

Design Principles Transcript

Let's say you're creating something that involves graphic design, like an infographic or website. Whatever you are creating, you'll want to make sure your work stands out and catches your viewers attention. It's also important that your message doesn't get lost and that your viewer doesn't get distracted by your design. In this video, we will cover four principles of design: proximity, repetition, alignment, and contrast. We'll look at examples of these principles in action and show you how you can apply them to your own design projects.

The first principle is proximity. We naturally tend to group items that are close together. By following the principle of proximity. You can present information in visual units. This makes it easier for your audience to read and remember what they've taken in. Here we have a grocery list with every item spaced equally apart. While this list might be everything you need at the grocery store, following it in order would be an ineffective way to shop. You would be going around the store multiple times. Instead, we can group similar items together and separate the different groups with physical space. Now, the list is easier to quickly read and can help with more organized and efficient shopping.

Let's take a look at one more example of proximity in action. This webpage presents three different pet related services. Each service includes a title, a description, and an image. These three items are close enough together to make it clear that they are related. And they create a visual unit. By using proximity to create these three distinct visual units, it is easy to read and understand the services the business provides.

The next principle of design is repetition. Repeating aspects of your design throughout the entire project helps create a cohesive and unified look. This can be as simple as consistently using the same fonts or making sure your spacing is uniform. Let's take a look at this resume for an example of repetition. Currently, all the text is the same style and size, so it's difficult to distinguish the different positions in the work experience section in order to make this easier to read. we it can make the position title bold and bigger, italicize the company name and align the date range on the right side of the page. Then we repeat that style for each entry under work experience, which creates a uniform look that makes it easy to read.

Now, let's look at this infographic. through many aspects of the design. The four body sections all have the same header style, a white box with black uppercase text, and it's easy to see that these are four different aspects of creating a business plan. There's also repetition in the body text for each section, with the bolded subheadings and uniform line spacing. The alternating color scheme of yellow and blue is another example of repetition. All of these repeated aspects of the design work to create a cohesive and unified result.

The next principle is alignment, which requires designers to be intentional about where they place their design elements on the page. Lining up different elements with each other creates a unifying effect. Strong alignment clarifies to your viewer that everything on the page is connected. Let's take a look at this magazine article, which has a title, byline, image and body

text. And these four elements are placed randomly on the page. There is no cohesion or unity. But if we adjust the size and placement of these elements, we can create a clean, attractive, and unified look. Now, the image is lined up with the text, the title and body text are left aligned and the byline is lined up with the paragraph indent.

Let's look at how alignment is working in this research poster. One of the ways to apply alignment is to use a grid for your design. It grid can help you identify where to place the various sections of your poster while ensuring you create a unified feel among your columns, section headings, body text, images, and captions. The overall effect is a sharp and clean design that is easier for the audience to read. All this research poster uses a traditional four column grid layout. There are many possibilities. Consider how you can use a grid and apply alignment to your own project.

The final principle of design is contrast. One of the most important ways to consider contrast in your design isn't how easily someone could read your text. Look at this presentation slide with white text on a patterned yellow background. The contrast ratio between the text and background color is very low, making it difficult to read. To make it easier to read, we can increase the contrast by changing the background color to blue, which has a higher contrast ratio with white. Already the text is easier to read, but let's increase the contrast further by policing on border around the text. The small black border helps create stronger contrast between the background and the foreground. Finally, if we increase the weight of the font from regular to bold, we have even more contrast and the result is legible text.

There are certain reading conventions that your viewer's eye will usually follow, such as reading something from left to right and top to bottom. But you can use contrast to create a different visual hierarchy for your design. Here our eyes are drawn to the large and bold word at the bottom of the design. The large bolded text is contrasted with the rest of the text on the page, which is much smaller and a different font, While the rest of the text is important, The design is intentional in wanting the viewer to focus on the large text and then read the rest.

Remember these four design principles as you evaluate other's work and play in your own projects. Group related items together to create visual units of information. Repeat aspects of your design throughout to create a cohesive and consistent look. Pay attention to alignment to create a clean and intentional design. And use contrast to ensure readability to guide your viewer's eye to points of visual interest.

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