

Design Principles

Workbook

Name: Hayden :>

7 Principles

Relationships

Alignment

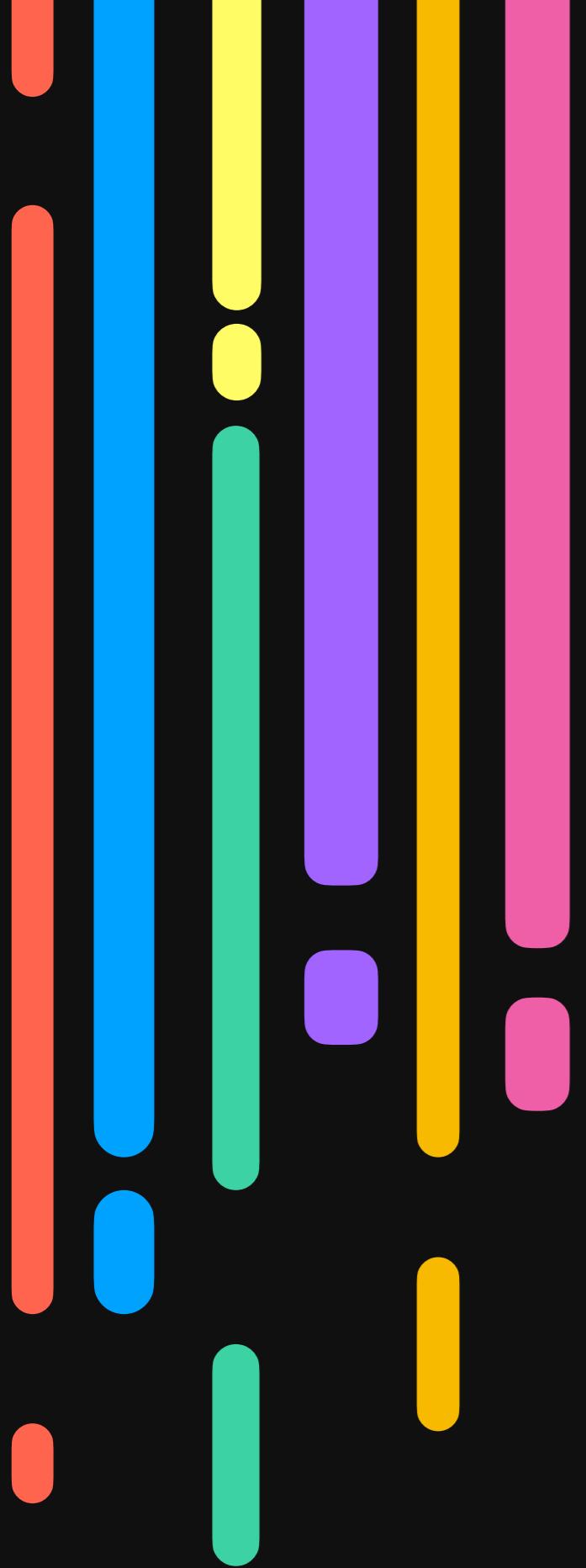
Proximity

Repetition

Contrast

Space

Backgrounds



Using this workbook

Name: Hayden :]

This workbook explains the **7 principles of effective design**. For each principle, read the description to understand its importance and then look at the example.

Each example is supported with a summary explaining what makes the design work.

Use the scaffold pages to **create your own designs**. Read the task outline and replace placeholders with your own images and icons. Good luck!

Relationships



Relationships is about visual organisation and making connections between colour, patterns, shapes and text.

To reduce the cognitive load for the viewer, you need to ensure you have creative control by making your page simple with a clear hierarchy of ideas.



I MESSED THIS UP
LETS JUST PRETEND
THIS IS AN EXAMPLE

The Golden Gate Bridge & Cityscapes

This example shows 1) concise text 2) title and subtitle to show hierarchy 3) simple and equal relationships between each photo 4) use of light and heavy font to show importance.



Honey's Donuts

Feel The Buzz.

