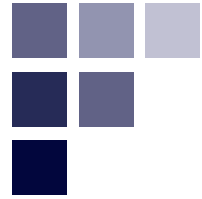


DESIGN PRINCIPLES



PROXIMITY

The concept of proximity seeks to establish relationships between page elements. Items in close proximity are related, while items spaced further away imply difference. When items are grouped together, they should be visually connected in some way.



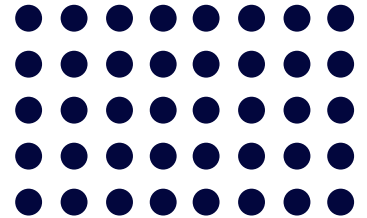
ALIGNMENT

One of the techniques needs to keep the others in line, and alignment, quite literally, does just that. Alignment establishes order and organization within a spread, creating connection and uniformity.



REPETITION

Purposeful design includes the repetition of various page elements: colors, shapes, modules, text and text treatments. It establishes consistency by creating an association between page elements, strengthening design and building a feeling of rhythm within the page.



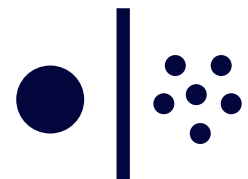
CONTRAST

Contrast emphasizes the difference between two or more elements. It can be seen in a number of ways from color and shade to size and weight. Contrast creates striking differences that draw in the reader's eye and highlight key elements of the page design.



BALANCE

It is important to keep page elements in balance. An element placed on the left side should be balanced by the right. Even distribution of the weight of page elements provides stability.



SPACE

Space is a design principle derived from the visual arts. It refers to the distance between, around, above, below, or within elements. It includes both positive and negative space.

