The Principles of Design for web

I. Balance

> Balancing a composition involves arranging both positive elements and negative space in such a way that no one area of the design overpowers other areas. Everything works together and fits together in a seamless whole. The individual parts contribute to their sum but don't try to become the sum.

> An unbalanced composition can lead to tension. When a design is unbalanced, the individual elements dominate the whole and the composition becomes less than the sum of its parts. In some projects, unbalanced might be right for the message you're trying to communicate, but generally you want balanced compositions.

II. Emphasis

> In a design emphasis is how an eye drawn to in a design. As a designer one should determine the page hierarchy and then the emphasis should be applied to the elements.

> Your dominant element is the starting point for the story you're telling. It's the entry point into your design. It should attract visitors to the first place you want them to look.

> This is how you start a conversation with visitors. The dominant element is noticed first and sets the context for what's seen next. It's at the top of the hierarchy. It should emphasize your most important information, because it might be the only thing anyone will see. Whatever message you want people to take away should be clearly communicated in or near your dominant element.

> Without an entry point, viewers will have to work harder to find their way into your design. They'll have to pause and think where to look first and think about what's truly important on the page. A lack of entry point will increase the cognitive load on visitors. Don't make them think. Provide an entry point into your design.

III. Rhythm

> Rhythm can help control the pace of flow in a composition; it's patterned movement. Rhythmic patterns are built from elements and the intervals between them, and just as your ear will follow along with the rhythm of a song, your eye will follow rhythm created visually.

> A pattern and a rhythm will exist as soon as you add multiple elements to the page. Two of anything implies a structure. It's going to be there no matter what you do so, again, you should learn to control it.
> Repetition creates flow and rhythm through the repeated elements. When the eye sees a red circle it notices other red circles in the composition and seeks to establish a pattern. In addition to repetition you can use alternation and gradation to create rhythm.

> - **Repetition:** creates patterns through predictability.
> - **Alternation:** creates patterns through contrasting pairs.
> - **Gradation:** creates patterns through a progression of regular steps.

> There are three primary types of rhythm:
> - **Regular rhythm:** occurs when the intervals between elements are predictable, or the elements themselves are similar in size and length. Placing repeating elements at regular intervals would be an example.
> - **Progressive rhythm:** occurs when the sequence of forms or shapes is shown through progressive steps. Some characteristics of elements might have stepped changes, or the interval might have stepped changes. This gradual increase or decrease in sequence creates movement. A color gradient is a good example.
> - **Flowing rhythm:** occurs when the elements or intervals are organic. This creates natural patterns that evoke a feeling of organic movement. Stripes on a tiger or zebra are good examples.

IV. Unity

Unity. It's a very important concept in design and one that is actually pretty easy to achieve. Unity is simply that,

the

unification of objects within a composition. Unity is the measure of how objects or elements fit together — or don't

for that

matter. Its really just a matter of linking elements together to create harmony. This harmony in elements can be accomplished through:

