**THE FUNDAMENTAL PRINCIPLES OF DESIGN**

**PROXIMITY**
How items are grouped and spaced
Proximity means grouping like items together and separating them from other grouped objects to create a visual relationship between them.

**ALIGNMENT**
Keeping objects in line with one another
Alignment allows us to create order and organisation in the layout. Proper alignment in a design means that every element, even elements that are far apart, are visually connected to the other elements, nothing feels out of place or disconnected.

**REPETITION**
Using similar elements throughout the design
Repetition consists of reusing the same or similar elements throughout the design. It helps create patterns that tie together individual elements and create a rhythm (a feeling of organized movement).

**SPACE**
The distance between objects
Space is the area around or between elements in the design, it can be positive or negative space. Space can be used to separate or group elements together. Used properly, it can help lead the eye, give the eye a rest, define importance and more.

**CONTRAST**
Creating or highlighting differences
Contrast allows you to emphasize or highlight key elements within your design. Contrast can be achieved with shapes, sizes, orientations, weight, position or color.

**BALANCE**
The visual weighting of a layout
Balance provides stability and structure to a design, it feels stable and aesthetically pleasing. While some of its elements might be focal points and attract your eye, no one area of the composition draws your eye so much that you can’t see the other areas.