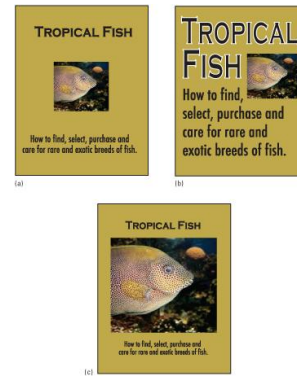


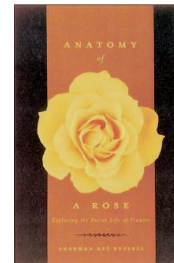
HIERARCHY

- Hierarchy is achieved by determining dominance or emphasizing one design element over another.
- Lack of clear visual hierarchy is the reason many designs fail to attract and hold a viewer's attention. It is important that one element be dominant to give the viewer's eye a focal point.
- There should also be an underlying order of emphasis for other elements in the design. There should never be a "power struggle" between design elements.



BALANCE

- Balance in a design refers to the equal distribution of visual weight in a layout.
- There are two approaches to achieving balance in a layout: symmetric and asymmetric.
 - In a symmetrically balanced layout, identical or similar design elements are aligned in an equal way on either side of a vertical axis. Symmetrically balanced layouts tend to be more formal and static in their appearance.
 - In an asymmetrical layout, balance is achieved with an unequal arrangement of elements. Asymmetrical layouts tend to look more casual than those that are symmetrically balanced.



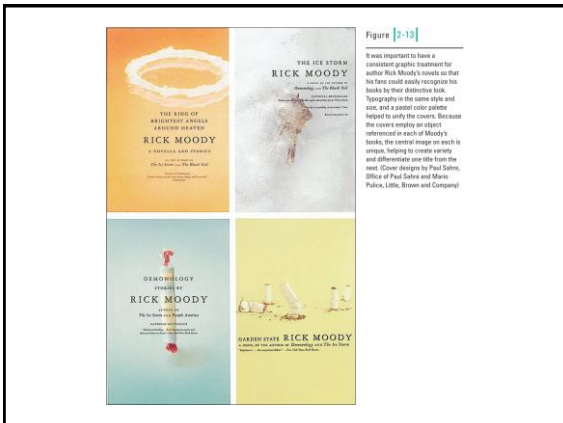
PROXIMITY

- The space between two or more elements affects their relationship. Visual tension results as they move together, and when they touch, hybrid shapes can form.
- Proximity groupings of several design elements can create patterns, a sense of rhythm or other relationships.



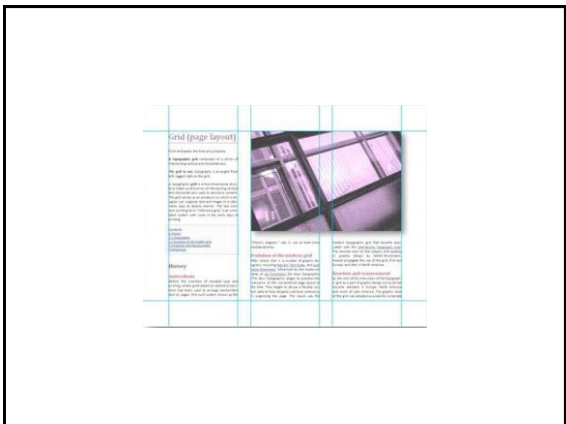
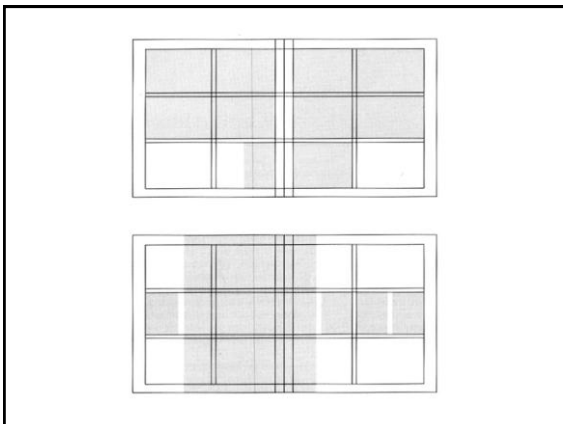
UNITY AND VARIETY

