



Design Principles

Balance

Symmetrical Balance	Creates a sense of formality and stability. Elements are mirrored on either side of a central axis.
Asymmetrical Balance	Achieved through arranging dissimilar elements with equal visual weight.
Radial Balance	Elements radiate from a central point.

Contrast

Color Contrast	Using contrasting colors to create visual interest and hierarchy.
Size Contrast	Varying the size of elements to draw attention and establish importance.
Shape Contrast	Using different shapes to create visual distinction.

Emphasis

Creating a focal point in the design to draw the viewer's eye. Achieved through contrast, color, size, or placement.

Proportion

The relationship between the sizes of different elements in a design. Use the golden ratio (1:1.618) for harmonious proportions.

Typography

Typeface Categories

Serif	Traditional, with small decorative strokes (serifs) at the end of letters. Examples: Times New Roman, Garamond.
Sans-Serif	Modern, without serifs. Examples: Arial, Helvetica.
Script	Resembling handwriting. Examples: Brush Script, Lucida Handwriting.
Decorative	Unique and expressive, used for specific purposes. Examples: Impact, Comic Sans.

Typography Best Practices

- **Readability:** Choose fonts that are easy to read, especially for body text.
- **Hierarchy:** Use different font sizes and styles to create a clear visual hierarchy.
- **Kerning/Tracking/Leading:** Adjust spacing between letters (kerning), across a line (tracking), and between lines (leading) for optimal readability.
- **Contrast:** Ensure sufficient contrast between text and background.

Color Theory

Color Wheel Basics

Primary Colors	Red, Yellow, Blue – Cannot be created by mixing other colors.
Secondary Colors	Green, Orange, Purple – Created by mixing two primary colors.
Tertiary Colors	Created by mixing a primary and a secondary color.

Color Harmonies

Complementary	Colors opposite each other on the color wheel (e.g., red and green).
Analogous	Colors that are next to each other on the color wheel (e.g., blue, blue-green, green).
Triadic	Three colors equally spaced on the color wheel (e.g., red, yellow, blue).
Monochromatic	Different shades and tints of a single color.

Color Psychology

Colors evoke different emotions and associations. Consider the psychological impact of colors on your audience.

Examples:

- Red: Excitement, energy, passion
- Blue: Trust, calmness, stability
- Green: Nature, growth, harmony
- Yellow: Happiness, optimism, warmth

Layout and Composition

Grids

Use grids to structure your layout and align elements consistently. Grids help create a clean and organized design.

White Space (Negative Space)

The empty space around elements in a design. White space improves readability and allows the design to breathe.

Visual Hierarchy

Arrange elements in a way that guides the viewer's eye through the design. Use size, color, and placement to establish hierarchy.