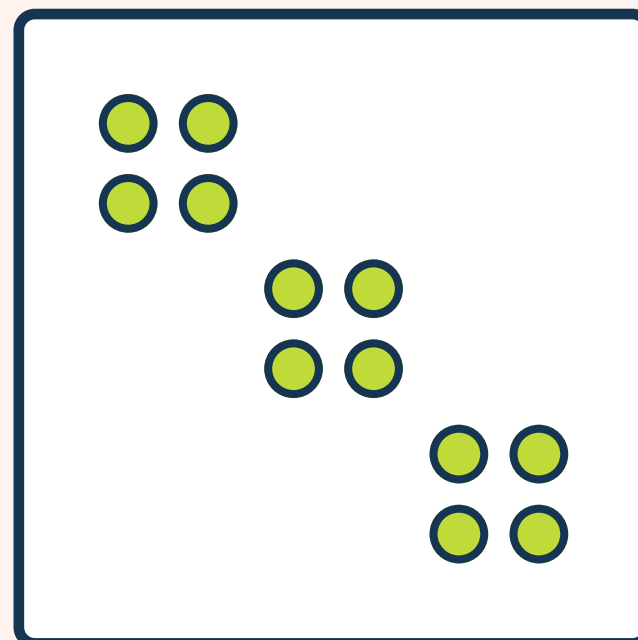


Repetition

A component is repeated when other components with features similar to it are arranged in a composition.

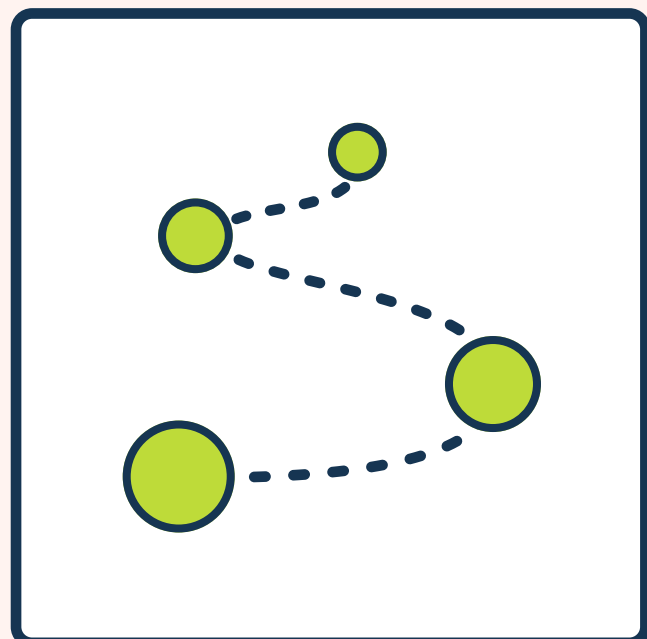
Use repetition to unify a design and provide consistency.



Rhythm

Rhythm occurs when an object has varying distances between several frequencies.

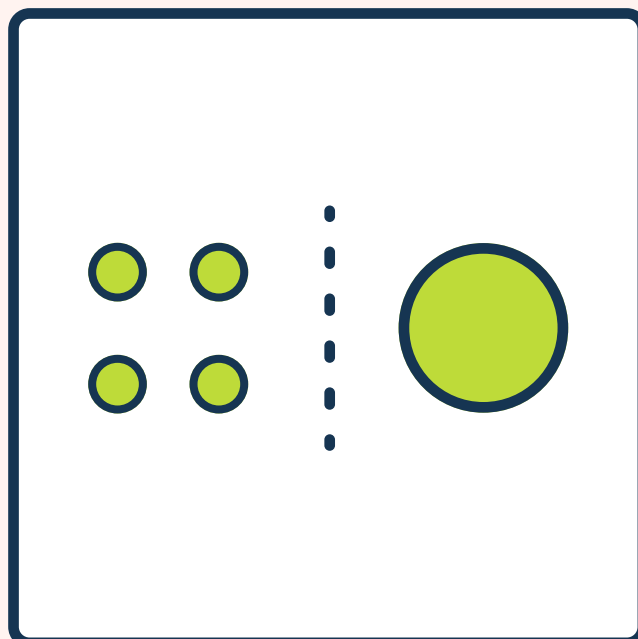
Use rhythm to influence emotions, create excitement, & create reassurance in design.



Movement

Movement means guiding the user's eye to a predetermined path in a composition.

