

BACK TO THE BASICS

The Fundamental Principles of Design

Cory Regnier





PRINCIPLE OF BALANCE

Balance is fundamental.

Balance plays a crucial role in creating visually pleasing and harmonious artworks.

In the context of art, balance refers to the distribution of visual weight in a composition, ensuring that various elements come together in a way that feels stable and aesthetically pleasing.

01

Share a **Coke**® with



#shareacoke #Clementine



Good things
come in fours

choose happiness



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02

PRINCIPLE OF HIERARCHY

Hierarchy serves as a guide.

Hierarchy plays a vital role in guiding the viewer's eye and conveying information effectively. In the context of design, hierarchy refers to the organization and arrangement of elements to show their relative importance or significance within a composition.



OLD NAVY

Feb. 21–Mar. 1

**SHAKE
the
BLUES
SALE**

all **JEANS**

UP TO

**50%
off**

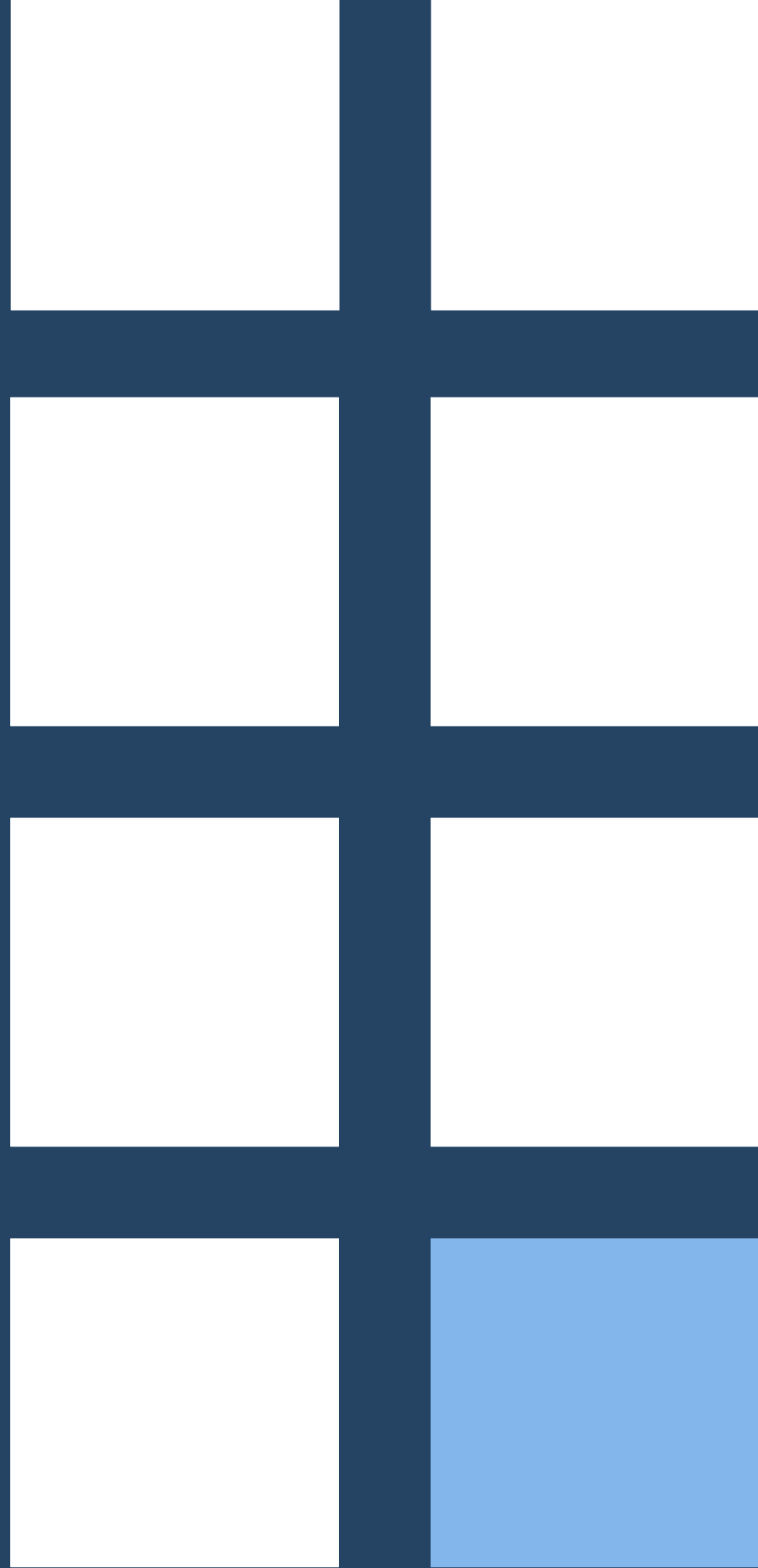
Excludes clearance. Offer valid Feb. 21–Mar. 1
in U.S. and Canada Old Navy stores.

