## Contrast

If the elements (type, color, size, line thickness, shape, space, etc.) are not the same, then make them very different. Contrast is often the most important visual attraction on a page. For contrast to be effective, it must be strong. If then two elements are sort of different, but not really, then you don't have contrast, you have conflict. Contrast can be created with type, color, a horizontal or vertical element, widely spaced lines with closely packed lines, a small graphic with a large graphic.
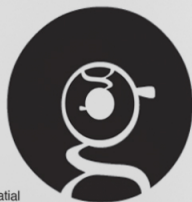
Repetition

Repetition can be thought of as consistency. Repeat visual elements of the design throughout the piece. You can repeat color, shape, texture, spatial relationships, line thickness, and size. This develops a sense of organization and strengthens unity. Repeat some aspect of the design throughout the entire piece. The repetitive element may be type style, rule, a certain bullet, color, design element, particular format, spatial relationships, etc. It can be anything that the reader will visually recognize. Repetition is a conscious effort to unify all parts of a design.

Alignment

Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page. Even when elements are physically separated from each other, if they are aligned there is an invisible line that connects them, both in your eye and in your mind. Although you might have separated certain elements to indicate their relationships, the principle of alignment is what tells the reader that even though these items are not close; they belong to the same piece. This creates a clean, sophisticated look. Unity is an important concept in design. To make all the elements on the page appear to be unified, there needs to be some visual tie between the separate elements.

Proximity

When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps visually organize information and reduces layout clutter.