a. **The physical proximity of elements**Creating unity with proximity is easy because elements grouping elements together tells the viewer that all these elements belong together in the same "box".
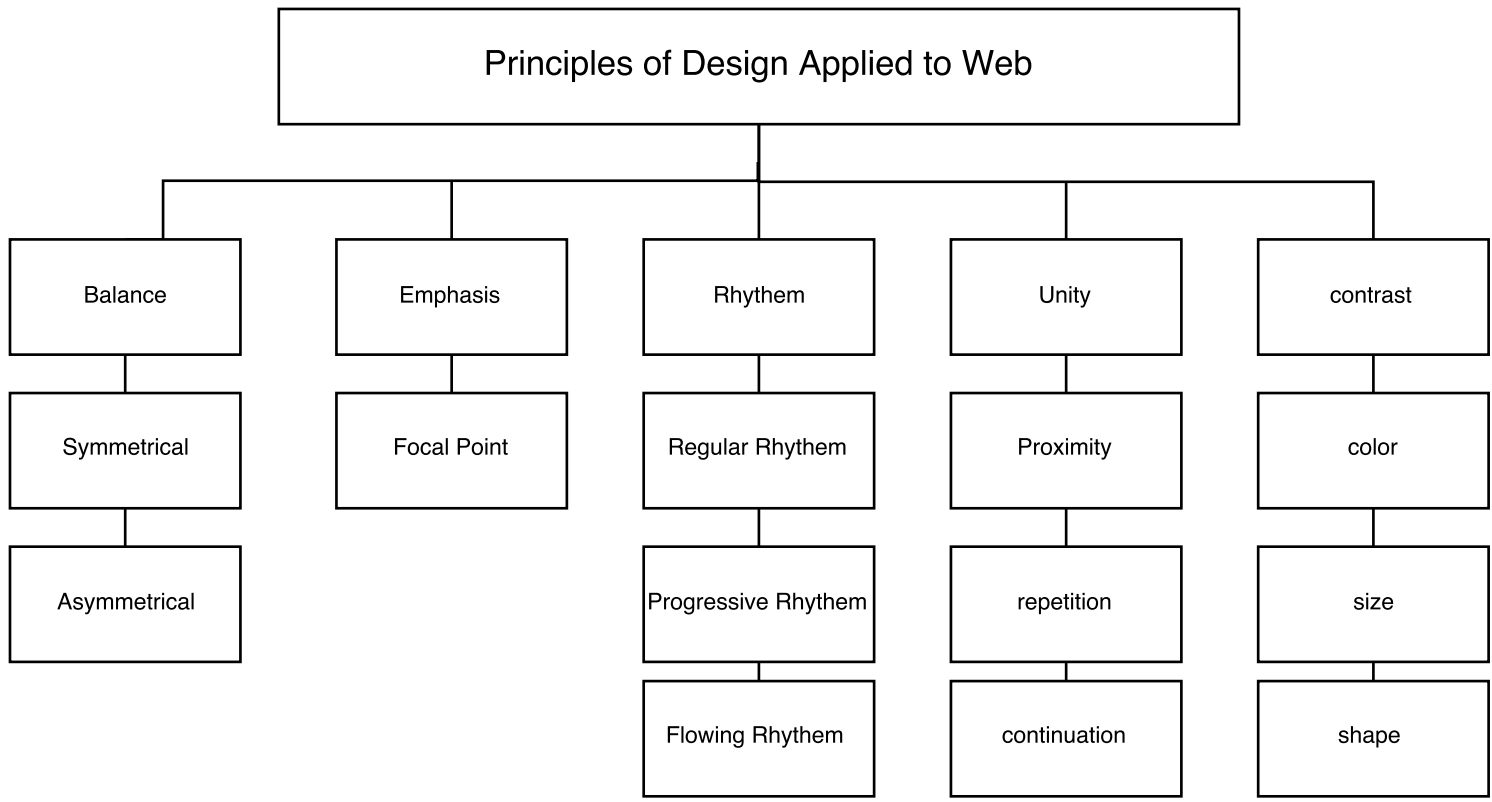
b. **The repetition of elements or the repetition of element attributes**Repeating style elements will help to unify the entire site.

b. **The continuation of lines and edges within a design — how elements align and group together.**It's simply using visual lines and edges to group elements together.

V. Contrast

Contrast can be defined as "the difference in visual properties that makes an object (or its representation in an

image)

distinguishable from other objects and the background."

- **Color Contrast**The most common example of all, this is pretty much where it all starts. If two colors are different to each other (say, black and white) they have high contrast, whereas if they are very similar (red and orange) then they have low contrast.
- **Size Contrast**The next most common form of contrast is using size. Something big beside something small generally indicates that the bigger item is far more important. That's right, we're saying that size matters!
- **Shape Contrast**Shape contrast means making things notable in by their difference in physical shape compared to other things on the page. At its most basic level this can be used in things like adding rounded corners to buttons, but taken to more extreme levels it can attract a lot more attention.