Honey's Donuts is a family run business, and it has been running in North Vancouver since 1996. Located in the heart of Deep Cove, Honey's Donuts has a variety of freshly baked, local goods and delicious meals, as well as specialty beverages. Owners Ashak and Ashifa Saferali are invested on ensuring that the customers feel comfortable and at home when entering the hive. Honey's Donuts is a place for all ages to come and grab a sweet treat, or a savoury meal.



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Alignment



Alignment is the even spacing between visual elements on the page.

By organizing elements to groups, you can create balance, structure and connections between information.

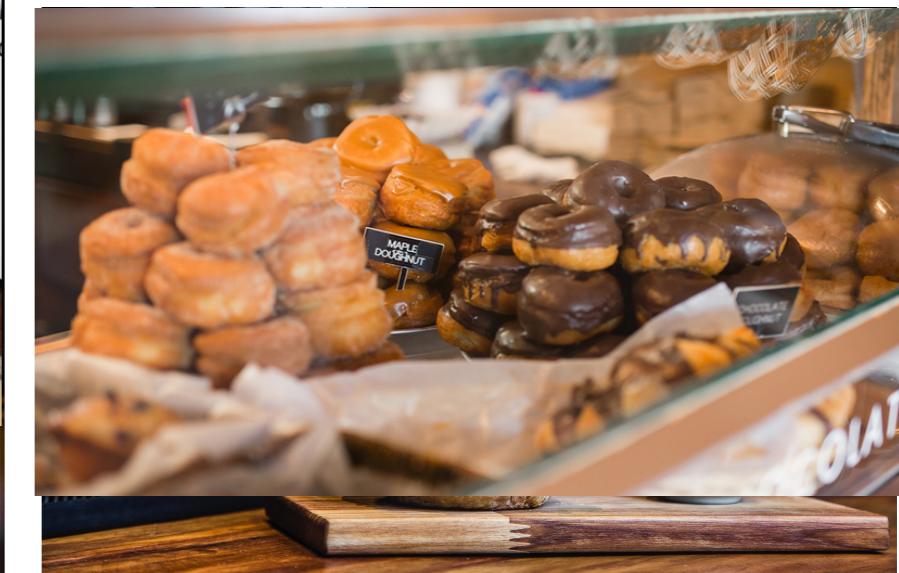
This makes your outcomes clear and sharp - use guidelines and rulers to help make your alignment pixel accurate.

Honeys Donuts

The heart of Deep Cove

Honeys Doughnuts is located in Deep Cove in North Vancouver. Honeys Doughnuts often has a line out the door and is known for their delicious pastries, donuts, and freshly cooked meals.

[yelp.ca](https://www.yelp.ca)



Honeys Donuts

Feel The Buzz

Honeys donuts is a local cafe that offers a wide variety of fresh and local baked goods. It is a family run business, and it has been successfully been running since 1996.



Proximity



Proximity is about keeping related visual elements together.

This means that readers should easily be able to tell which icon goes with which body of text, which photo matches which caption and so on.

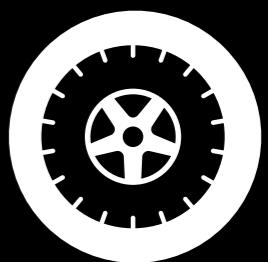
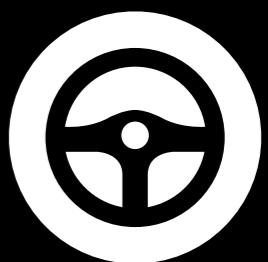
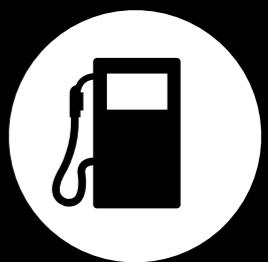
Designing clear relationships between objects conveys clarity so that your design is easily interpreted.



