

Alignments

Flush Left

Flush Right

4 Important Elements:

1. Visual connections
2. Unity
3. Try not to over use center
4. Justify



Contrast

Most effective way to use contrast is for it to be very strong. **Don't be a wimp!**

Things to consider:

Size

Weight

Structure

Form

Color

Direction

Use different pictures,
backgrounds, and
drawings to show contrast.

Design Principles 3-Fold Brochure



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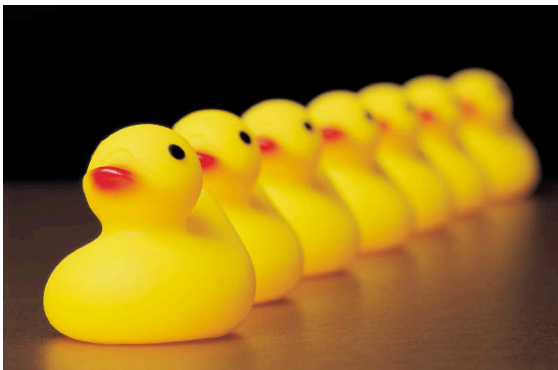
Repetition

Repeat an aspect of the design throughout the entire work.

Keep it consistent

- Fonts
- Type face
- Colors
- Alignments
- Pictures
- Bullets & numbering

Purpose is to unify and add visual interest.



Proximity

- Grouping related items together
- It shows a relationship to the items.



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- ✓ Unrelated items need to be separated

Fonts

3 major families:

1. Serif
2. San Serif
3. *Other*

Rules:

Two fonts per page

- one serif
(text)
- one san serif
(headings)

