The 6 Principles of Design

Principles applied to the elements of design that bring them together into one design. How one applies these principles determines how successful a design may be.

**Unity / Harmony**
- Proximity: A sense of the distance between elements
- Similarity: Ability to seem repetitive with other elements
- Continuation: The sense of having a slice or part exist
- Repetition: Elements being copied or repeated numerous times
- Rhythm: Achieved when recurring positions, size, color, and use of a graphic element has a focal point interruption

**Balance**
- Symmetry: Elements on either side of the axis are arranged similarly
- Asymmetry: Elements on each side differ in shape but still are in visual equilibrium
- Radial: Elements are arranged around a circular form

**Hierarchy**
- Trees: Elements arranged in the order of a tree with a trunk, branches and sub-branches
- Nests: Elements mapped on to each other in a nest, children are grown children
- Weight: Elements of the same weight belong to the same class of hierarchical positions

**Scale / Proportion**
- Size: Elements of different sizes in relationships with each other
- Ratio: Elements are used to each other in a ratio that appears together in visual harmony
- Divisions: Those create focal points that automatically give a sense of the relationships

**Dominance / Emphasis**
- Highlight: Breaking the visual hierarchy using form or lay emphasis
- Colour: To distinguish between elements in a series of similar forms
- Size: Elements of different sizes focus the viewer attention accordingly

**Similarity & Contrast**
- Light & Dark: Clear foreground & background expression; contrast between elements
- Line: Elements of varying textures & forms bring about a contrasting effect