Supercar Review



Porsche Panamera Turbo



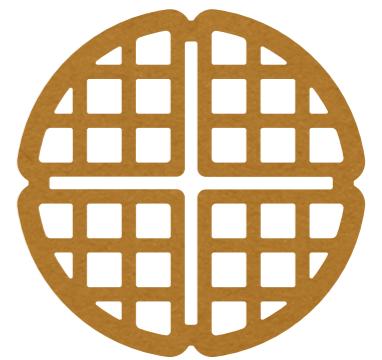
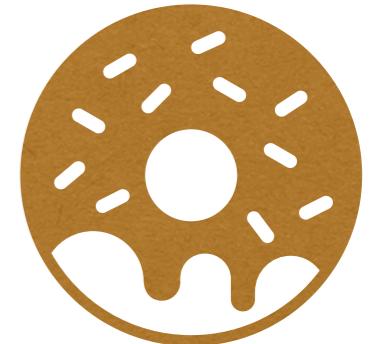
This example shows 1) simple iconography 2) clear links between icons and photo 3) simple uncomplicated colour scheme 4) use of third colour to show difference in content.



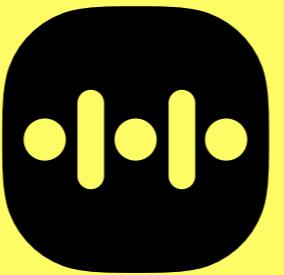
Honeys Doughnuts



Maple Doughnut and Chocolate Doughnut.



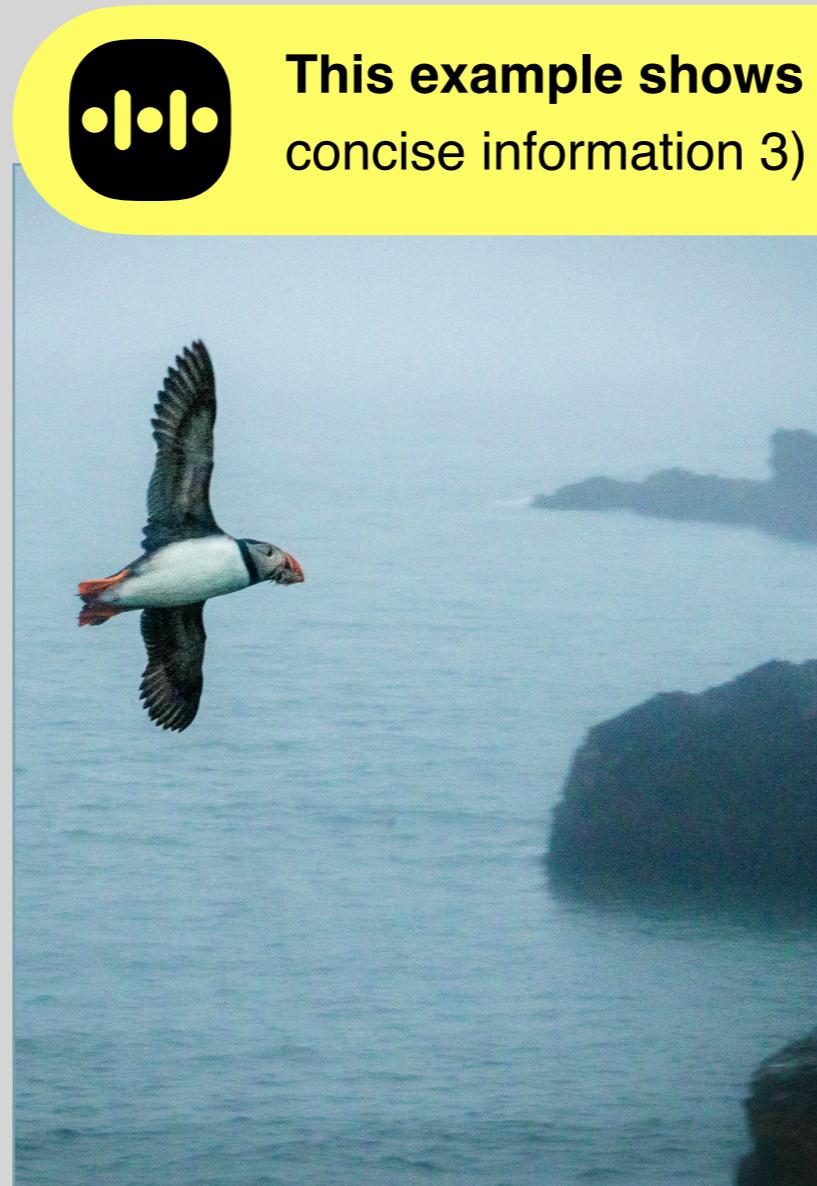
Repetition



The principle of repetition simply means the reusing of the same or similar elements throughout your design.