Principles of Design Applied to Web

Balance	Emphasis	Rhythem	Unity	contrast
Symmetrical	Focal Point	Regular Rhythem	Proximity	color
Asymmetrical		Progressive Rhythem	repetition	size
		Flowing Rhythem	continuation	shape

| Hierarchy	Content	container
h1	Design Principles Applied to Web	Header
h2	Balance	Tab
img	Balance example	modules
img	Asymmetrical	modules
img	Symmetrical	modules
h2	Emphasis	Tab
img	Emphasis example	modules
img	Emphasis web example	modules
h2	Rhythm	Tab
img	Rhythem example	modules
img	Rhythem regular web example	modules
img	Rhythem progresive web example	modules
img	Rhythem flowing web example	modules
h2	Unity	Tab
img	Unity example	modules
img	Unity proximity web example	modules
img	Unity repetition web example	modules
img	Unity continuation web example	modules
h2	Contrast	Tab
img	Contrast example	modules
img	Contrast color web example	modules
img	Contrast size web example	modules
img	Contrast shape web example	modules

Principles of Design Applied to Web

Balance | Contrast | Unity | Rhythem | Emphasis
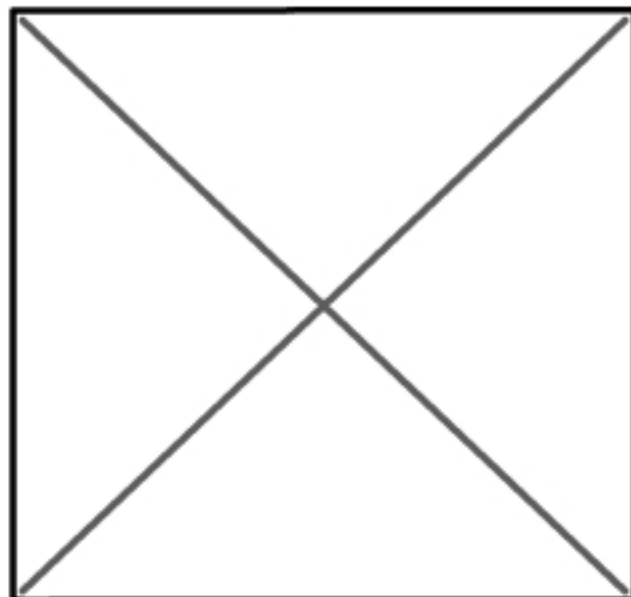
Title

Balance | **Contrast** | **Unity** | **Rhythem**

Title

Savage creative
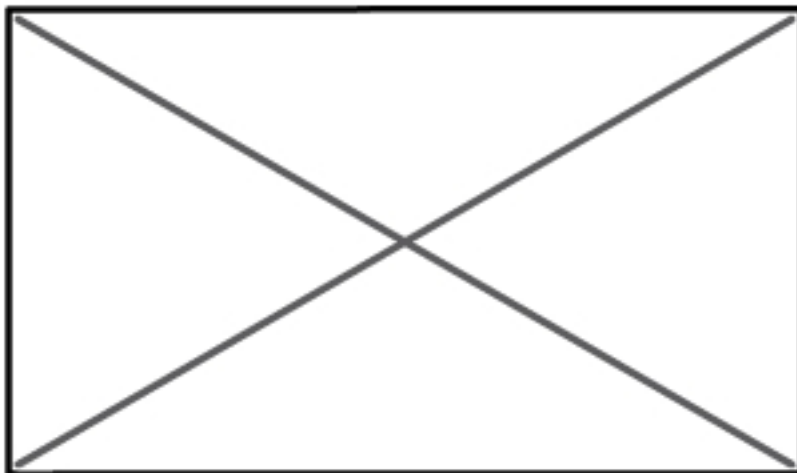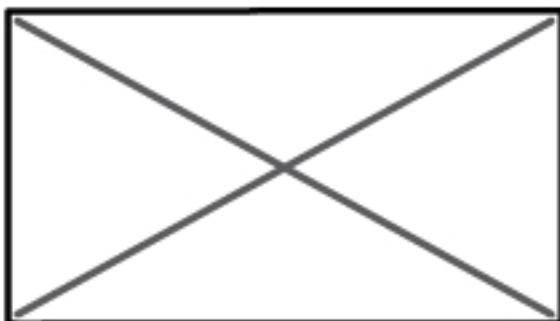
Possible Colors

Textures

This is an example of a Button

Adjectives

Colorful Clean *Fun*

This is an Example of a Header

Font: Allura Regular #770a79

THIS IS AN EXAMPLE OF A SUB HEAD

Font: Univers 39 Thin Ultra #0296e0

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Univers 57 Condensed #3e3428

This is an example of a Text link »