The ABCs of Visual Design - Principles © 2007 Donna Tersiisky

principles

- balance
  - types
    - symmetrical
    - asymmetrical
    - radial
    - crystallographic
  - visual weight
    - position
    - size
    - texture
    - isolation
    - value
    - value contrast
    - quantity
    - orientation
    - shape
    - color
- space (illusion of depth)
  - size
  - overlapping
  - compositional location
  - atmospheric perspective
  - linear perspective
- unity
  - proximity
  - repetition
  - alignment
  - continuation
- variety
  - line - thinness, thickness, value, color, angle, length
  - shape - size, color, orientation and texture, type
  - color - hue, value, saturation
  - value - darkness, lightness, high-key, low-key, value contrast
  - texture - rough, smooth
- emphasis
  - creates focal point
  - contrast
    - elements
    - orientation in space
    - style
    - size
  - placement
    - implied lines
    - isolation