The principles of design are balance, proximity, alignment, repetition, contrast and white space. The principles govern the relationships between the elements used in the design and organize the composition as a whole. Successful design incorporates the use of the principles to communicate the intended message effectively. They help designers organize the images and type on the page, so that it feels more comfortable to viewers and makes a greater impact.
Balance is an equal distribution of weight. In terms of graphics, this applies to visual weight. Each element on a layout has visual weight that is determined by its size, darkness or lightness, and thickness of lines. Balance is vital to the success of a design. There are two main types of balance:
Symmetrical balance is an arrangement of elements so that they are evenly distributed to the left and to the right, or top and bottom of center.
Asymmetrical balance is an arrangement of unlike objects of equal weight on each side of the page. Color, value, size, shape, and texture can be used as balancing elements.
PRINCIPLES OF DESIGN

TIPS ON CREATING BALANCE

- Color: Colors have weight (Red = Heavy, Baby Blue = Light)

- Size: Larger = Heavier

- Lines: Thin vs. thick
The Principle of Proximity states that you group related items together, move them physically close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated bits. The basic purpose of proximity is to organize. By simply grouping related elements together into closer proximity automatically creates organization. If the information is organized, it is more likely to be read and more likely to be remembered.

PROXIMITY

By grouping related information together, the design becomes more clear and organized.

This business card has 5 separate elements which compete for the viewer’s attention.

Your eye does not know where to look first. The information is not organized and is lacking proximity.

By grouping related information together, the design becomes more clear and organized.
When you create a flyer, a brochure, a newsletter, or whatever, you already know which pieces of information are logically connected, you know which information should be emphasized and what can be de-emphasized. Express that information graphically by grouping it.

**Learn to Dance!**
Rosetta Dance Studio • 109 Jive Lane • Saturdays 9 a.m. to 3 p.m.

- Smooth
- Waltz
- Tango
- Foxtrot
- Quickstep
- Rhythm
- Cha Cha
- Salsa
- Bojero
- Mambo
- West Coast Swing
- East Coast Swing

With or without a partner! Prizes! Free Tea and Scones!
As in life, the proximity, or the closeness, implies a relationship. By grouping similar elements into one unit, several things instantly happen: The page becomes more organized. You understand where to begin reading the message, and you know when you are finished. And the "white space" (the space around the letters) automatically becomes more organized as well.
New designers tend to put text and graphics on the page wherever there happens to be space, often without regard to any other items on the page. The Principle of Alignment states, "Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page."

When items are aligned, the result is a stronger cohesive unit. The basic purpose of alignment is to unify and organize the page.

Left aligned type does not connect to the image on the right. Our eyes are drawn in 2 separate directions.

Aligning the type to the right, along the edge of the image creates a strong visual alignment & creates unity!
• Be conscious of where you place the elements (line, image, type)

• Always find something else on the page to align with, even if the two objects are physically far away from each other.

• Avoid using more than one text alignment on the page (that is, don't center some text and right-align other text).
The Principle of Repetition states, "Repeat some aspect of the design throughout the entire piece." The repetitive element may be a bold font, a thick line, a certain bullet, color, design element, particular format, spatial relationship, etc. It can be anything that a reader will visually recognize as being a "theme." Repetition can be thought of as consistency - it is a conscious effort to unify all parts of a design.

This card has a strong left alignment but no repetition. Where do your eyes look first? When they get to the bottom of the card, where do you look next?

By making the last element bold (the phone number) we are using repetition, to keep the viewer's eyes on the card longer. From the bottom we look back to the top.
Repetition helps organize the information; it guides the reader and helps to unify parts of the design. Repetitive elements establish a sophisticated continuity and can "tie the whole thing together."

Business identity, also known as “branding” requires a strong use of repetition so the customer can easily identify the business.
A repetition of visual elements throughout the design unifies and strengthens a piece by tying together otherwise separate parts. Repetition creates unity and adds visual interest. Think of repetition as consistency. Then push the existing consistencies a little further. Avoid repeating the element so much that it becomes annoying or overwhelming.
Contrast is the most effective way to add visual interest to your page. Contrast is also crucial to the organization of information - a reader should always be able to glance at a document and instantly understand what's going on. Add contrast through your typeface choices, line thicknesses, colors, shapes, sizes, space, etc. The Principle of Contrast states, "If two items are not exactly the same, then make them different. Really different."

This design lacks contrast because the size, color, and style of typeface are all the same. It looks boring and plain and can easily get overlooked.

By changing the font, increasing the size, and adding shapes or color we have used contrast to create a more eye-catching design.
Contrast has two purposes:

* to create an interest on the page - if a page is interesting to look at, it is more likely to be read.