03

PRINCIPLE OF EMPHASIS

Emphasis is a critical principle.

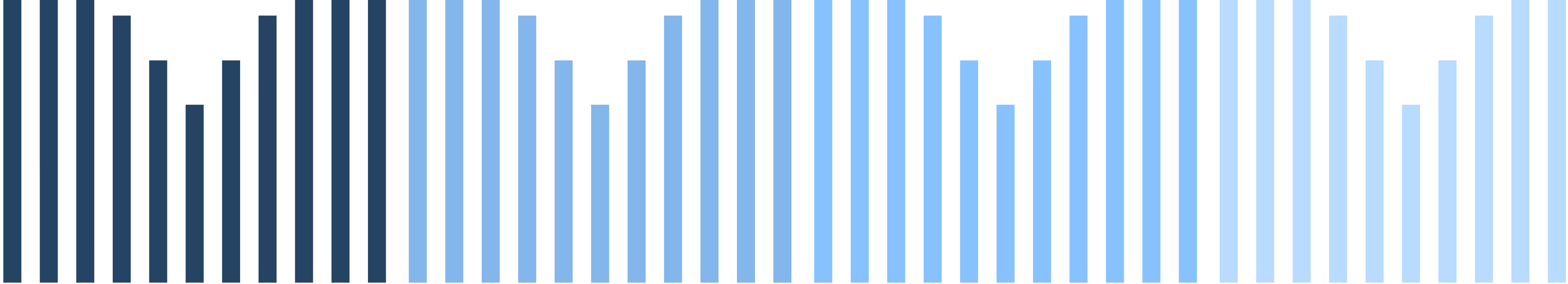
This involves creating a focal point or center of attention within a composition. It's a technique used to guide the viewer's eye to the most critical or interesting part of a design.





**Privacy.
That's iPhone.**

apple.com/privacy



04

PRINCIPLE OF RHYTHM

Rhythm adds movement and flow.

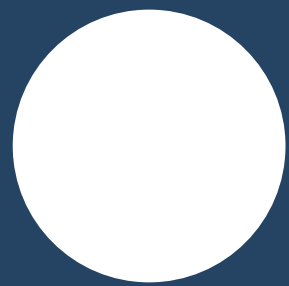
In design, rhythm involves the repetition or alternation of elements, often creating a visual pattern or tempo that guides the viewer's eye through the artwork.

I AM THE
BULLET IN THE
CHAMBER



JUST DO IT 

05



PRINCIPLE OF PROPORTION

Proportion is the art of visual relationships.

Proportion in design goes beyond mere comparisons of size and scale; it is the art of visual relationships. It involves the careful consideration of how various elements within a design interact with each other and how they relate to the design's overall purpose.

Proportion is about creating harmonious relationships between elements. When done effectively, it produces a sense of unity and order that is aesthetically pleasing to the viewer. Harmonious proportion brings a feeling of comfort and balance to a design.



BIG MAC[®]



PRINCIPLE OF PATTERN

Pattern creates interest.

Pattern is a fundamental element of design that involves the repetition of shapes, colors, lines, or other visual elements in a structured and consistent manner.

It plays a crucial role in creating visual interest, enhancing organization, and conveying a sense of harmony within a design.

