

The four basic principles of design

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Proximity

Group related items together, move them physically close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated bits.

Alignment

Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page. Although you might have separated certain elements to indicate their relationship (proximity), the principle of alignment tells the reader that even though the items are not close, they belong to the same piece. Strong left or right alignment - avoid center

Repetition

Repetition can be thought of as consistency. Repeat some aspect of the design throughout the entire piece (a bold font, a thick line, a certain bullet, color, design element, particular font, spatial relationship, etc.).

Contrast

Contrast is created when two elements are different (type, color, size, line thickness, shape, space, etc.). If the two elements are sort of different, but not really, then you don't have contrast, you have conflict. If two items are not exactly the same, then make them different....really different.