

Design Principles

Balance		Contrast		Emphasis	
<b>Symmetrical Balance</b>	Creates a sense of formality and stability. Elements are mirrored on either side of a central axis.	<b>Color Contrast</b>	Using contrasting colors to create visual interest and hierarchy.	<b>Proportion</b>  The relationship between the sizes of different elements in a design. Use the golden ratio (1:1.618) for harmonious proportions.	
<b>Asymmetrical Balance</b>	Achieved through arranging dissimilar elements with equal visual weight.	<b>Size Contrast</b>	Varying the size of elements to draw attention and establish importance.		
<b>Radial Balance</b>	Elements radiate from a central point.	<b>Shape Contrast</b>	Using different shapes to create visual distinction.		

Typography

Typeface Categories	Typography Best Practices								
<table><tr><td><b>Serif</b></td><td>Traditional, with small decorative strokes (serifs) at the end of letters. Examples: Times New Roman, Garamond.</td></tr><tr><td><b>Sans-Serif</b></td><td>Modern, without serifs. Examples: Arial, Helvetica.</td></tr><tr><td><b>Script</b></td><td>Resembling handwriting. Examples: Brush Script, Lucida Handwriting.</td></tr><tr><td><b>Decorative</b></td><td>Unique and expressive, used for specific purposes. Examples: Impact, Comic Sans.</td></tr></table>	<b>Serif</b>	Traditional, with small decorative strokes (serifs) at the end of letters. Examples: Times New Roman, Garamond.	<b>Sans-Serif</b>	Modern, without serifs. Examples: Arial, Helvetica.	<b>Script</b>	Resembling handwriting. Examples: Brush Script, Lucida Handwriting.	<b>Decorative</b>	Unique and expressive, used for specific purposes. Examples: Impact, Comic Sans.	<ul style="list-style-type: none"><li><b>Readability:</b> Choose fonts that are easy to read, especially for body text.</li><li><b>Hierarchy:</b> Use different font sizes and styles to create a clear visual hierarchy.</li><li><b>Kerning/Tracking/Leading:</b> Adjust spacing between letters (kerning), across a line (tracking), and between lines (leading) for optimal readability.</li><li><b>Contrast:</b> Ensure sufficient contrast between text and background.</li></ul>
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Color Theory

Color Wheel Basics		Color Harmonies		Color Psychology	
Primary Colors	Red, Yellow, Blue – Cannot be created by mixing other colors.	Complementary	Colors opposite each other on the color wheel (e.g., red and green).	Colors evoke different emotions and associations. Consider the psychological impact of colors on your audience.	
Secondary Colors	Green, Orange, Purple – Created by mixing two primary colors.	Analogous	Colors that are next to each other on the color wheel (e.g., blue, blue-green, green).	Examples: <ul style="list-style-type: none"><li>Red: Excitement, energy, passion</li><li>Blue: Trust, calmness, stability</li><li>Green: Nature, growth, harmony</li><li>Yellow: Happiness, optimism, warmth</li></ul>	
Tertiary Colors	Created by mixing a primary and a secondary color.	Triadic	Three colors equally spaced on the color wheel (e.g., red, yellow, blue).		
		Monochromatic	Different shades and tints of a single color.		

Layout and Composition

Grids	White Space (Negative Space)	Visual Hierarchy
Use grids to structure your layout and align elements consistently. Grids help create a clean and organized design.	The empty space around elements in a design. White space improves readability and allows the design to breathe.	Arrange elements in a way that guides the viewer's eye through the design. Use size, color, and placement to establish hierarchy.