06



Ser Design : Daniel Buren © ADAGP Paris & OR 2012

Sold exclusively in Louis Vuitton stores and on louisvuitton.com. 866-VUITTON

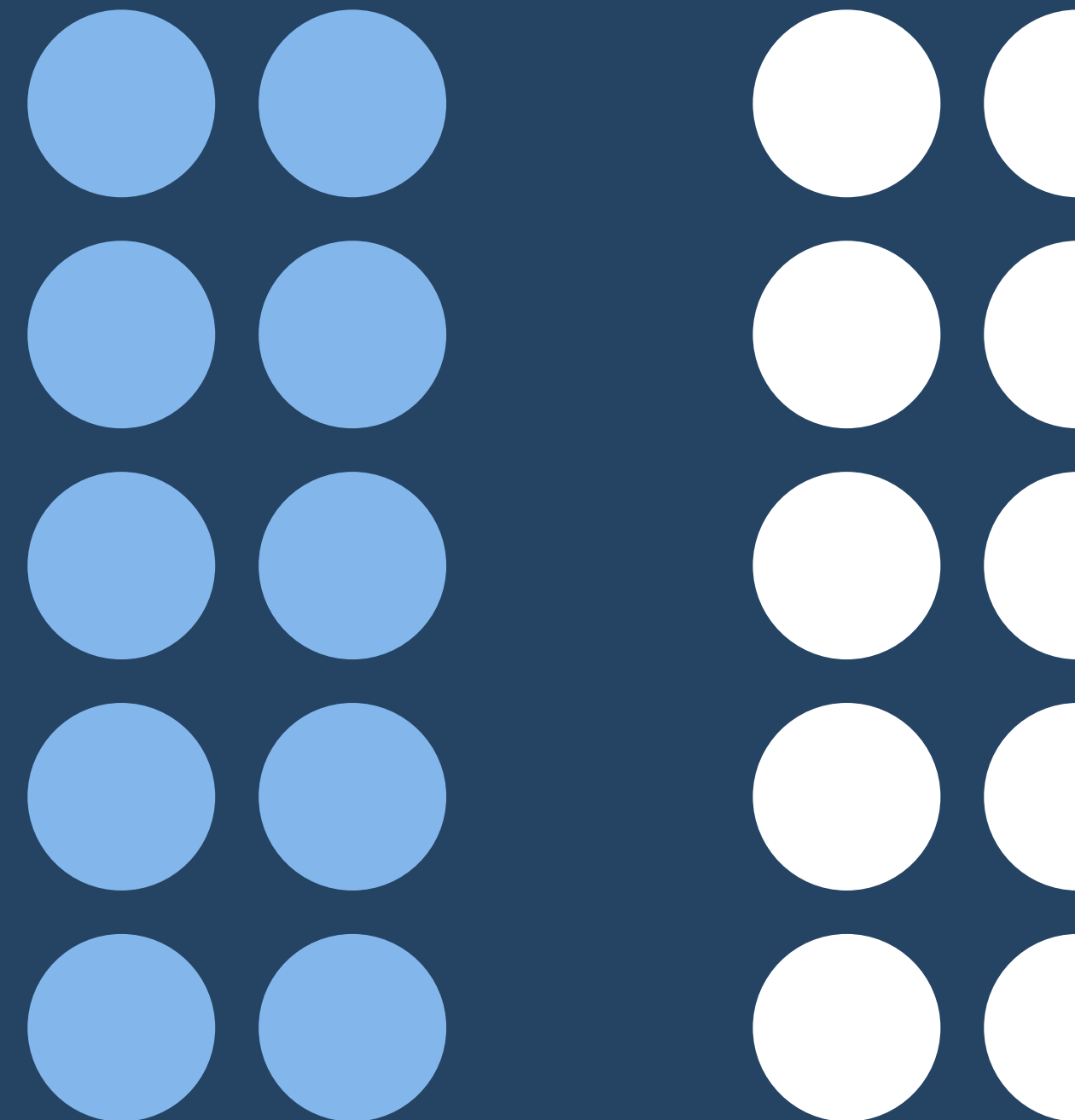
LOUIS VUITTON

07

PRINCIPLE OF SPACE

Space creates impact.

Space is one of the fundamental elements of design, and it plays a critical role in how a design is perceived. In design, space doesn't merely refer to the physical emptiness; it encompasses the arrangement and allocation of elements within a composition.





