Contrast:

Contrast can be created by many different things within a document the most obvious are; colour, shape, font(size and typeface) and Value. Contrast within a document will guide the reader to where they should look first or to the most important element. For it to work successfully though, it must be strong and obvious. It needs to make an impact.

Contrast in both Shape and colour

Contrast in Font Size and Typeface
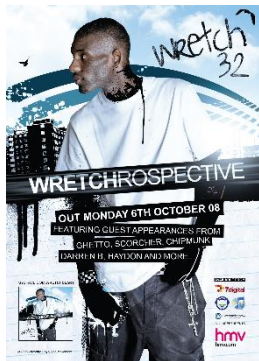
Contrast in Value

Depth:

Depth is created in a document by using layers to overlap different elements within a document.

- Images can be overlapped
- Images and text can be overlapped
- Text can be overlapped with text

All of the above help to make the document more interesting and exciting

Dominance:

Dominance in a design is about making the most important element of the document stand out. This helps the reader to understand the core point of the design at first glance. It also helps to anchor your audience attention to your design so you can navigate them through the rest of the points with ease.

Dominance is created by contrasting size, positioning, colour, style, or shape. The focal point should dominate the design with scale and contrast without sacrificing the unity of the whole

Emphasis:

Creating Emphasis in a document does not necessarily mean that the item being emphasised is the most dominant. Emphasis can be created by a number of different means.

- Rotating text or images on a page helps to create Emphasis
- Adding value to an object creates Emphasis
- Adding lots of different contrasting colours creates emphasis
- Using different font styles creates emphasis
- Changing the size of font creates Emphasis.
- Using different shapes within a document creates Emphasis

Emphasis helps to make a document more interesting and exciting.

Proportion:

Proportion is the relationship between each element's size and shape. When you place more than one item on a page, you must consider their relative sizes and importance. A good thing to do is ask yourself the following questions:

- What is the relative importance of each item?
- How much of the page should be devoted to text?
- How much of the page should be devoted to SPACE?
- How large should the graphic be?

Rhythm:

Rhythm is the flow of the page It is the motion that is inherent in a page that draws you from one item to another and one page to another. Rhythm is the repetition of visual movement of the elements-colours, shapes, lines, values, forms, spaces, and textures.

Unity:
Unity helps to bring a document together, it helps to organise the document and make it easier to understand.

Unity can be created through:
- The use of colour
- The use of similar shapes
- The use of similar fonts

Similar colour
and Shape

Similar Font
and Shape

White Space:

White space is the absence of text and graphics. It breaks up text and graphics. It provides visual breathing room for the eye. Add white space to make a page less cramped, confusing or overwhelming.

The most obvious benefit of whitespace is that it increases legibility Believe it or not whitespace between paragraphs and around blocks of text actually helps people understand what they are reading better.

White space does not necessarily have to be white in colour.

Why Is It Used?

Without it, your page would look cluttered and messy, readers wouldn't be able to tell what words relate to the images, and it would be hard to read (so you probably wouldn't be read).

Grid Structure:

Grids and guidelines help us to improve the accuracy of positioning and aligning the various elements. By setting up a grid/ guideline, it allows any graphic designer to plan out their document successfully.