

Principles of Design

vocabulary

Component	each of the elements placed within a composition: headline, subheadline, captions, copy, byline, photos, typography, banners, images, links, etc.
Composition	the way in which components of a design are visually combined and arranged to create a final product.
Concept	abstract elements of theme, connotation, message and style.
Alignment	the lining up of components with each other based on the edges or guides within a composition.
Flow	guides a viewer through a composition by the placement of components.
Direction	the management of the movement of components within a composition.
Placement	the position of items on a spread. Placement of elements within a page/spread determines the spatial relationship between elements and determines their relevance and significance.
Harmony	visual harmony means agreement between elements, and is a key component to developing the theme and visual appearance in a composition.
Unity	the feeling of harmony between components of a composition, creating a sense of completeness.
Balance	the distribution of the components of a composition giving it a stable feel or appearance. It may be symmetrical, asymmetrical, or radial.
Proportion	the relative size and scale of components of a composition that create a feeling of unity; the relative size of all the components to the whole composition.
Scale	the relative size of one component to another.
Grouping	elements that are unified as a whole based on proximity, similarity, continuation or alignment.
Proximity	the grouping of objects based on their closeness to one another.
Rhythm	the repetition or alternation of components within a composition.
Division	the use of white or negative space to separate or distinguish components in a composition.
Contrast	differences in color, size, shape, location or relationship that compares/creates differences in a composition.
Emphasis	a component that stands out in a composition and draws a viewer's attention.
Value	the measure of lightness and darkness in composition.
Spatial Relationships	the relationship of all components within a composition and their position within space.