**.

Rhythm

- A pattern created by repeating elements that are varied
- Repetition
 - Repeating similar elements in a consistent manner
 - Unifies
 - Increased readability and flow
- Variation
 - A change in the form, size or position of elements
 - Breaks up the monotony of repetition—prevents visual boredom
 - Draws interest
- Good design balances repetition and variation

Emphasis

- aka: Contrast; Hierarchy
- What stands out most gets noticed first
- Gives a single graphic element within a page or layout **visual significance**—a focal point.
- Size is often the “default” way to give emphasis.
- Other methods:
 - Color
 - Isolation (space)
 - Odd shapes/ragged edges/uneven borders
 - Juxtaposition

Unity

- All the elements look like they belong together
 - Readers need *visual cues* to tell them a piece is part of a unit.
- Methods:
 - **Grouping** (proximity)
 - **Repetition** (similar objects)
 - **Grid** (establishes framework for spacing and proportions)
- Gestalt Theory
 - We perceive the *whole* first, then the *parts* second.
 - In German: The way things come together
 - “The whole is greater than the sum of the parts”