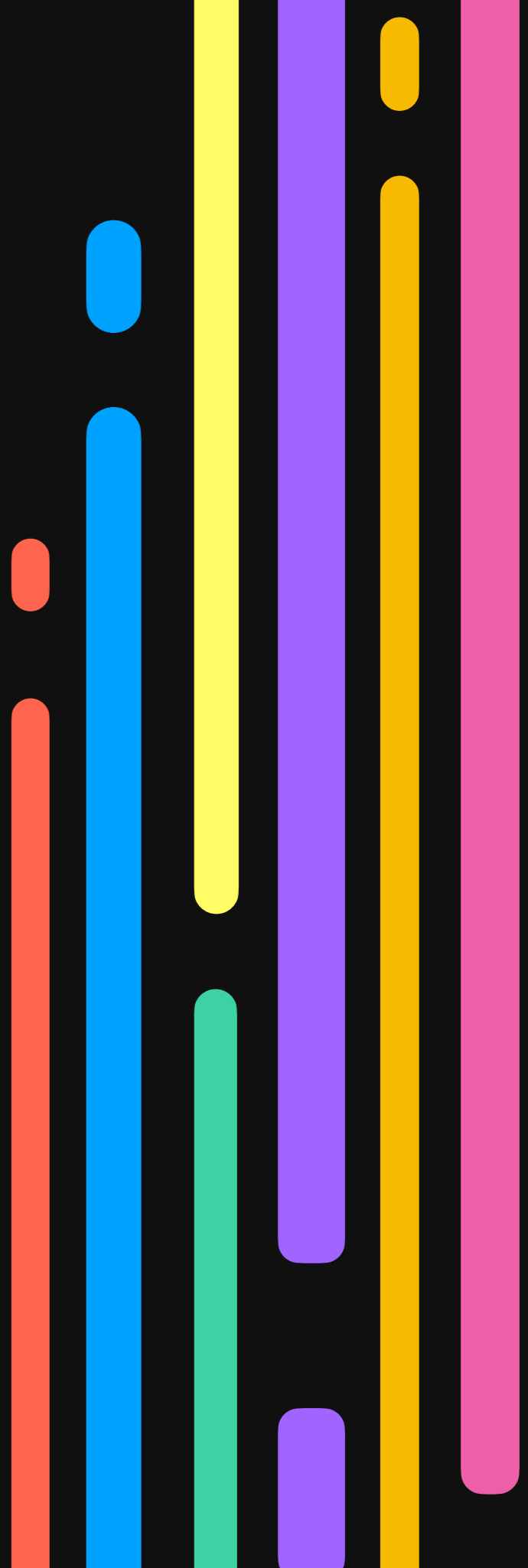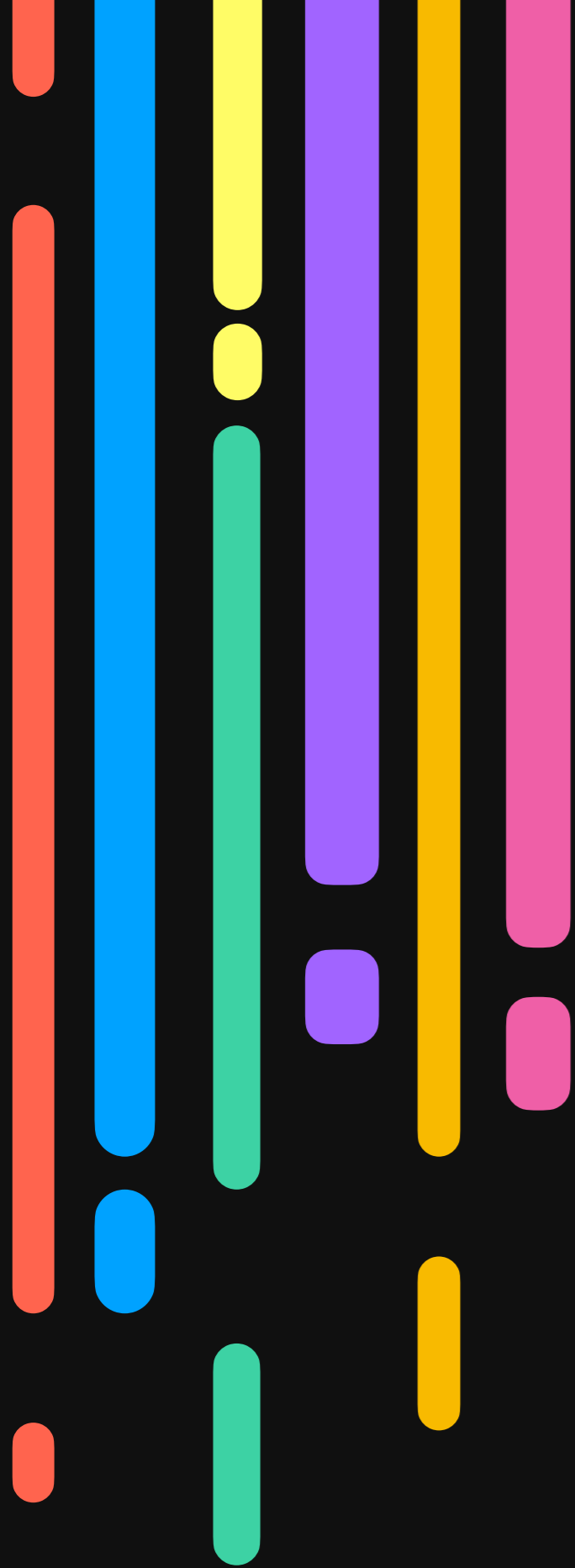# Design Principles
Workbook

Partner Names:

7 Principles

Relationships

Alignment

Proximity

Repetition

Contrast

Space

Backgrounds

Using this workbook

Names:

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.

San Francisco
California

San Francisco, officially City and County of San Francisco and colloquially known by its initialism SF, is a city in, and the cultural, commercial, and financial centre of, Northern California.

Wikipedia

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.

Deep Cove Heritage Society

Since 1986

Founded in 1986, the Deep Cove Heritage Society is located on the corner of Gallant Avenue and Panorama Drive in Deep cove. It was founded to collect photos and tell stories about the history of Deep Cove. Sign up to become a member today.

Deep Cove Fountain.

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.

Melbourne's
Best Burger Bars

Lucy Dewick

The humble hamburger has seen a great renaissance over the past couple of years – not that it ever went away. The new wave of burgers are a breed apart from their mass-produced forebears – organic, free-range patties, golden brioche buns, house-made pickles and flavour to spare. One constant is these delicious meals can be held in your two hands. Do you want fries with that? Of course you do.

Broadsheet

This example shows 1) patterned grouping of photos 2) equal spacing between photos 3) lined up text in relation to photos.

Deep Cove Heritage Society

Learn About Deep Cove's History.

The Deep Cove Heritage Society focuses on telling stories about the history of Deep Cove.
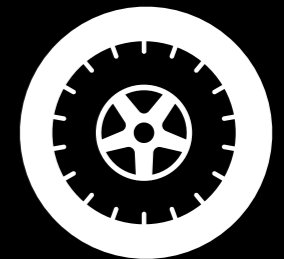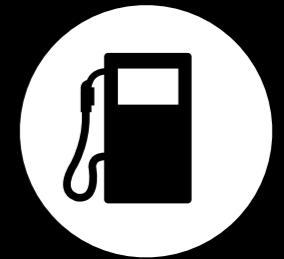
Proximity

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.

Deep Cove Cultural Society

The Deep Cultural society wants to target tourists who would like to learn more about the place they are visiting.

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.
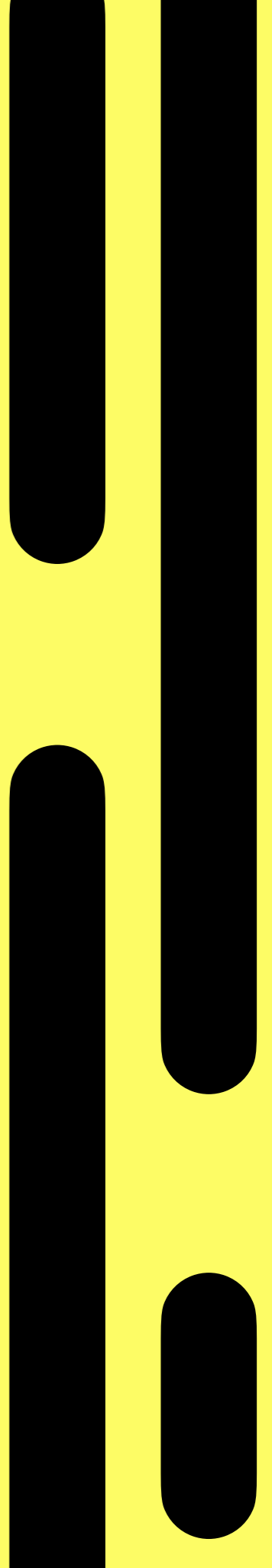
Puffin Info!

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

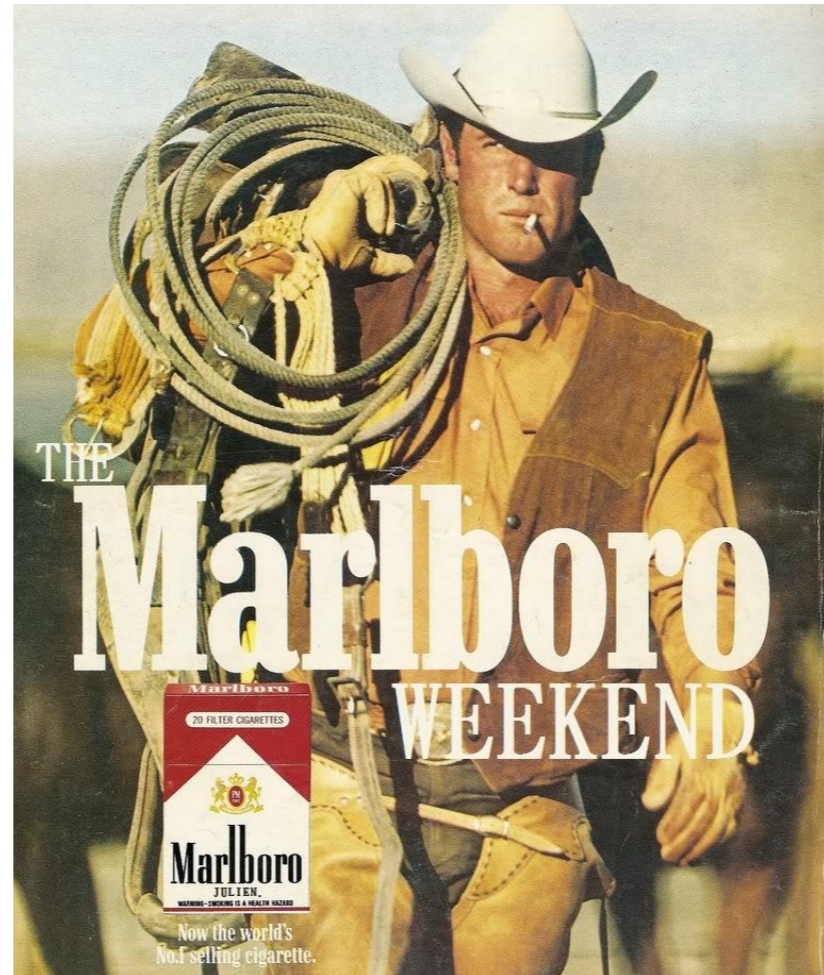1. They're fab flyers, flapping their wings **400 times a minute**
2. They speed through the air at up to **88km an hour**. Wow!
3. Their bills change **colour** during the year.

Historical Advertizments Advertizments of the Past

Historical Advertizments are ads from the past that often use tactics such as unproven facts and sex appeal. The advertising has changed drastically over the years as advertising is based on mostly factual evidence and interesting graphics and colours.

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

Deep Cove Heratige Society

It is important to know about the history of the place you love. Become a member today.

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

O the maldives

Deep Cove

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 you page looks balanced and tidy.

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

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

Deep Cove Heritage Society

Sign up today to learn more about Deep Cove and it's history or volunteer to help out. To learn more go to deepcoveheratige.com.