

ELEMENTS OF

*Design*

AN INTRODUCTION

# FOCUS POINTS

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- Contrast
- Repetition
- Alignment
- Proximity



# PROXIMITY

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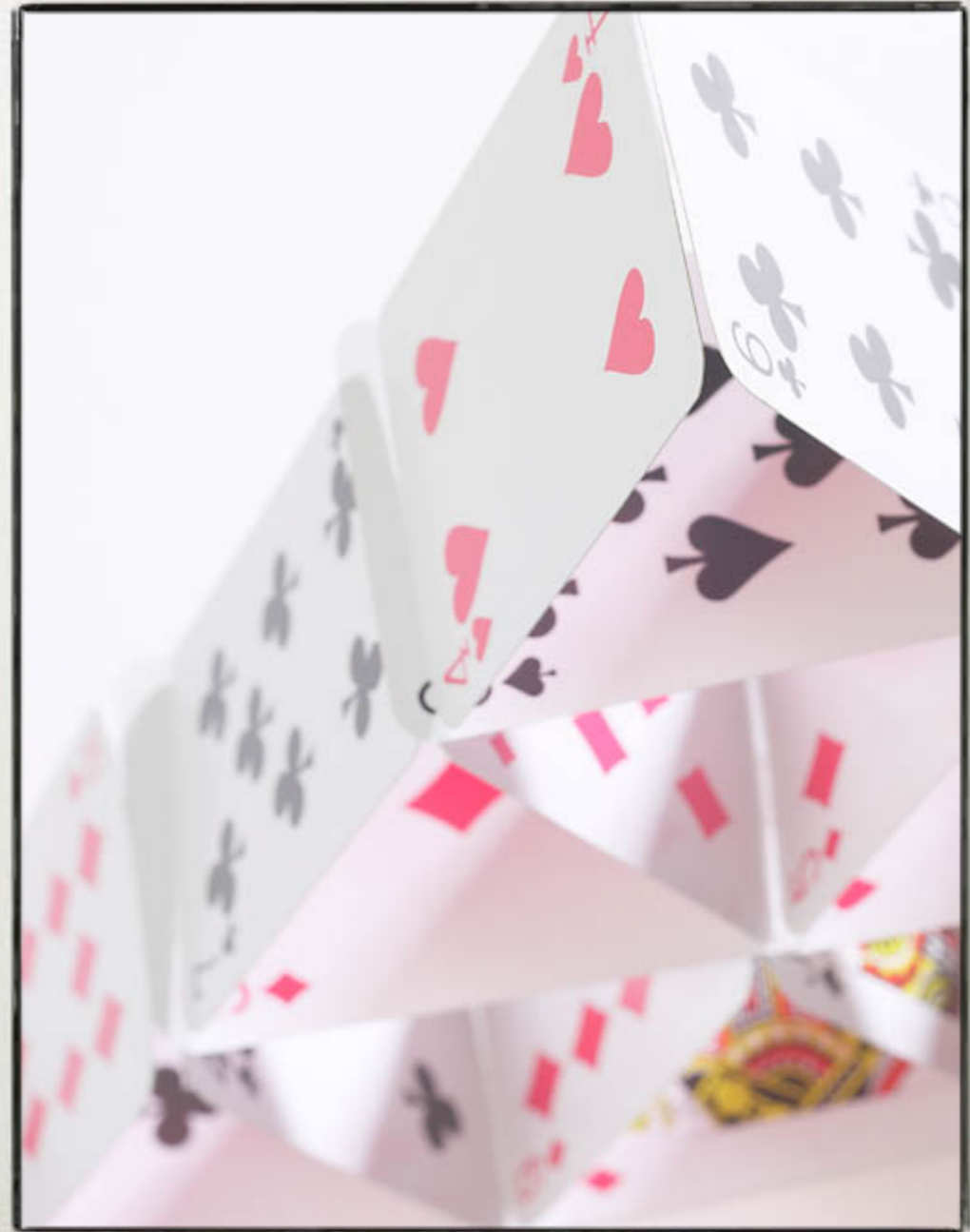
- Emphasize  
Relevance
- Proximity v. White  
Space
- Catch Phrase
- Vice-versa



