

Principles & Elements of Design

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The principles and elements of design help designers or artists to organise the components within their design effectively. When designing a user interface, these principles and elements can help to ensure users know what to do.

Principles

Balance

Balance means that the components are organised in an equal, systematic, logical or intuitive way. The screen could be symmetrical, asymmetrical or radial.

Emphasis

Emphasis means to highlight or make the most important parts stand out to draw the users eye to what they need to do or where they need to look. This can be achieved by size, position, contrast or use of detail.

Movement

Movement refers to creating the look or feel of action within the design and show the user where they need to look.

Proportion

Proportions refers to how the different components are related to each other and how they fit together as a whole. They should look like they are part of the same piece.

Rhythm

Rhythm within the design process means the repeated elements in a design that cause a tempo or beat. The rhythm of the components can be peaceful, agitated or regular. This can refer to actual music and sounds, or to rhythm and repeated patterns in other activities.

Graduation

Graduation is a way of combining components through a series of gradual changes in those components such as large shapes to small shapes, or slight colour change. Graduation can be a way to lead users along a path and introduce new things slowly.

Variety

Variety refers to the diversity or contrast of components such as different shapes, sizes and/or colours.

The image features a background of a light-colored, marbled pattern with intricate, swirling veins in shades of grey and white. Centered in the middle of the image is a white rectangular box containing the word "Elements" in a bold, black, sans-serif font.

Elements

Colour

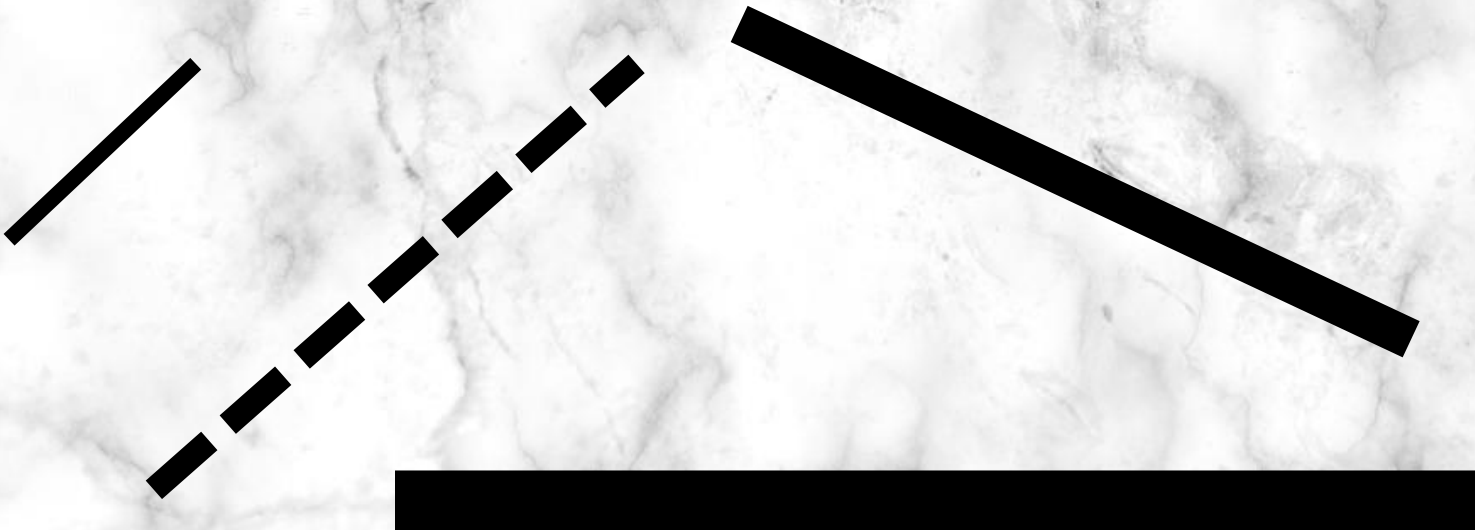
Colour has three properties which are hue (the name of the colour or where it sits in the spectrum), value (light to dark) and intensity (quality of brightness and purity).

These properties can be used to draw the user to certain areas or provide information. For example, green is often associated with success or progress, while red can be a sign for cancel, stop or failed actions.



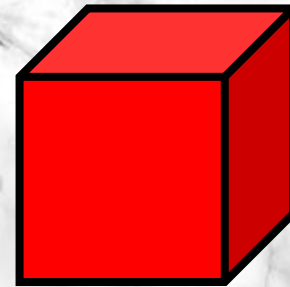
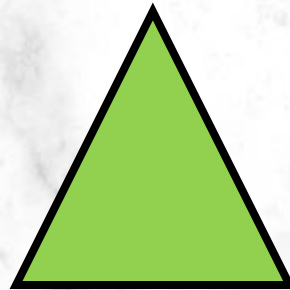
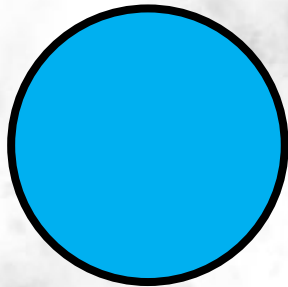
Line

Lines can be thin or thick, dashed or solid and vary in length, width, direction and texture. They can be used to break up spaces and separate areas on a page.



Shape

Shape is an element that is flat and only has the dimensions of height and width. If depth is added then it is also given form. Both shape and form can be used to show the user structure.



Texture

The texture of components can be smooth, rough or bumpy. Texture can combine with other elements to give structure to a design.

