Principles of Design for Web Page Design

Principles of Design

* Balance - the weight distributed in the design by the placement of elements - It provides stability and structure to a design.
  + A large shape close to the center can be balanced by a small shape close to the edge.
  + Large light shape balances with small dark shape
  + Darker shapes appear heavier.
* Rhythm - feeling of organized movement
* Proximity - creates relationship between elements. It provides a focal point. They should be visually connected in some way.
* Alignment - create order and organization. Aligning elements allows them to create a visual connection with each other.
* Repetition - strengthens a design by tying together individual elements. It helps create association and consistency. **Repeat some aspect of the design.**
* Contrast - opposing elements (opposite colors on color wheel, value light/dark, or direction). Contrast allows us to emphasize or highlight key elements in your design. Strong differences draw the eyes to a focal point.
* Space - distance or area between, around, above, below, or within elements

9 Essential Principles for Good Web Design

1. Precedence - guiding the eye using position, color, contrast, size, and design elements
2. Spacing -make thing clearer by using line spacing (When you lay text out, the space between lines directly affects how readable it appears), padding (space between elements and text), and white space (empty space on a page used to give balance, proportion and contrast to a page.
3. Navigation - where you can go and where you are now
4. Design - layout
5. Typography -the style, arrangement, and appearance of text (font choice, font size, spacing, line length, font color, paragraph)
6. Usability - ease of use
7. Alignment - visual connection
8. Clarity - sharpness
9. Consistency - use a theme to make everything fit together

Assignment:

1. Define the terms

2. Answer the following questions:

a. How are you going to establish balance?

b. How is emphasis established?

c. How will you establish movement?

d. What type of pattern will you create?

e. How will you establish rhythm?

f. how will you establish contrast?

g. How will you create unity?

3. Evaluate the following designs:

|  |  |
| --- | --- |
| Title  XXXXXXXXXXXXXXXXXXXXXX  XXXXXXXXXXXXXXXXXXXXXX | XXXXX  XXXXXXXX  XXXXXXXXX  XXXXXX |