

# *Principles of Design*

*Principles of Publication Design*

# ***TODAY***

*We will learn the **four** principles of design.*

*I will **identify the four** principles in previously made designs *and create examples myself.**

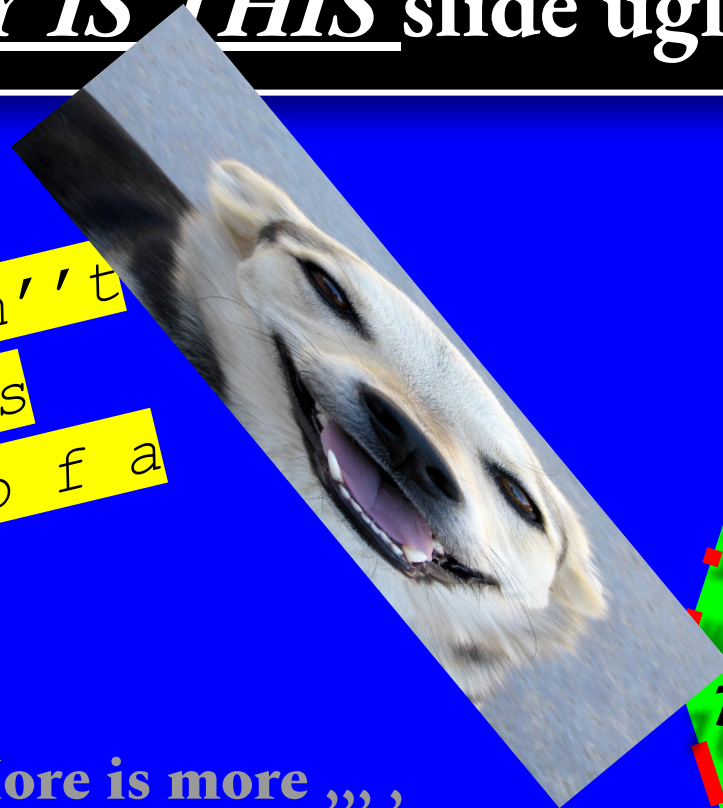
WOW

WHY IS THIS slide ugly ??????!!?!?!!???

You don't  
like this  
design o f a  
slide

?

More is more ,,, ,  
righ,t?



I LOVE COLOR!  
IT POPS!!!!!!!!!!!!

I THOUGHT IT  
WAS A PERFECT  
10!!!!!!!!!!!!!!!!!!

# ***WHY WAS THAT SLIDE UGLY?***

*More like, why wasn't it? It lacks any of the principles of design that makes a design feel visually appealing or at least bearable to look at.*

# ***YOU SHOULD HAVE LEARNED***

1. **Contrast** *is a significant difference between two visual elements.*
2. **Repetition** *is consistency of how layout elements are used.*
3. **Alignment** *is to have the edges or centers of two or more visual elements lined up.*
4. **Proximity** *describes how related two visual elements are through their physical distance apart.*

# ***EXIT TICKET***

*Which of the principles of design is especially being displayed to the right?*

*Why not the others?*

