

Design Principles

Proximity

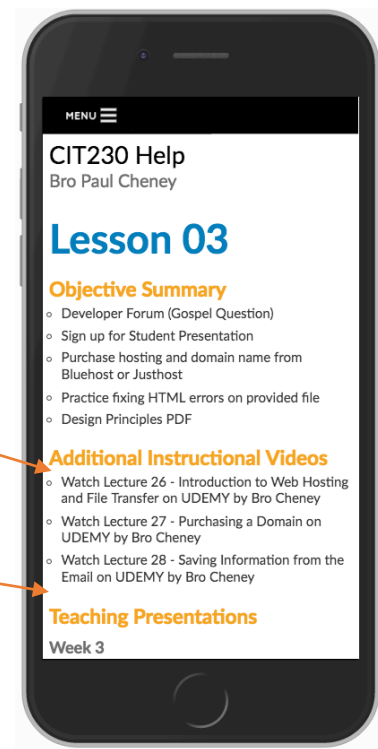
SITE: CIT230 Help

URL: <http://byui.spartandesignweb.com/lesson03.php>

WHAT: Proximity is ensuring related design elements are placed together. Any unrelated items, should be spaced apart. Close proximity indicates that items are connected or have a relationship to each other and become one visual unit which helps to organize or give structure to a layout.

HOW: In this example, the orange headings are visually close to the list items below to show they are related.

There is more space above each orange heading to show they are NOT connected to the list items above.



Alignment

SITE:

URL:

WHAT:

HOW:

Repetition

SITE:

URL:

WHAT:

HOW:

Contrast

SITE:

URL:

WHAT:

HOW:

Typography

SITE:

URL:

WHAT:

HOW: