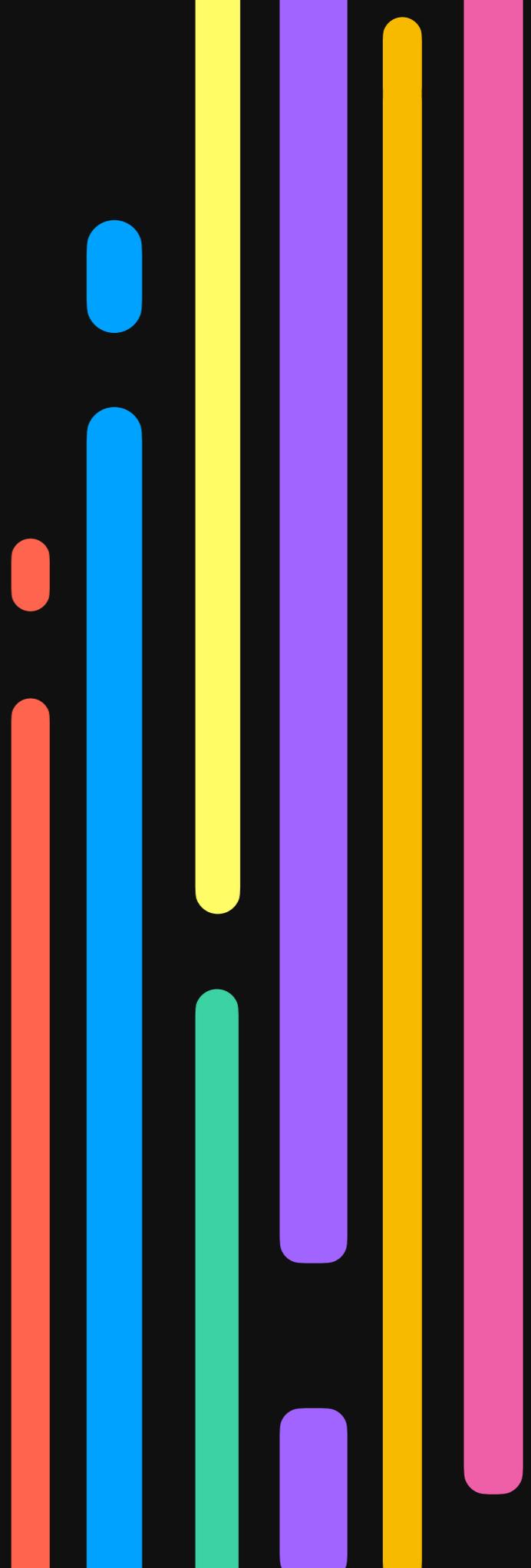
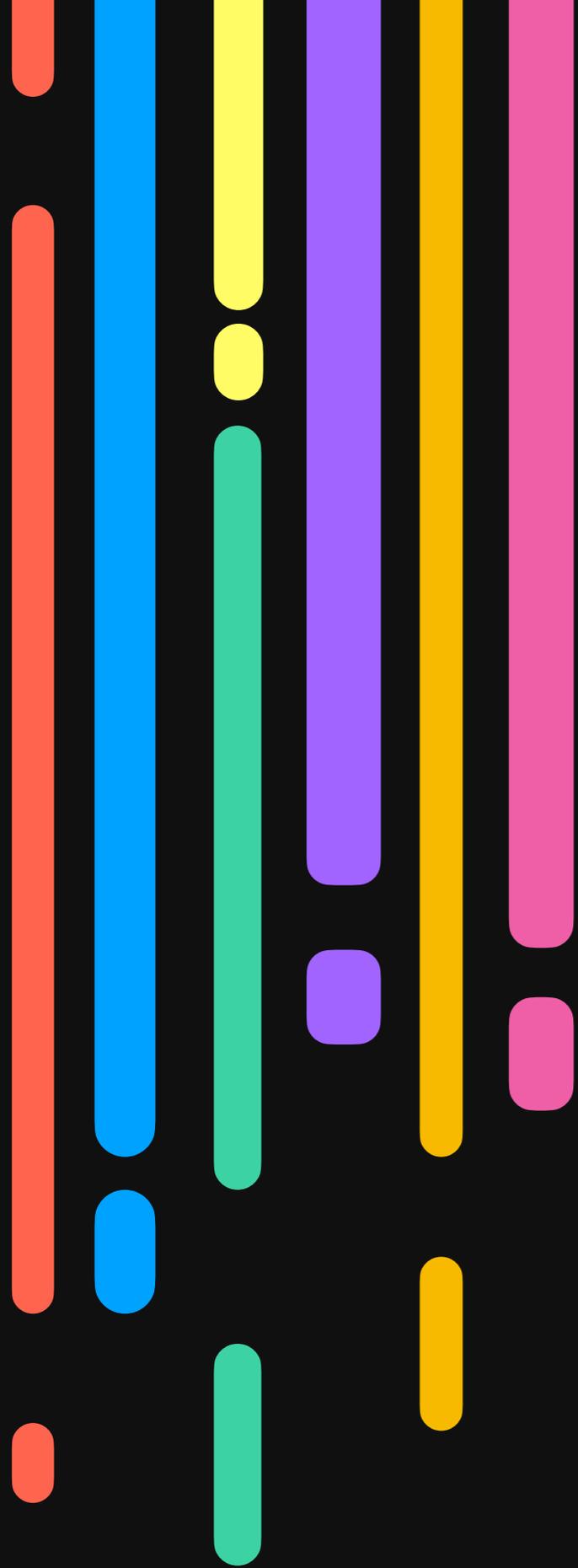


# Design Principles

## Workbook

Name: Christian





# 7 Principles

Relationships

Alignment

Proximity

Repetition

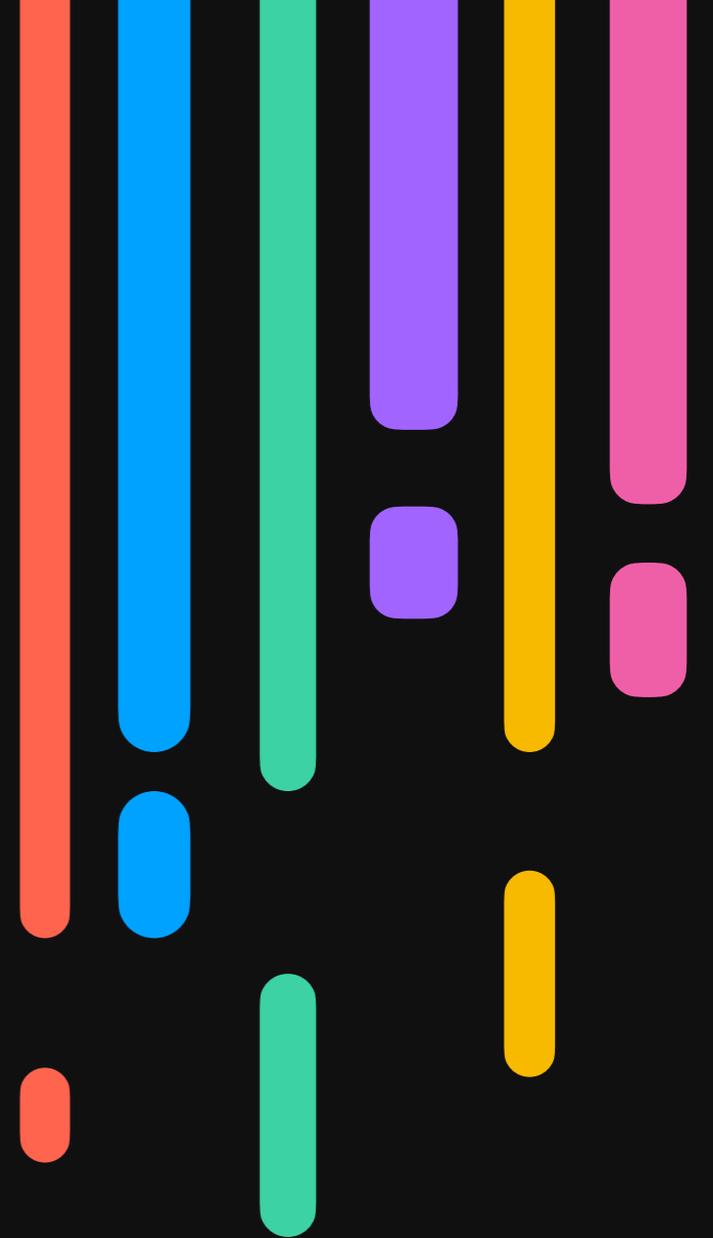
Contrast

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.

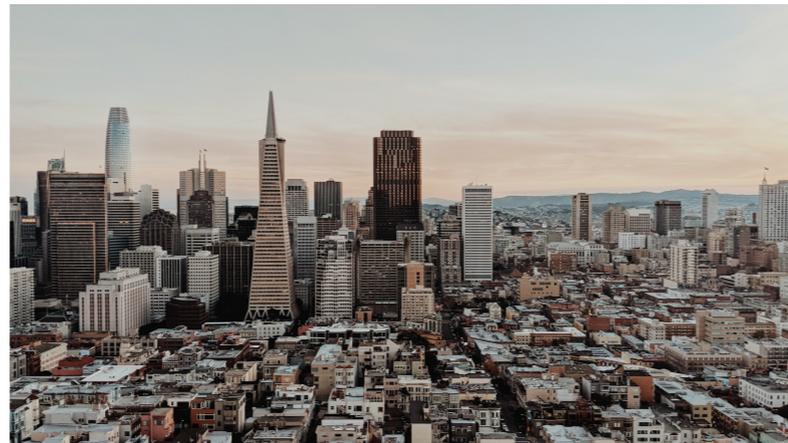
To reduce the cognitive load for the viewer, you need to ensure you have creative control by making your page simple with a clear hierarchy of ideas.



# 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.



# Honey donuts

See what all the buzz is about.

Honey donuts, the *best* donut store in the north shore. Once you see the portions of the donuts, your mouth will water in delight as you bite into the fresh, sweet snack.



The fresh plump snacks from Honey Donuts.

# 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.



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

# Honey Donuts

The best donut cafe in the north shore.

After a hard day of work/school why don't you come over to honey donuts for a snack. After eating a fresh donut you can pick up a drink a nice, hot cup of coffee using JJ beans.



# Proximity

Proximity is about keeping related visual elements together.

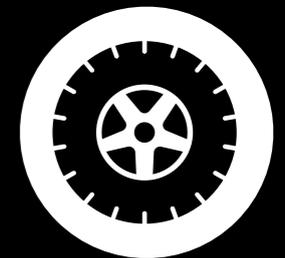
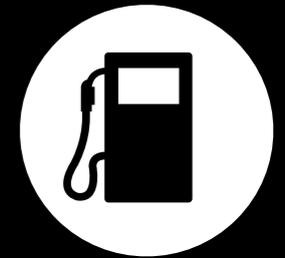
This means that readers should easily be able to tell which icon goes with which body of text, which photo matches which caption and so on.

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.



# Honey donuts



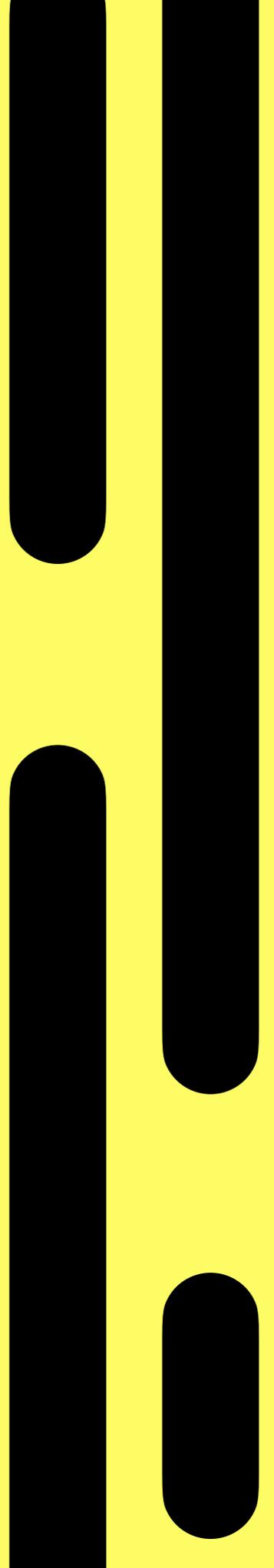
Honey donuts has been serving customers since 1996, with their assorted meals ranging from eggs benedict to their world famous donuts. Even when they have a long line, honey donuts always has excellent and quick service.



# Repetition

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

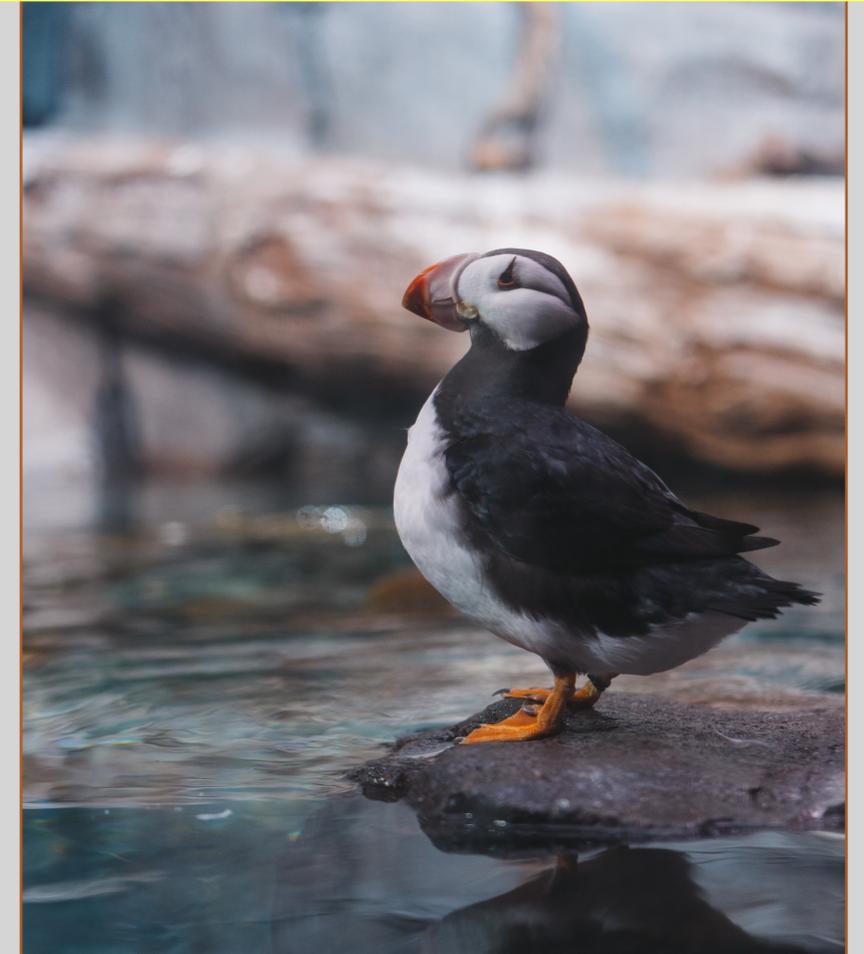
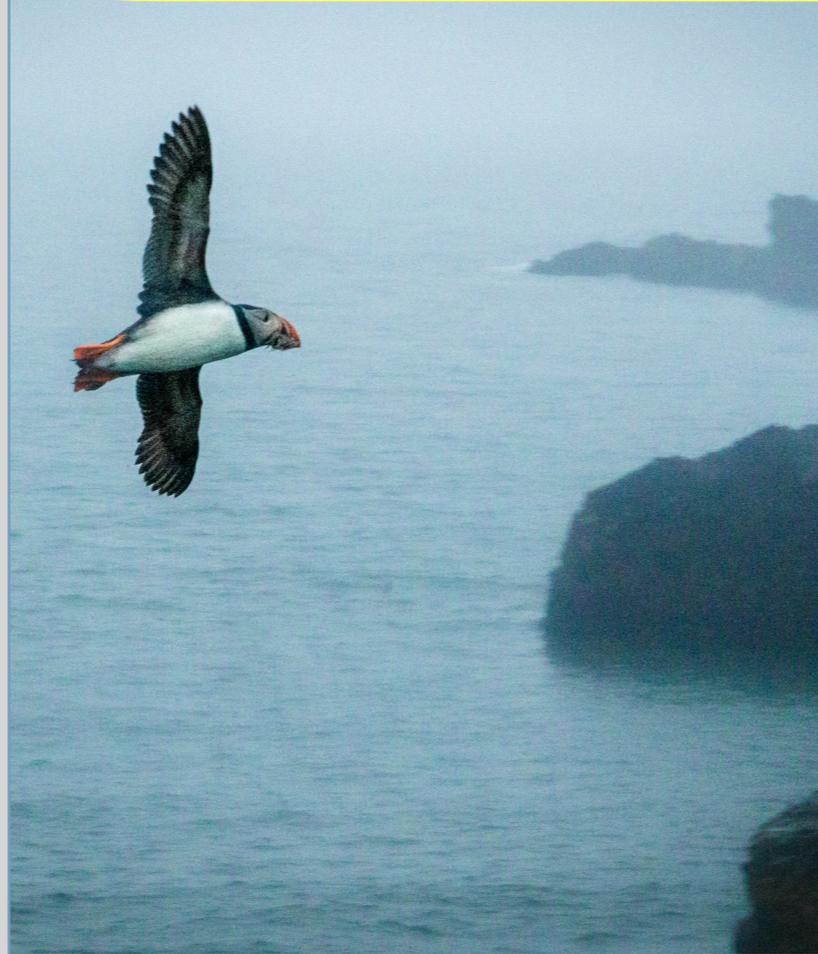
Repetition of certain design elements in a design such as icons or layout of images will bring a clear sense of unity, consistency and cohesiveness.



# Puffin Info!



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



## 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**

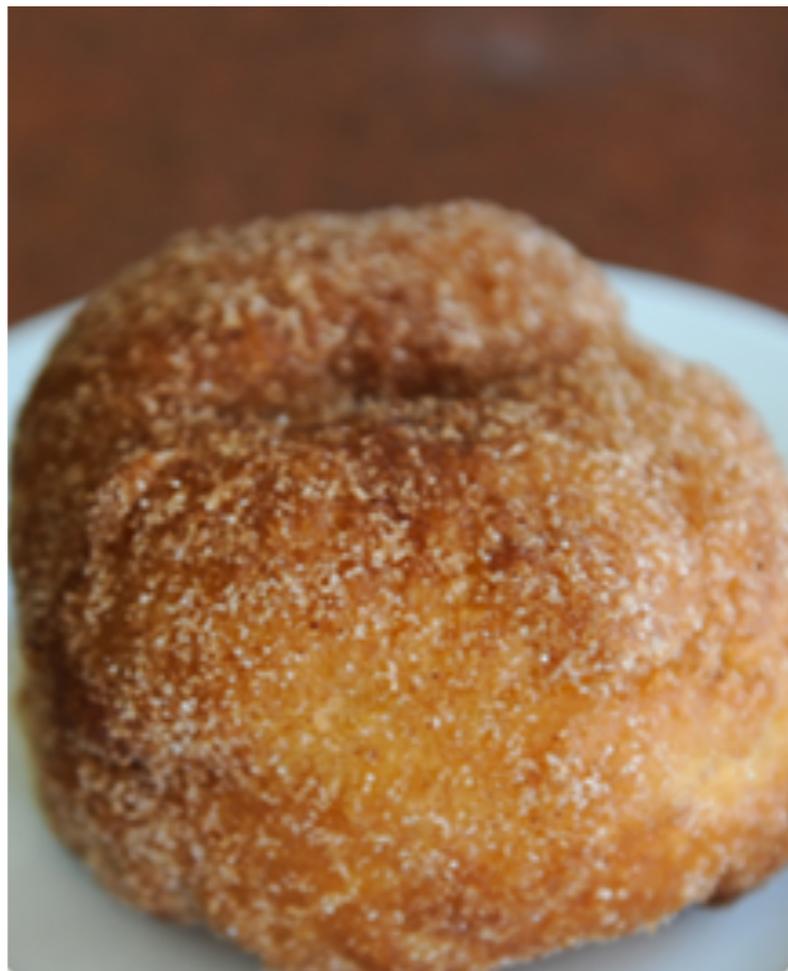
2

They speed through the air at up to **88km an hour**. Wow!

3

Their bills change **colour** during the year.

# Honey donuts Est. 1996



## About us:

We are a small cafe in the deep cove area that serves a variety of foods.

## Our donuts:

Our donuts is our main attraction to our store, we have multiple different flavours ranging from classic honey to chock oreo donuts.

## Other food that we serve:

We not only serve donuts, but we also can provide break fast and lunch. You can have our lush salads or a nice hot sandwich freshly made.

# 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!





# Honey donuts.

Honey donuts is a small cafe located on Gallant avenue in Deep Cove. We serve multiple different food such as donuts, salads, sandwiches and free range chicken eggs. Our donuts come in multiple different flavours varying from classic honey to our cinnamon sugar donuts. After finishing a fine meal, you can have our speciality drinks made from JJ bean espressos and Canterbury coffees.

You will bee back in no time!

# 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

Honey donuts.



See what all the buzz is about.

# 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.





# 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](https://www.rei.com)



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

# Honey donuts.

Est. 1996

When visiting the north shore, always stop by Honey's donuts for a nice sweet snack. You will be very astonished on how plump and fresh the donuts are. They also have different and tasty different flavours like coconut cinnamon sugar or the maple bacon. They don't only serve donuts, they also have savoury food ranging from waffles to eggs benedict.