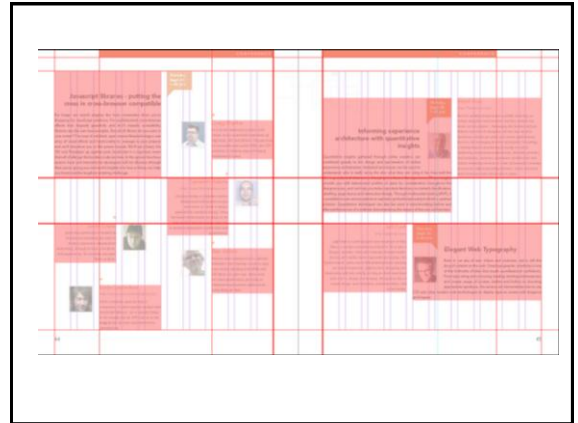
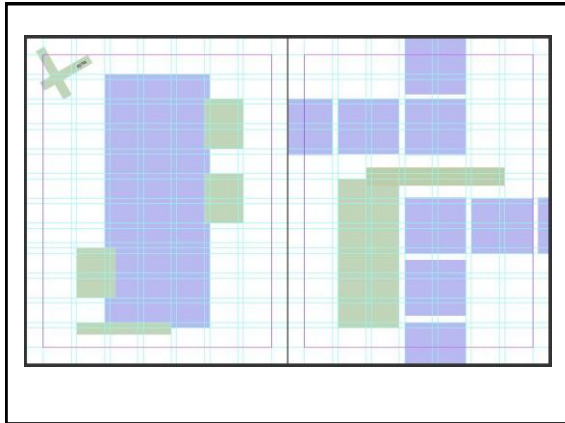
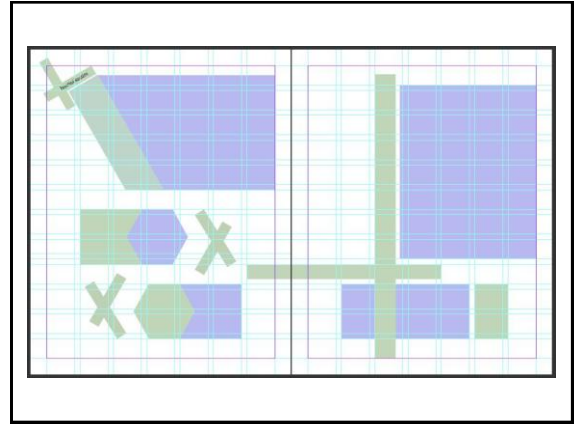
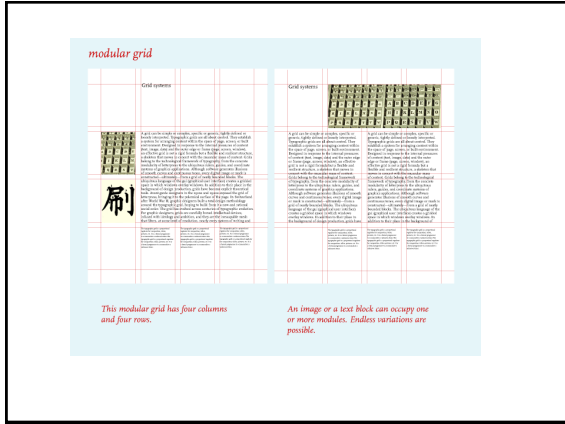
- Unity is achieved by choosing and organizing design elements in a way that creates a sense of wholeness and harmony. Unity can be easily achieved when all elements in a composition are the same.
- However, too much sameness can result in a boring composition.



USING GRIDS

- A grid supplies an underlying structure or a transparent framework for determining where to align graphic elements, imagery.





INTRO TO MAGAZINE DESIGN

<http://www.youtube.com/watch?v=t4JBuCSgbZw>