* to aid in the organization of the information - the message should be clear and easily recognizable.
Add contrast through: typeface choices, line thicknesses, colors, shapes, sizes, space, images, etc.

Detox your Body

Detoxification is the most exciting tool in natural medicine for its simplicity, low cost, and superior therapeutic results. It’s actually fun to participate in and you’ll feel results almost immediately.

Our bodies detox continuously as a natural function. It’s only when our detox mechanisms become overloaded that the process becomes less efficient and symptoms may occur.

Toxins may be internal or external in origin. Pollution or pesticides in our food source can under stress on our detox organs. The kidneys and liver regulate digestion and balanced gut ecology provide the internal form of toxins in the way of metabolic by-products stemming from certain bacteria which have toxic side effects and therefore impact negatively on overall health by compromising detox pathways.

It has been suggested that toxic overload contributes to many serious conditions such as autoimmune diseases, inflammatory/rheumatoid arthritis and neurological disorders such as Alzheimer’s and Parkinson’s.

Symptoms which may be relieved by following a detox program include:

- Digestive problems
- Inability to concentrate
- Joint pain
-作家
- Fatigue
- Constipation
- Skin rashes

What a carefully planned detoxification program can offer you:

- Anti-aging effects
- Increased productivity
- Weight loss
- Greater motivation and creativity
- Clearer skin and eyes
- Reduction in allergic symptoms

Dr. Sara Ferguson and Certified Nutrition Consultant Shannon Williams invite you to join them for a 28-day detoxification cleanse. Learn proven methods for detox. How to prepare for a detox. How to safely detox, and What to avoid during detox.

Three mandatory meetings: Thursdays, August 21st, 28th, and September 4th, 7:00 pm.

Sedona Health
901 San Ramon Valley Blvd, Suite 130
Dunstable, CA 91360

Limited seating. Seminar fee is $89
RSVP: (562) 610-6380 — Shannon Williams

Symptoms that may be relieved by following a detox program include:

- Skin rashes
- Itchiness
- Headaches
- Headache
- Joint pain
- Bad breath
- General malaise
- Digestive problems

Three meetings:
Thursdays, 7 p.m.
August 21st, 28th, and September 4th

Sedona Health
901 San Ramon Valley Blvd. Suite 130
Dunstable, CA 91360

Please note: This program is not covered by your health insurance. Specific detoxification products are required for successful results at extra cost.

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PRINCIPLES OF DESIGN

CONTRAST

Don't be a wimp. If you're going to contrast, do it with strength. Avoid contrasting a sort-of-heavy line with a sort-of-heavier line. Avoid using two or more typefaces or colors that are similar. If the items are not exactly the same, make them different!

Designers are given information in text form, it is their job to apply the principals in order to make the design informative and appealing.

Apply the principals of design to create an exciting layout and use contrast to add visual excitement to the page.
In teaching how to read literature and enjoy it, Professor Katona provides eleven excellent reasons to make reading a part of everyday life. She includes an annotated list of tried and true page-turners and their movie counterparts. Teachers, students, general readers of literature, and those just developing an interest in reading will find this guide indispensable.

An excellent resource for those with reading addictions but not a lot of time to scour the shelves for that perfect book. Prof. Katona has done it for us so we can spend our time reading the books, not finding them.
Christine Bolt, Professor of Business

“Inspiring read!”
“A literary treasure!”
“Kudos for Katona!”

Cynthia Lee Katona currently teaches all levels of English Composition and Literature at Oakland Community College in Fremont, California.
White space is the art of nothing. White space is the absence of text and graphics.” It breaks up the elements on the page. It provides visual breathing room for the eye. Add white space to make a page less cramped, confusing, or overwhelming. White space doesn’t actually have to be white. It gets its name from the early days of graphic design where most printing was done on white paper. White space can be black, blue, red, etc. whatever color the background is. White space is also referred to as “negative space”.

HELLO WHITE SPACE  
{blue’s the new white}
White space is always occurring in a design from the moment you open up a blank document, the design has begun with white space. There are two types of white space, the undefined white space, which is what you get when you open a new document, and active white space, which occurs when an object is placed in an undefined white space.
White space is made of nothing, but shouldn’t be treated that way. There are several benefits that a generous dose of white space can bring to a design. Simply by increasing the space between elements in a layout, a design can take on a more elegant appearance, and by injecting more white space into a design’s typography, content becomes more legible.
Novice designers always tend to forget the principle of white space. They often try to fill the entire page, but it is important to remember that in design, sometimes LESS is MORE!
Remember these 6 principles and apply them to your designs. You will find that they often work hand-in-hand and eventually you will begin to use them without even thinking about it. All great designs are founded on these principles: