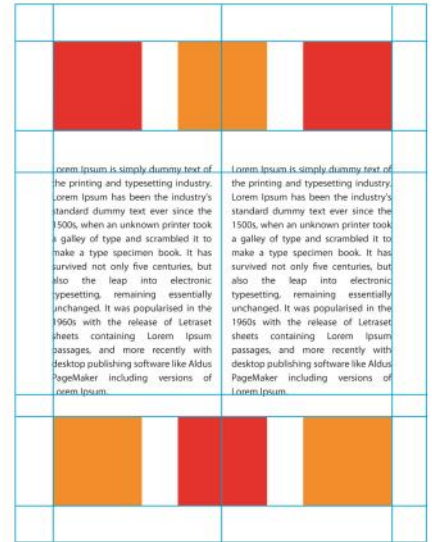


Design Principles

Alignment

Alignment is the word used to describe when different elements on the page are in line with each other. Amateur designers randomly drop elements, such as images, text boxes, etc. on to the page. A more professional and organised layout is achieved by lining these items up with each other. Sometimes you are asked to describe where alignment has been used in a design. For example, here the left hand text box is aligned with the boxes above and below, the top three boxes are aligned with each other, etc.



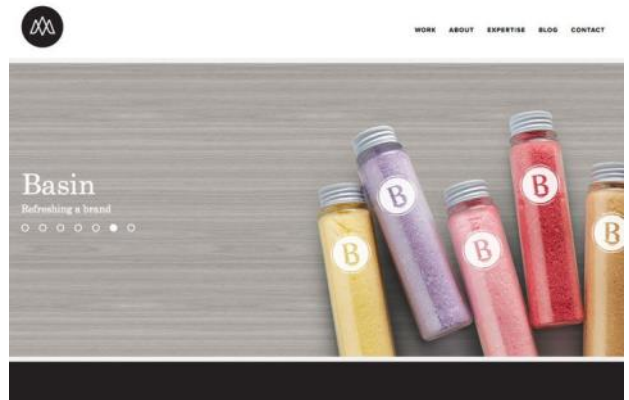
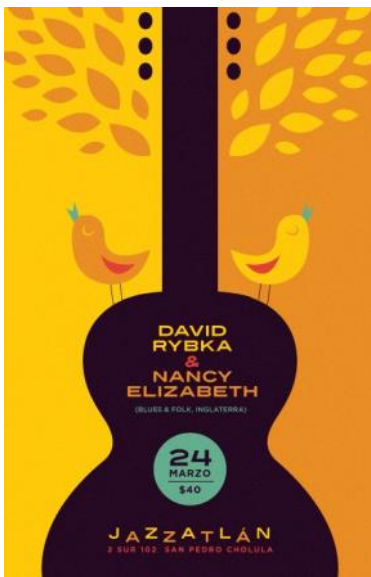
Balance

The word balance is used to describe the layout used on a page. There are two types of balance covered in National 5—**Symmetrical** and **Asymmetrical**. Symmetrical balance is not 100% symmetrical, but in general looks like it. Asymmetrical is usually where the dominant item on the page is to one side.

The poster to the left is described as being symmetrical, even although it is not exactly the same on both sides.

An **Asymmetrical** balance is where the layout is one-side, or not even.

This theory page has been done with an asymmetrical balance, as has the poster to the right.



Colour

When picking colours for parts of a layout it is important to be able to justify your choice. Some colours work well together, whereas other do not.

Colour can be used to make things more **dominant**, eg using warm colours on a cool background, can suggest a feeling or

mood, eg. Danger, create **unity**, by having different parts of the layout with the same colour, etc. Don't use too many colours on a design—it is better to use a small number. An **Accent** colour is where a small item in a contrasting colour has been used so that it stands out—this could be a link button on a website, as in this example.

In selecting and justifying colours, make reference to the colour theory notes to identify moods and feelings.