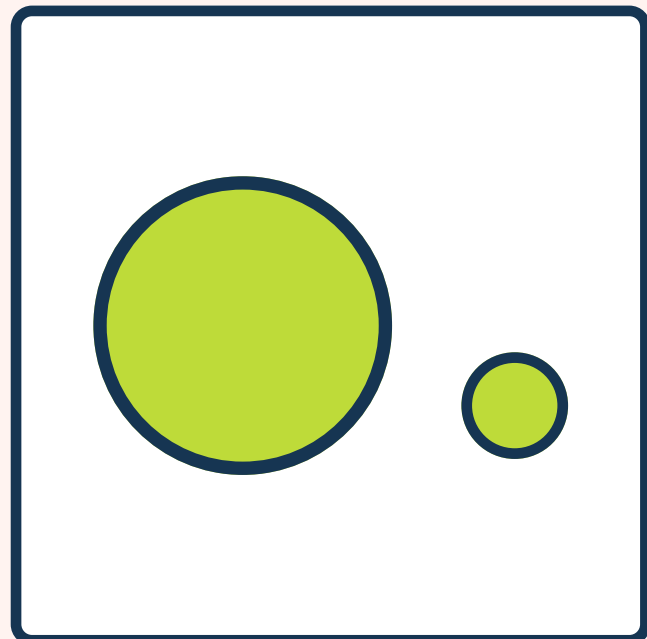
Use movement to suggest how external forces can move or has moved an object.



Balance

Balance in any composition occurs when all objects in it have visual equilibrium.

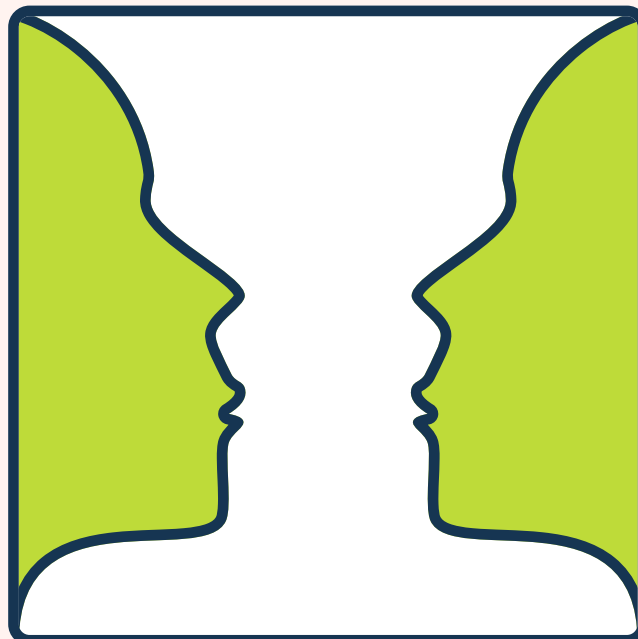
Use balance to create focus by using visual weights.



Proportion/Scale

Proportion is the relationship between objects with reference to their size and visual weight.

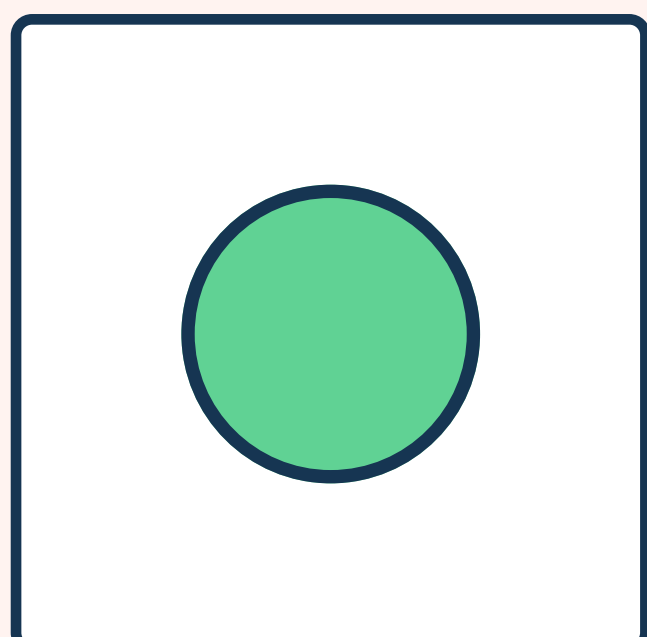
Use scale to make elements larger giving it higher importance than smaller elements.



White Space

White space is the empty space in any design. It is also known as negative space.