Repetition of certain design elements in a design such as icons or layout of images will bring a clear sense of unity, consistency and cohesiveness.

Puffin Info!



Habitat

- 1 Puffins spend most of their lives **out at sea**.
- 2 In spring, they gather on the coasts and islands to **breed**.
- 3 They can be found in colonies in the **North Atlantic Ocean**.

Food

- 1 Puffins are **carnivores**
- 2 They **eat** herring, hake and sand eels.
- 3 They dive down **60m under water** in search of their fish

Facts

- 1 They're fab flyers, flapping their wings **400 times a minute**
- 2 They speed through the air at up to **88km an hour**. Wow!
- 3 Their bills change **colour** during the year.



This example shows 1) consistency in photo sizes 2) clear concise information 3) signposted information and headings

Honeys' Meals



- Honeys Doughnuts ingredients is all local and fresh.
- Honeys Doughnuts is a family run business.
- The business has been running since 1996.
- Honeys Doughnuts is located in the heart of Deep Cove, North Vancouver.

Contrast



Contrast is used to grab attention. You can use simplistic opposing colours - such as white text on a black background to really make your design pop.

Also, contrasting colours makes your design more accessible for low vision readers.

Consider adding stark contrast to icons and select images carefully to match your colour scheme.



FASHION

Fashion weeks have come to an end in New York, London, Milan and Paris, and the latest designs are making their way from the catwalk to the streets. From bright colours to out-of-the-box eyewear, these new styles and fashion predictions will be making themselves known everywhere you look. Whether you need to update your wardrobe or you're just looking for a bit of inspiration, stay ahead of the curve with these top fashion trends from Autumn/Winter 2019 Fashion Weeks.

Trendsetter



This example shows 1) contrasting colours - white and black 2) large photo 3) white text on black background to make it pop!

TOP 10 TRENDS FOR AUTUMN





Honeys Doughnuts

You will 'Bee' back in no time!

Honey's Donuts is a family run business, and it has been running in North Vancouver since 1996. Located in the heart of Deep Cove, Honey's Donuts has a variety of freshly baked, local goods and delicious meals, as well as specialty beverages. Owners Ashak and Ashifa Saferali are invested on ensuring that the customers feel comfortable and at home when entering the hive. Honey's Donuts is a place for all ages to come and grab a sweet treat, or a savoury meal.



Space O

On any digital device, you have unlimited space to design your content.

Take advantage of this by being generous to yourself - spread your designs out on separate pages to avoid clutter.

Readers can easily consume information if it's spaced out and they are given room to see the details. Start with a big bold image.

Deep Cove

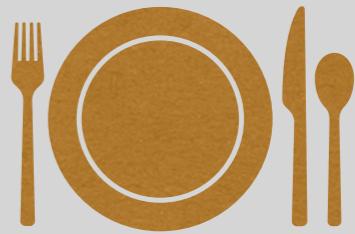


This example shows 1) use of salient large photo 2) positioned in centre with equal margins 3) minimal text to avoid cognitive overload 4) icon symbols

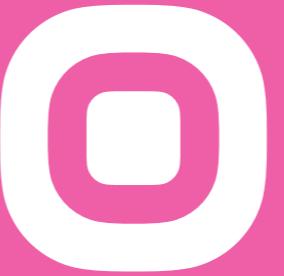


the maldives

Honeys Doughnuts



Backgrounds



Remember, simple is better - always reduce noise by removing distracting backgrounds. But, when you have images of different sizes, how do you fit them onto the same page?

You can use background panels to equalise the weight of different shapes and objects so that your page looks balanced and tidy.



This example shows 1) different size photos equalised with panel background 2) concise text to avoid cognitive overload.

Hiking Hacks

Getting Prepared



To determine what you need to bring on a day hike, think about how far you plan to hike, how remote the location is and what the weather forecast has in store. In general, the longer and/or more remote the hike is and the more inclement the weather, the more clothing, gear, food and water you're going to want. If you're just getting into day hiking, be sure to read our Hiking for Beginners article before you go!

rei.com

Honeys Donuts



