

whole, which has splashed
of white on its tail.

2013

FEBRUARY
TUESDAY

26

5TH WEEK 5 DAYS

7. Proportion - Sometimes called
scale, this principle refers to

the size of elements in a design. In the film,
"Beauty and the Beast" to highlight the ferocity
of the Beast, he was drawn much taller and
stockier than the other characters.

8. Rhythm! - Rhythm is more readily noticed
when it incorporates pattern, but the general
definition is the repetition of elements or the use
of lines to give the impression of energy or
activity.

9. Emphasis - Emphasis deals with the parts of
a design that are meant to stand out. In most
cases, this means the most important information
the design is meant to convey. Emphasis
can be used to reduce the impact of certain
information.

10. Hierarchy! - Hierarchy is another principle of
design that directly relates to how well
content can be processed by people using a website.
It refers to importance of elements within a
design. It is most easily illustrated through
the use of titles and headlines in a design.
Headings and subheadings should be formatted in
a way that shows their importance in relation to
each other as well as in relation to the title and
body copy.

11. Movement - refers to the way the
eye travels over a design. The most
important elements should lead to the

MAR 2013

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3	4	5	6	7	8	9
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24	25	26	27	28	29	30

and so on.
variety - can be created in
a ways through colour, typography,

images, shapes, and virtually and other design elements.

12. White space - also refers to as "Negative Space" is the area of design that do not include any design elements. The space is effectively empty. Negative space can also help highlight specific content or specific parts of a design.

It can also make elements of a design easier to discern. This is why typography is more legible when upper and lowercase letters are used since negative space is more varied around lowercase letters which allows people to interpret them more quickly. In some cases, Negative space is used to create secondary images that may not be immediately apparent to the viewers. This can be valuable part of branding that can delight customers.

13. pattern: patterns are nothing more than a repetition of multiple design elements working together. Wall paper patterns are the most example of ~~the~~ pattern that visually everyone is familiar with.

In design, however, pattern can also refer to set standards for how certain elements are designed.

14. Repetition - Repetition is a great way to reinforce an idea. Repeating the same colour, typeface, shapes, or other elements of design.

FEB 2013

S	M	T	W	T	F	S
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