

Discussion

[Linguistics](#), [English](#)



Five Principles of Design As the means of successful visual communication, the principles of design guide the relationships between the elements and help to organize them into a single composition. For this purpose, designers make a use of five basic principles, which prove to be useful for creating vivid images and communicating messages effectively.

To start with, the principle of balance is responsible for placing the parts of an image in the arrangement in a way that is pleasant for an eye. According to it, colors, weight of objects, and texture should be evenly distributed. ("Northern Highlands") The types of balance can be different, but the main idea behind all is to provide structure and stability. Moreover, alignment holds that nothing on a page should have an arbitrary position. It is advised to visually connect every item to other elements of the composition in order to create a cohesive and strong unit.

Apart from that, the principle of grouping requires placing related items together as far as it adds to the creation of visual cues and reduces clutter. As a result, information looks organized and is better to remember.

The next principle is consistency that stays for the adherence to the uniform characteristics of the elements used in order to make them fully belong to a single document. The similar design is expected to be applied to icons, colors, font, spatial relationships and other components in order to unify them under specific “ theme.” Furthermore, the principle of contrast states, “ if the two objects are not exactly the same, they should be made really different.” (msu) Adding contrast to a page results in fueling the visual interest in a page as well as helps to highlight and emphasize the most important elements.

The review of the given principles helped me to arrive at the conclusion that, in my opinion, all of them are of the great value for creating a vivid and finite image. Therefore, none of the principles should be considered more important since all of them deal with different aspects of the composition.

Works cited

" Graphic Design Principles." Michigan State University. n. page. Web. 8 Jul. 2014. .

" Principles of Design." Northern Highlands. n. page. Print. .