

Design Elements & Principles

Design Elements are the 'what'. The things that make up a poster, advert, painting etc..

Design Principles are the 'how'. How the elements are arranged on the page of screen to make an impact.

Elements

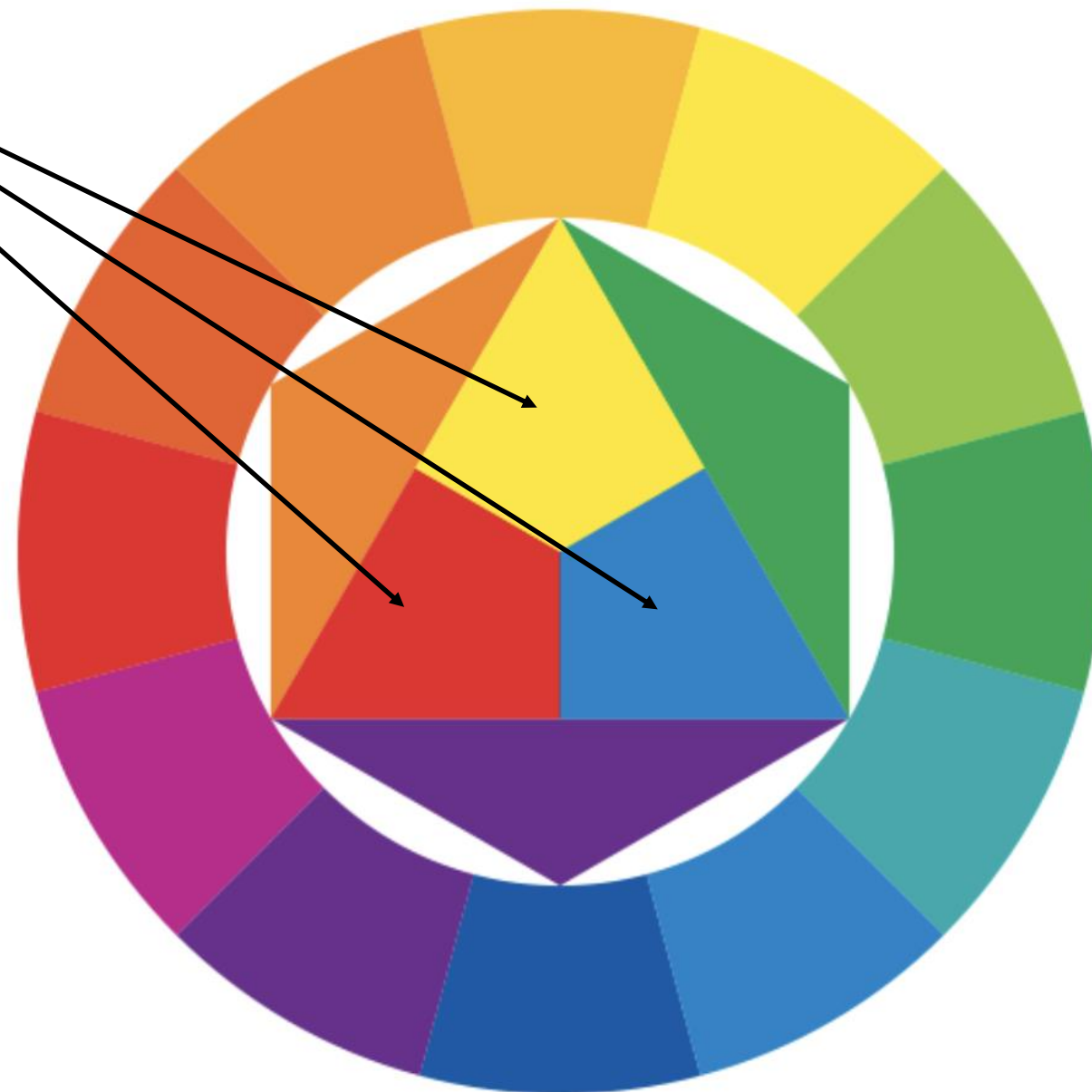
- Line
- Shape
- Colour
- White Space

Principles

- Unity
- Dominance
- Alignment
- Depth
- Contrast

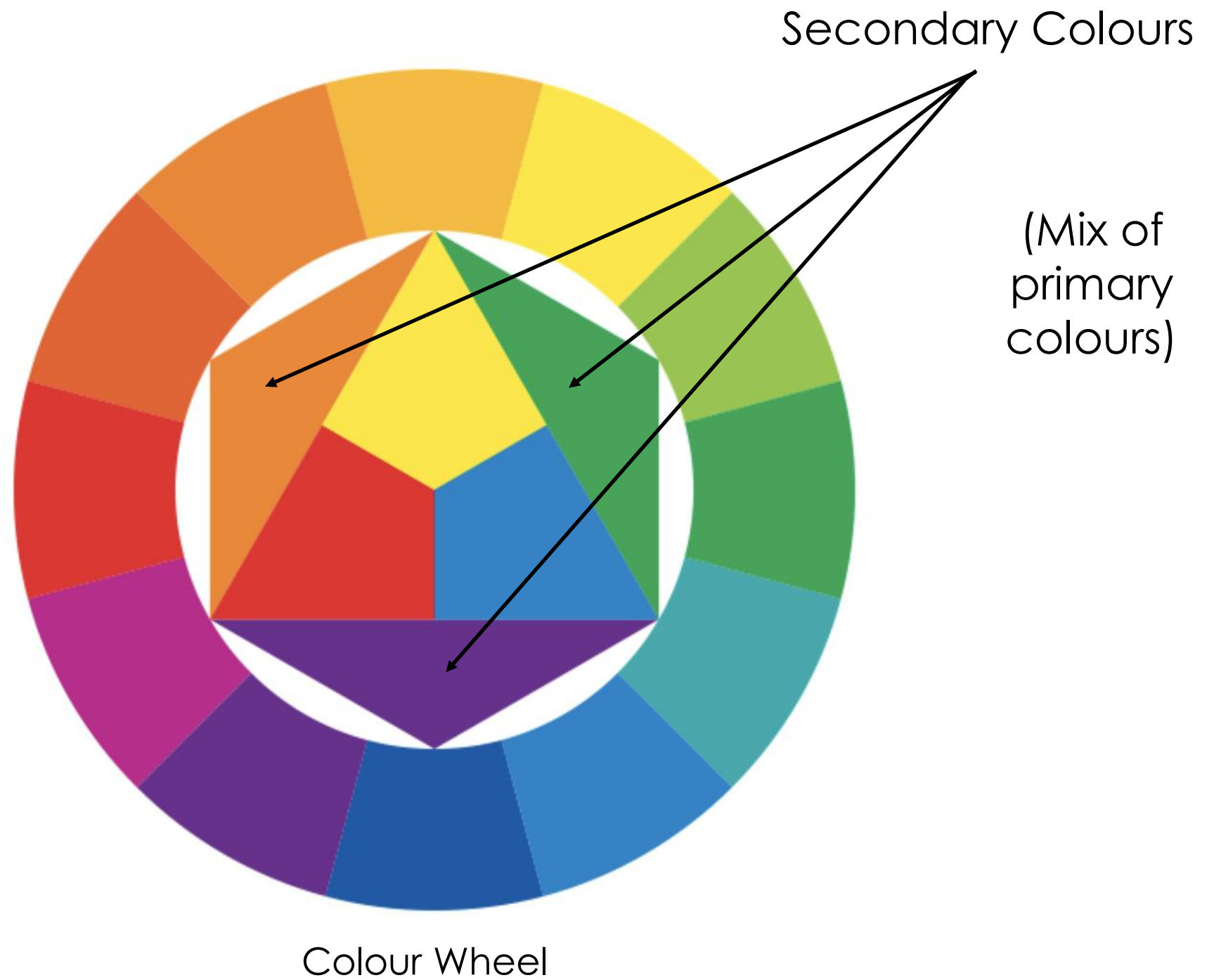
Colour Theory

Primary Colours

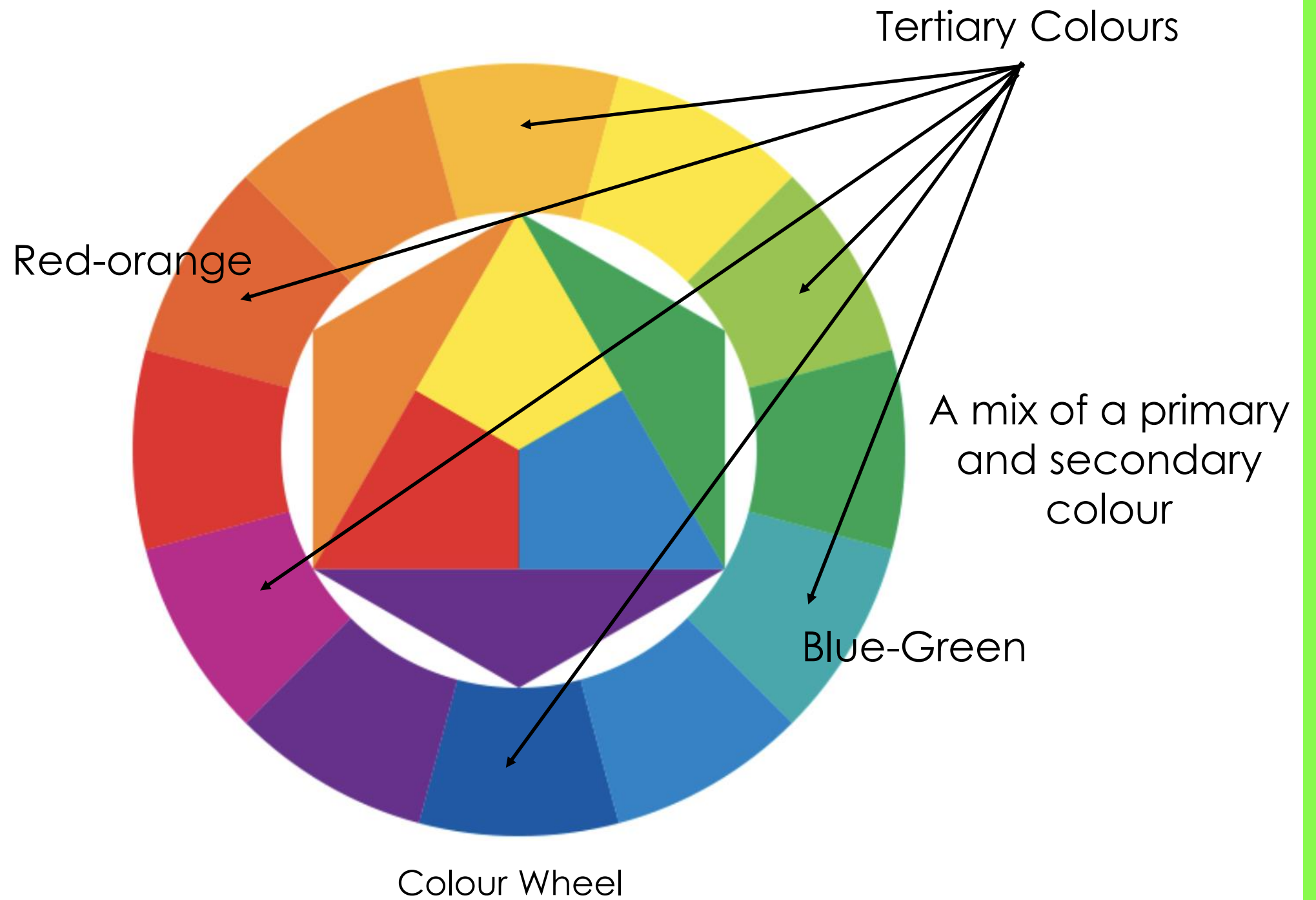


Colour Wheel

Colour Theory



Colour Theory



Colour Theory

Advancing Colours

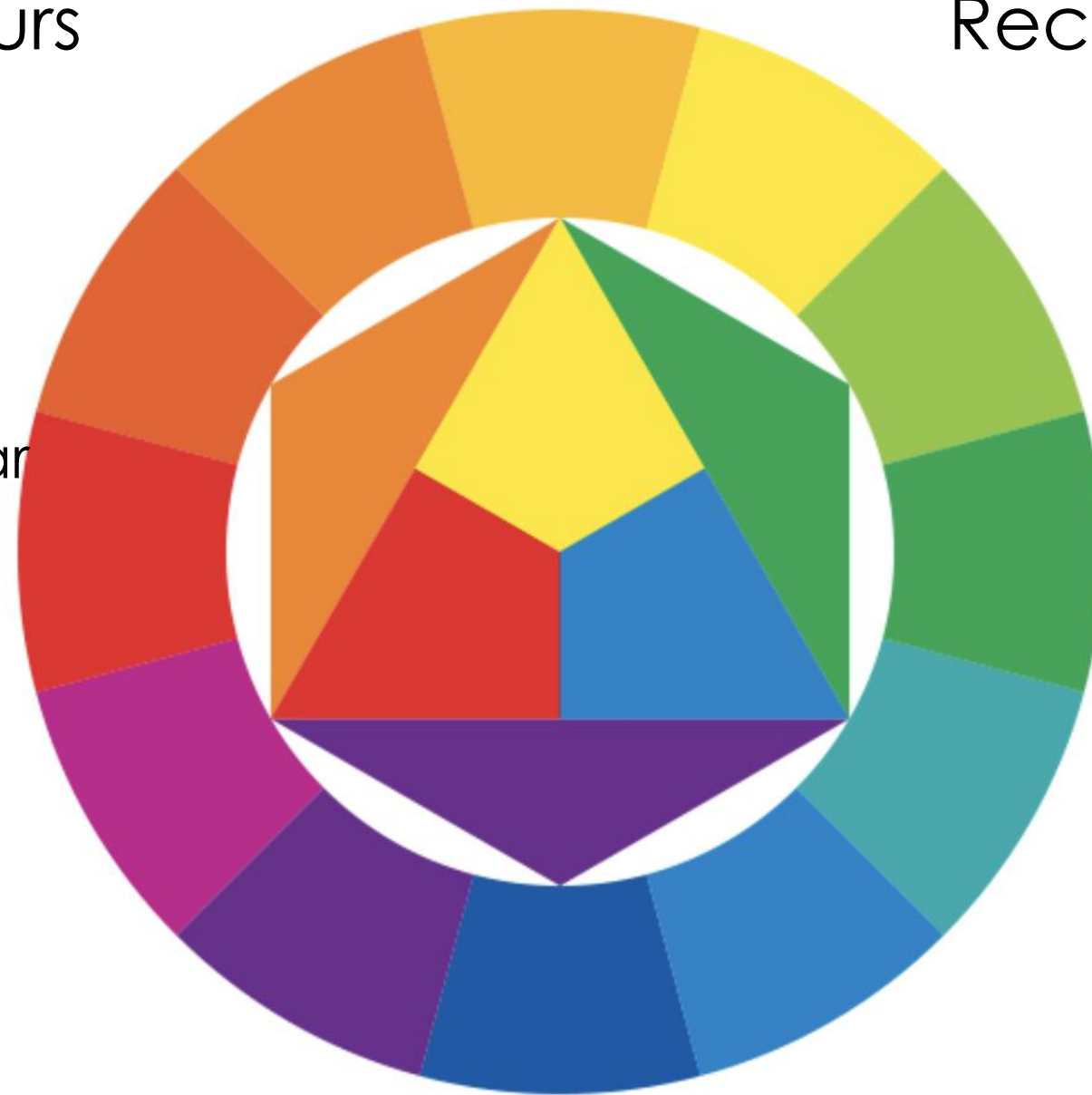
Warm colours (reds, yellows, oranges, pinks, violets).

These colours appear like they are coming towards you.

Receding Colours

Cool colours (blues, greens, indigos)

These colours appear like they are moving away from you.



Colour Wheel

Colour Theory

Harmonising Colours

Colours next to each other on the colour wheel.

Complimentary Colours

Also contrasting colours. Opposite colours on the colour wheel



Colour Wheel

Colour Theory

Tint: A colour to which white has been added.

Tone: A colour to which grey has been added.

Shade: A colour to which black has been added.



Colour Wheel

Colour Psychology



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Red
is the color of energy and passion

It also conveys:

- Danger
- Anger
- Alertness
- Romance

Logos shown: YouTube, LEGO, Coca-Cola, H&M



Blue
is the color of calm and trust

It also conveys:

- Confidence
- Professionalism
- Peace
- Stability

Logos shown: Facebook, Samsung, Intel, Visa, Skype



Green
is the color of safety and nature

It also conveys:

- Freshness
- Luck
- Money
- Envy

Logos shown: Spotify, Starbucks, Animal Planet, Tropicana, TD

Colour Psychology



Yellow
is the color of optimism and youth

It also conveys:

- Caution
- Happiness
- Fun
- Curiosity

Logos shown: McDonald's, Post-it, IMDb, Nikon, Snapchat



Pink
is the color of love and compassion

It also conveys:

- Sweet
- Faithfulness
- Sweet
- Femininity

Logos shown: T-Mobile, Pepto-Bismol, Lyft, Barbie, benefit



Purple
is the color of creativity and mystery

It also conveys:

- Luxury
- Passion
- Wisdom
- Royalty

Logos shown: Hallmark Channel, Wonka, Twitch, Yahoo!, BenQ

Colour Psychology



HTML5 Fanta Etsy THE HOME DEPOT NICKELDEON

Orange

is the color of warmth and adventure

It also conveys:

- Success
- Creativity
- Motivation
- Confidence

This infographic features a large orange semi-circle at the bottom. Above it, logos for HTML5, Fanta, Etsy, The Home Depot, and Nickelodeon are displayed. The text is centered within the orange area.



NIKE CHANEL DISNEY PRADA

Black

is the color of power and elegance

It also conveys:

- Luxury
- Mystery
- Secrecy
- Clarity

This infographic features a large black semi-circle at the bottom. Above it, logos for Nike, Chanel, Disney, and Prada are displayed. The text is centered within the black area.



intuit. Uber VANS PBS PUMA

White

is the color of purity and minimalism

It also conveys:

- Simplicity
- Innocence
- Clarity
- Unity

This infographic features a large white semi-circle at the bottom. Above it, logos for intuit., Uber, Vans, PBS, and Puma are displayed. The text is centered within the white area.

Colour Psychology



<https://www.canva.com/learn/color-psychology-the-logo-color-tricks-used-by-top-companies/>



@_designbytes_

Unity

Creating links and connections on a page

- Overlapping elements such as images, text and shapes
- Repeating the same colour
- Using harmonising colours
- Using the same font and style of font throughout the page
- Positioning items close together
- Repeating features on the page

Dominance

Making an item stand out more than others. The item should dominate the layout.

There should be an order of dominance in a layout that leads the reader:

- 1. The main graphic or picture should dominate the layout**
- 2. The title, heading or product name should be next**
- 3. Less important items should be grouped and positioned carefully to support this order of importance.**

- Creating a focal point by enlarging an image and positioning it carefully
- Grouping smaller items and scaling them down to make the focal point more dominant.
- Leaving white space around the item

White Space

Empty/blank space on a page

White space can be any colour

- Can allow the readers eyes to rest, especially if the layout is busy
- Calms the layout and allows breathing space; allows a layout to feel less busy
- It can make an item stand out more, creating dominance or emphasis.

Emphasis

Making an item eye catching

- Creating a focal point by enlarging an image and positioning it carefully
- Grouping smaller items and scaling them down to put more emphasis on it.
- Leaving white space around the item
- Underlining, changing font style (*italic*, **bold**), use of a drop cap

Depth

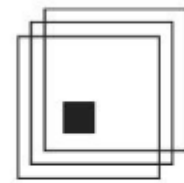
Making a page feel more '3D'

- Layering elements over each other (images, text, flash bars, shapes)
- Using different sizes of items so that larger items feel closer and smaller items feel further away.
- Using drop shadows.
- Using a pictorial image instead of a 2D one.
- Using perspective