CHANEL

08

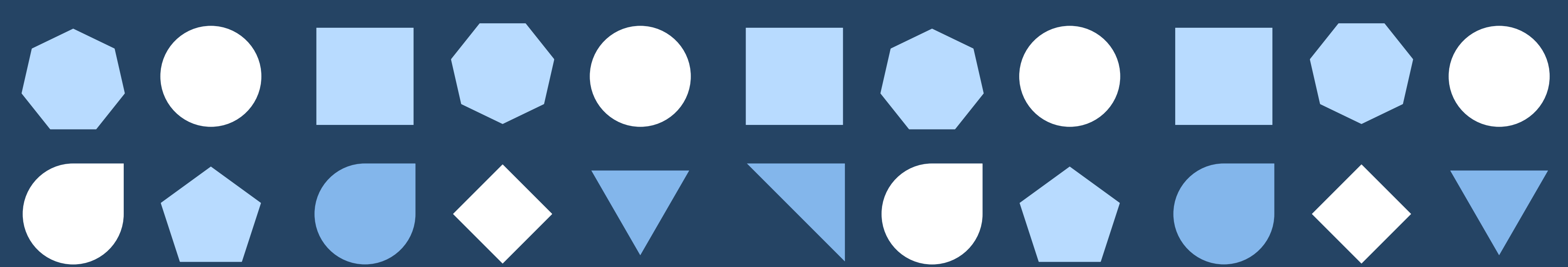
PRINCIPLE OF MOVEMENT

Movement directs the viewer's eyes.

It's about creating a visual journey within the design, helping viewers navigate and engage with the content. Movement adds energy, flow, and a sense of progression to the design.



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09

PRINCIPLE OF VARIATION

Variation brings dynamics and complexity.

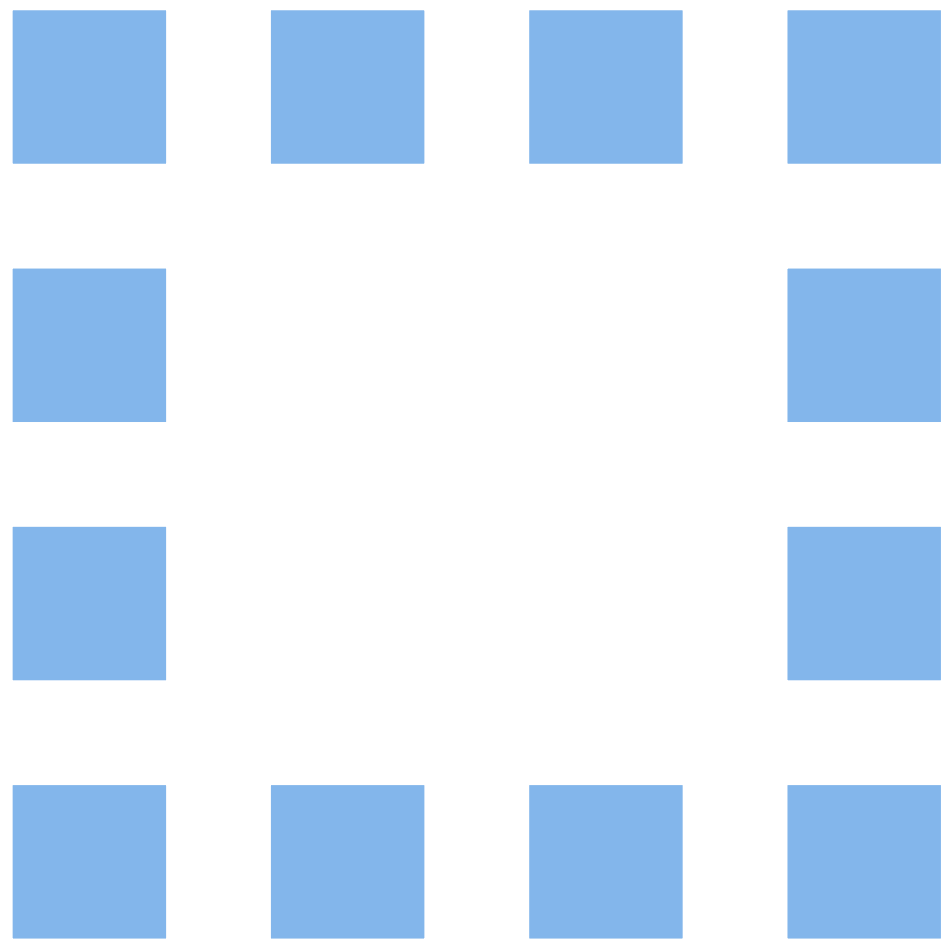
Variation focuses on introducing diversity and contrast into a composition. It's about avoiding monotony and creating visual interest by incorporating different elements, such as color, size, shape, texture, and more.