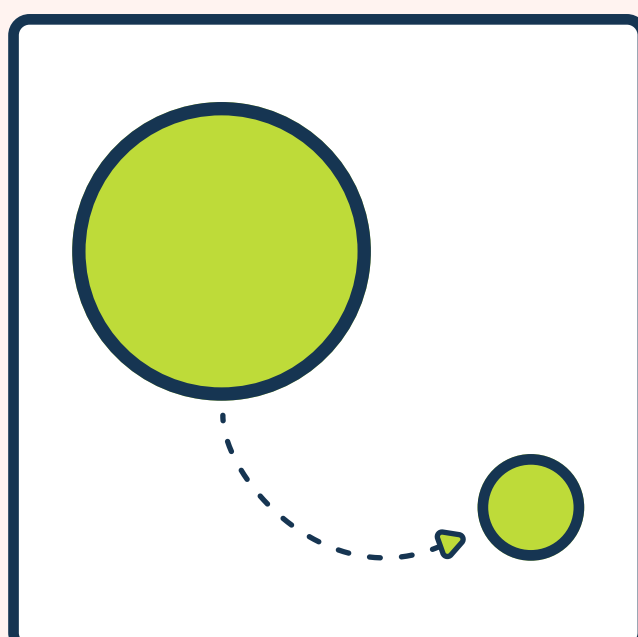
Use white space to emphasize an element in a composition. Simply put, use it to create focus.



Contrast

Contrast occurs when elements in composition have vastly different properties such as color, size, & shape.

Use contrast to create focus, emphasis, & interesting visuals elements.



Emphasis

Emphasis means to create focus at a particular design element to signify its importance.

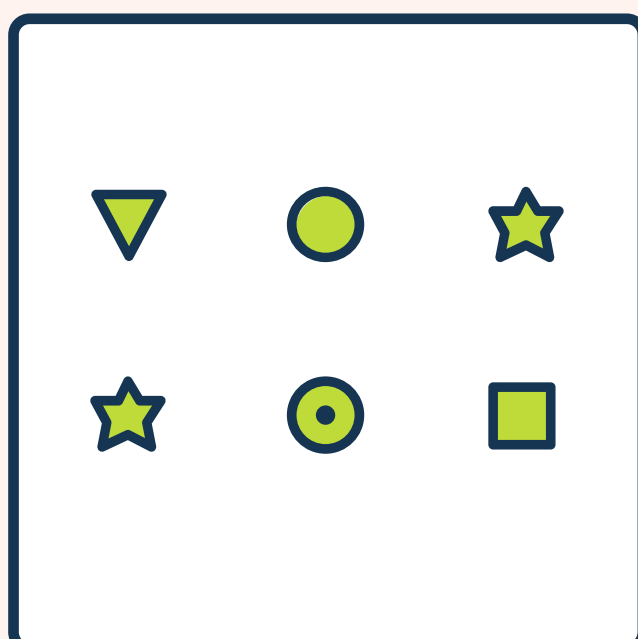
Use emphasis to create focal points on your designs.



Hierarchy

Hierarchy is the process of arranging elements so that it conveys info to users in a simple manner.

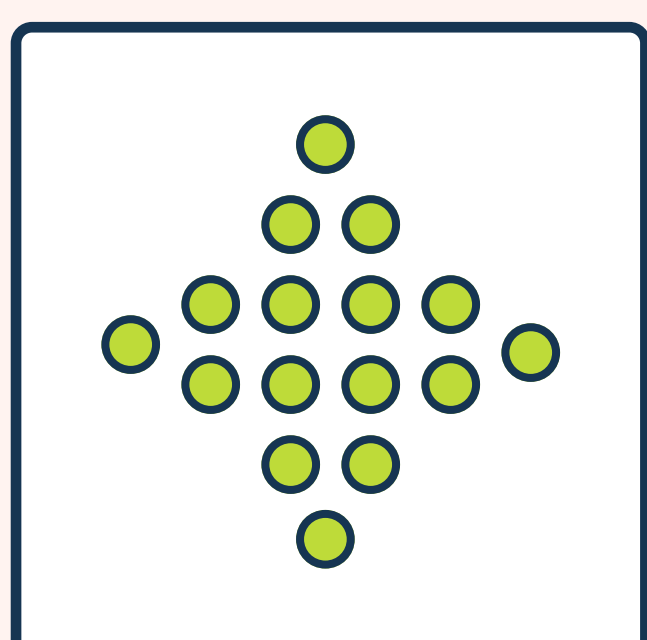
Use hierachy in designs to show the order of importance.



Variety

Variety means adding a change to disrupt the monotony of a composition.

Use variety to create visual interest in a design.



Unity

Unity means creating a sense of visual similarity between different elements in a composition.

Use unity to make design elements support each other to acheive consistency.