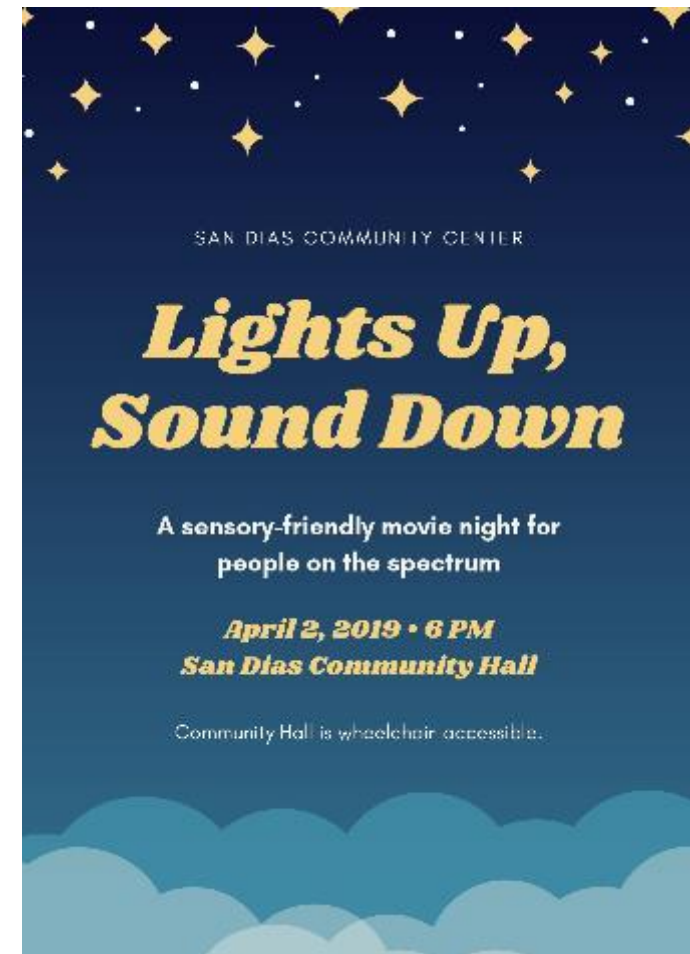
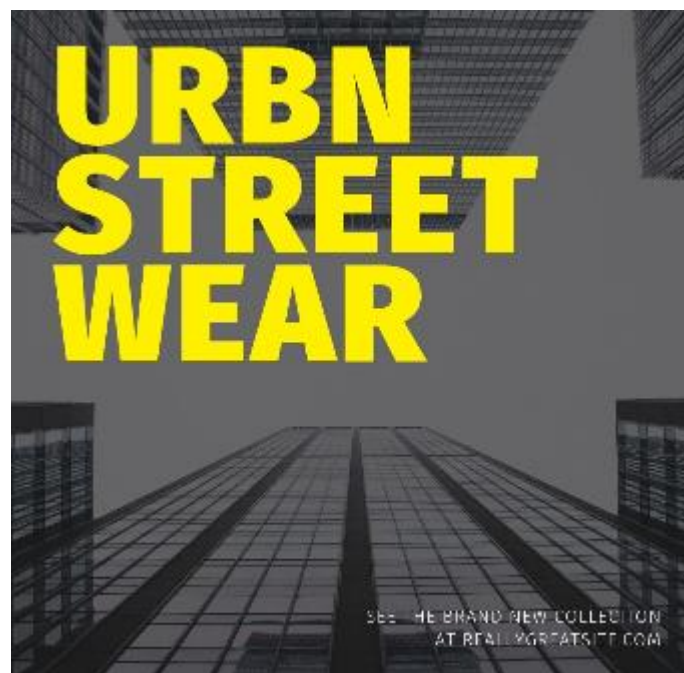
<https://www.canva.com/learn/how-to-create-depth-in-design/>

Depth

Examples



BLACKROCK
INDUSTRIAL PARK



Alignment

The structure of a layout

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Left Aligned

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Right Aligned

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Centre Aligned

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Justified

Alignment

- Poor alignment makes a layout look untidy and confusing.
- Alignment is achieved by using 'snapping' or 'snap to grid' on DTP software, grids and guidelines.
- Think about how you can align images, text and shapes on your page



Alignment

- Align your text to suit your images
- Align items horizontally and vertically
- Apply even line spacing
- Ensure **ALL** elements are aligned – not just a few
- Leave a margin around your design

<https://www.canva.com/learn/the-art-of-alignment/>

Contrast

Using 'opposites' to make items stand out

- Using contrasting shapes (eg circles and squares)
- Using contrasting colours (opposites on the colour wheel)
- Using contrasting fonts (serif and sans serif, formal and informal, normal and **bold**)

Exemplar

-  Unity
-  Alignment
-  Dominance
-  Contrast
-  White Space



Exemplar



 Unity

 Alignment

 Dominance

 Contrast