Quality is easy to find when you know where to look.



TARGET.

10

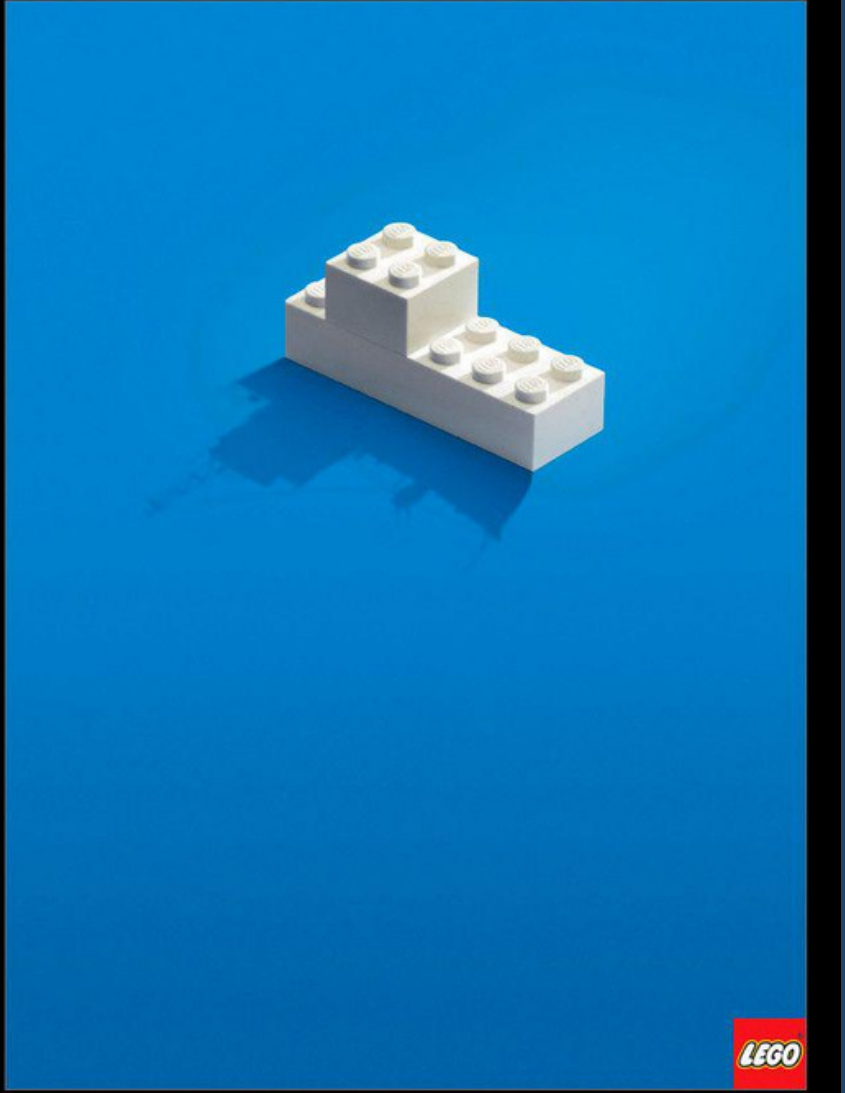
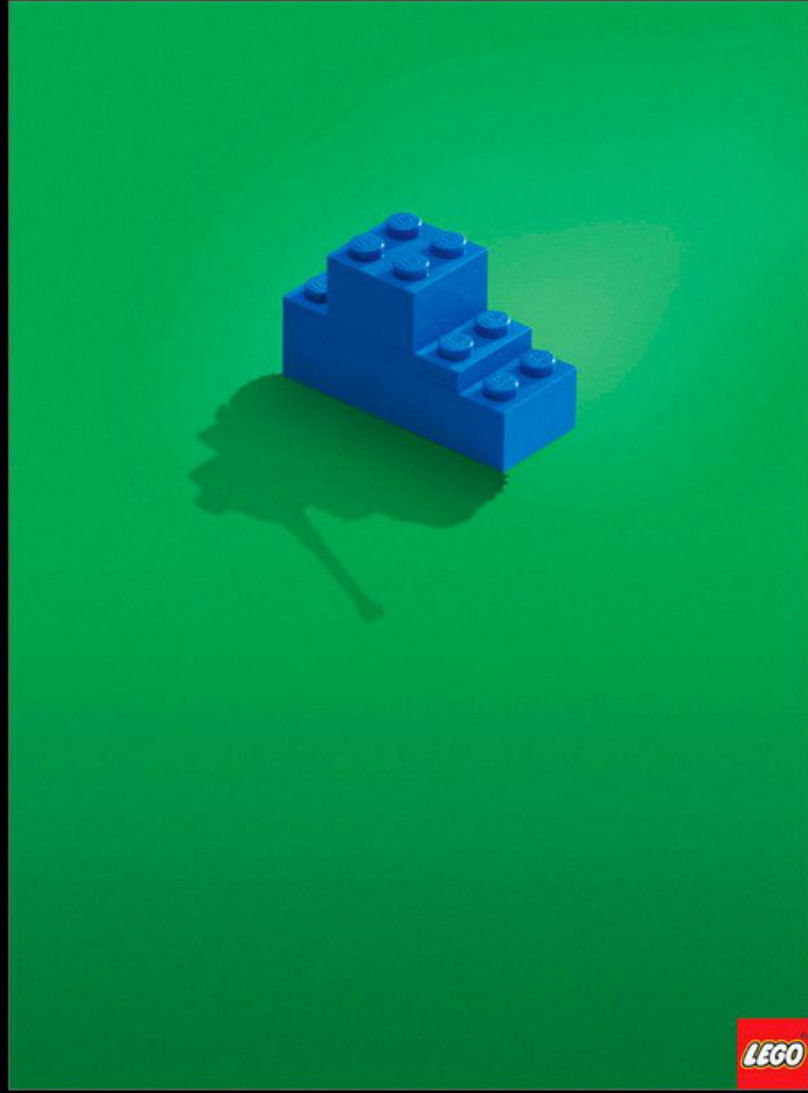
