



School OF Design and Mass Communication

AMM210- Understanding Design

Topic :- **Principles of Design**

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Principles of Design

The **principles of design** are the basic rules that designers use to organize visual elements such as **line, shape, color, texture, space, form, and value**. These principles help make a design attractive, functional, and easy to understand. They guide how the elements of design work together to communicate a message effectively.

Balance:- Balance is the principle of design that refers to the equal distribution of visual weight among the elements in a composition. It creates a sense of stability, order, and harmony.

Types of Balance

Symmetrical Balance:-

- Both sides of the design are the same or nearly the same.
- Gives a formal, orderly, and peaceful appearance.

Asymmetrical Balance:-

- Both sides are different but still appear balanced.
- Creates a modern and dynamic look.

Radial Balance:- Elements spread outward from a central point.

Contrast:- Contrast is the principle of design that uses differences in color, size, shape, texture, value, or other visual elements to make important parts of a design stand out and create visual interest.

Contrast can be created by using:

- Light vs. dark  
- Large vs. small Text vs Text
- Thick vs. thin  vs 
- Smooth vs. rough
- Warm vs. cool colors  vs 

Emphasis: Emphasis is the principle of design that creates a focal point by making one element more noticeable than the others. It helps direct the viewer's attention to the most important part of the design.

Methods of Creating Emphasis

- Bright color
- Large size
- Different shape
- Bold text
- Unique placement

Hierarchy: Hierarchy is the principle of design that arranges elements according to their level of importance. It guides the viewer's eye through the design in a logical order using differences in size, color, placement, and style.

Hierarchy is created using:

- Size
- Color
- Font weight
- Position
- Spacing

Example :- Title → Sub Title → Body Text

Repetition:- Repetition is the principle of design that involves using the same or similar visual elements, such as colors, shapes, lines, patterns, or fonts, throughout a design to create consistency, unity, and recognition.

Example:- * * * * *

Rhythm: Rhythm is the principle of design that creates a sense of movement and visual flow through the repeated use of lines, shapes, colors, or patterns. It guides the viewer's eye across the composition.

Proportion: Proportion is the principle of design that refers to the size relationship between different elements in a composition. Good proportion creates balance, realism, and visual harmony.

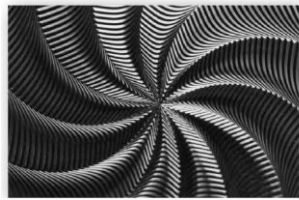
- **Good Proportion:-** Objects look natural together.

- **Poor Proportion:**-Objects appear unrealistic.

Movement: Movement is the principle of design that directs the viewer's eye from one part of the composition to another. It is created using lines, shapes, colors, spacing, or repetition to lead attention through the design.

Movement can be created using:

- Lines
- Shapes
- Arrows
- Curves
- Color



White Space (Negative Space): White space, also known as negative space, is the empty area around and between design elements. It improves readability, highlights important content, and prevents the design from appearing crowded.

Example: There is empty space between the two objects.

Unity (Harmony): Unity, also called harmony, is the principle of design that ensures all elements in a composition work together to create a cohesive, balanced, and visually pleasing whole. It gives the design a sense of completeness and consistency.

Unity is achieved by using:

- Similar colors
- Matching fonts
- Consistent spacing
- Repeated shapes
- Common style

Example:- A school brochure that uses:

- One color scheme
- One font family
- Similar icons
- Equal spacing

Importance

- Makes designs look complete.
- Creates a professional appearance.
- Helps communicate a clear message.

THANK YOU