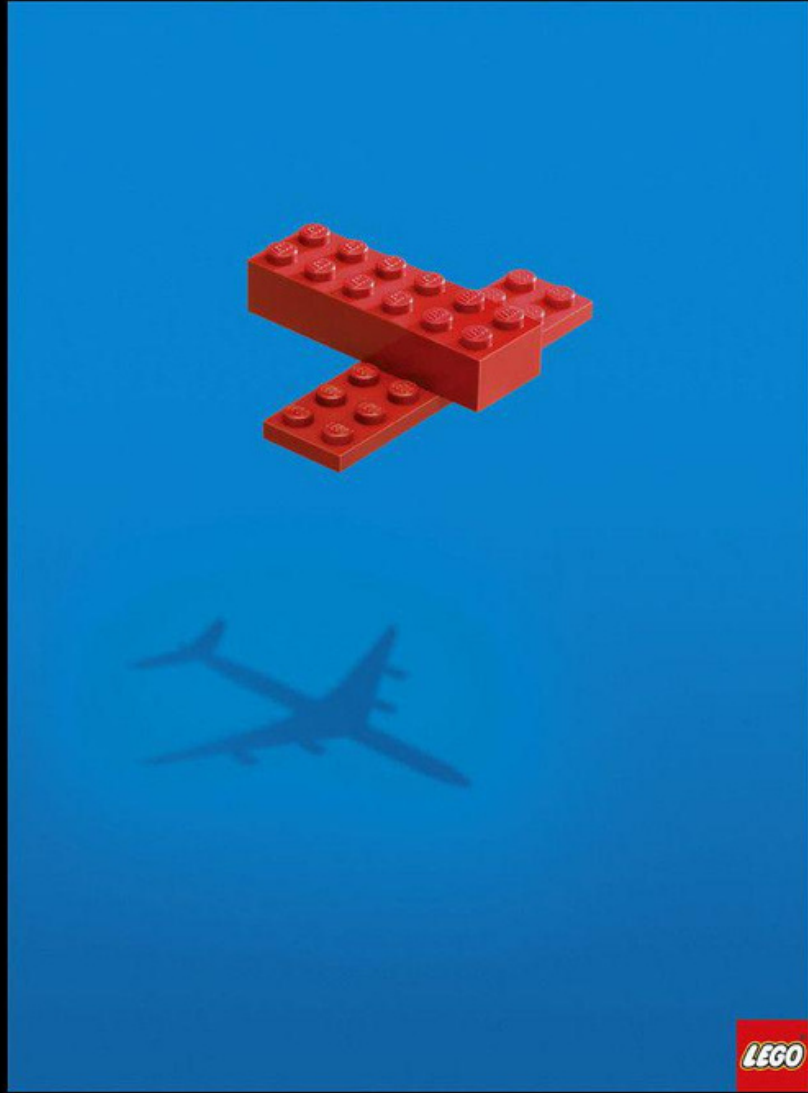
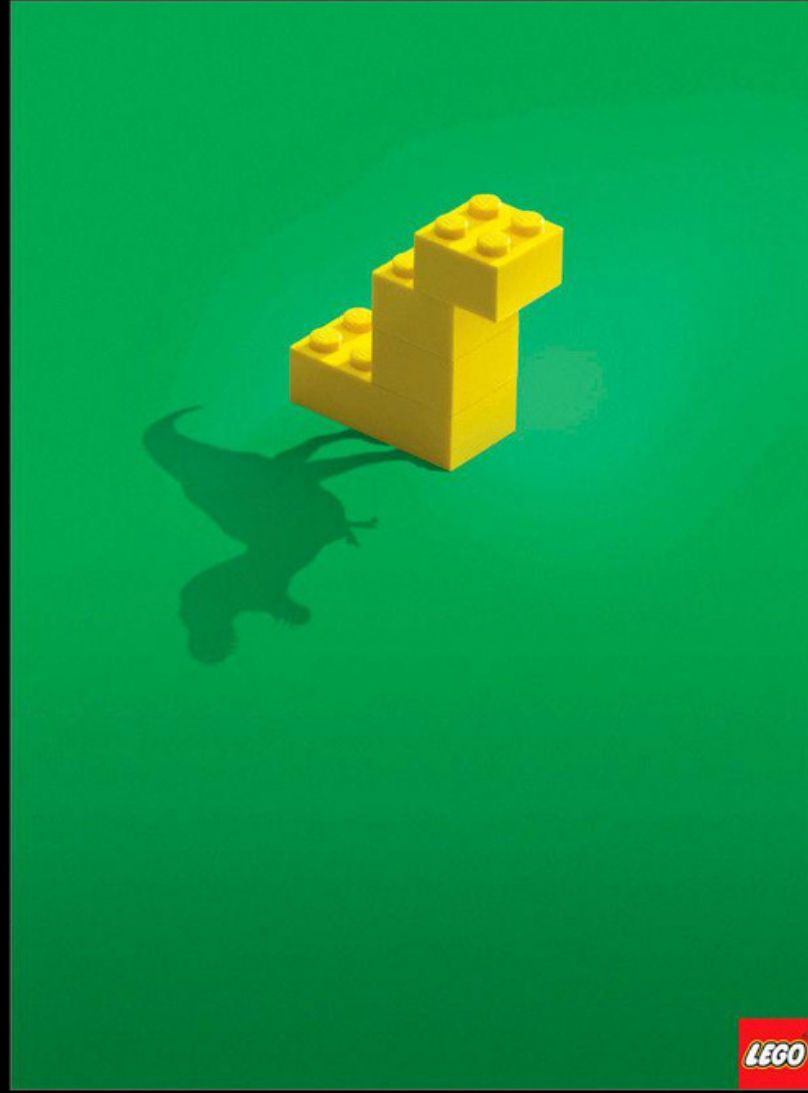


PRINCIPLE OF UNITY

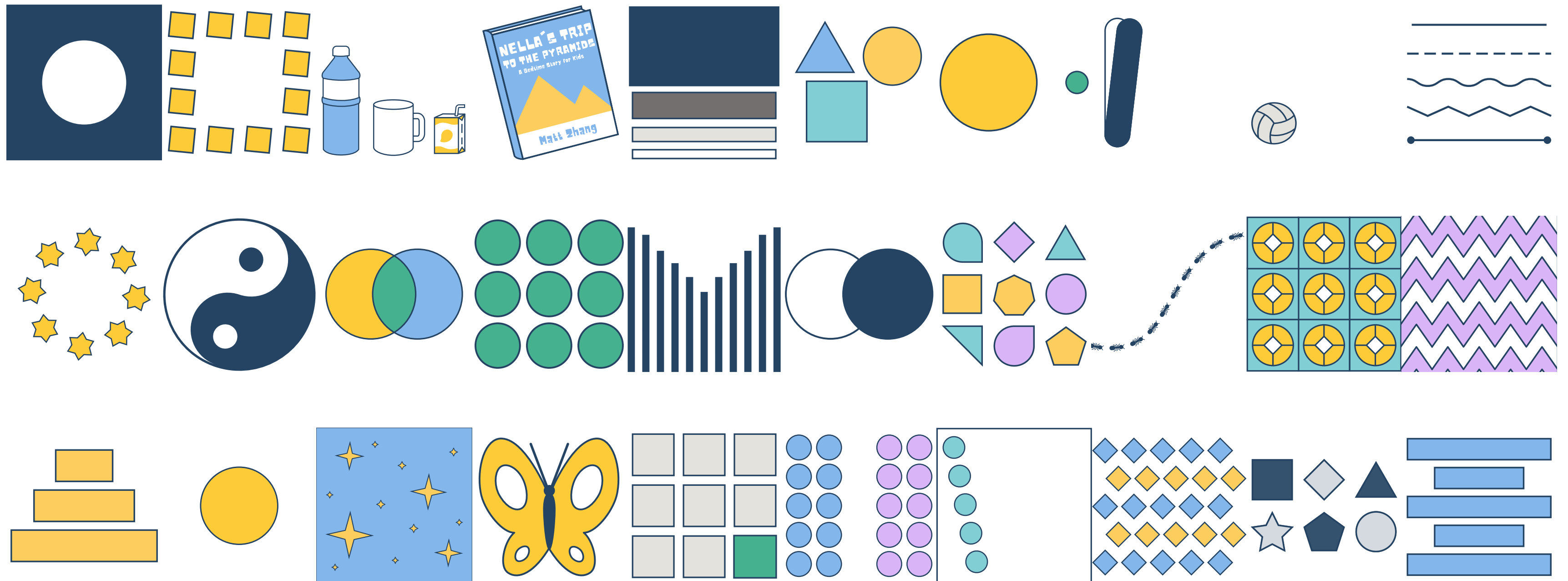
Unity creates visual harmony.

Unity is one of the fundamental principles of design, and it revolves around the idea of creating harmony, coherence, and a sense of completeness in a composition. It is the thread that ties all the elements and principles together to form a visually pleasing and well-balanced whole.

Unity ensures that all the elements in a design work together in a visually pleasing way. It prevents the design from feeling chaotic or disjointed.



QUICK RECAP



5 MUST HAVES

- A Clear, Attention-Grabbing Headline
- A Compelling Visual
- Key Information (The Offer or Message)
- A Call to Action (CTA)
- Contact Information and/or Location

Anatomy of an ad:



SOLD!

An illustration of a man and a woman standing in front of a small orange house. The man is holding a large yellow key, and the woman is holding a magnifying glass. Above them are several gold coins and a stack of green dollar bills. A blue location pin is on the ground in front of the house.

We're the best
We combine unmatched local expertise, personalized service, and a proven track record of results to help our clients buy and sell with total confidence.

CALL
to list your home
TODAY!

Home Realty 555-123-4567
Hometown, US | homerealty.net

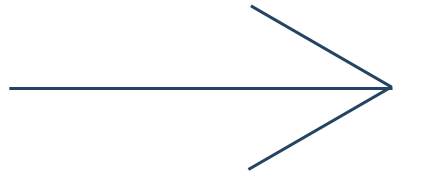
10



RULES TO LIVE BY

Make professional ads effortlessly

- Don't squish text
- Don't use smaller than 8-point text
- Use plenty of contrast
- No more than 2 typefaces
- Leave white space around ad
- Text size should be 2-3 steps different
- Never more than 3 lines of centered text
- Use bold text when in reverse
- Don't use @ symbol except in emails
- List dates and times as clearly as space allows



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