# ALIGNMENT

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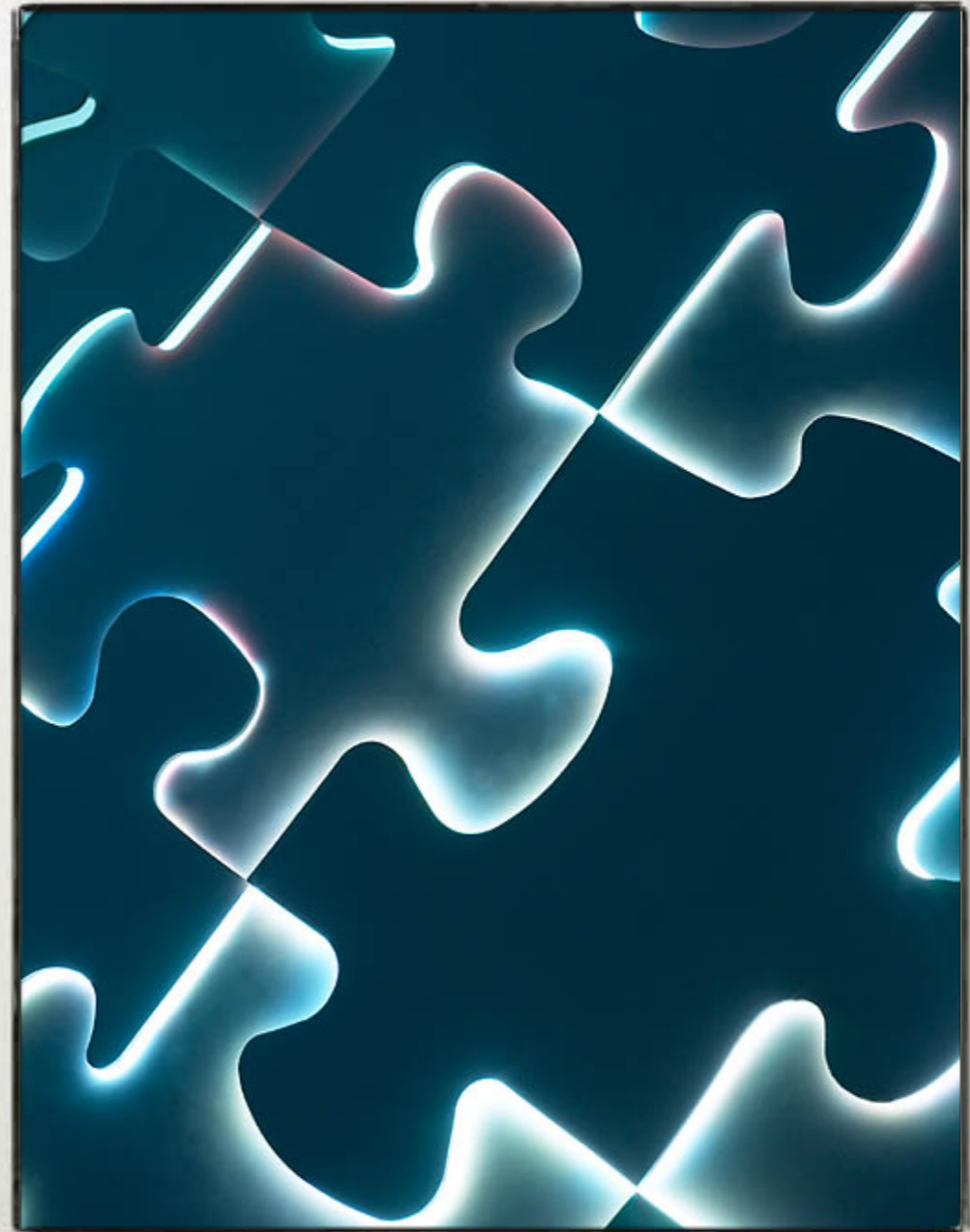
- Create cohesion.
- Alignment v. Placement
- Overall Rule
- Suggestions



# REPETITION

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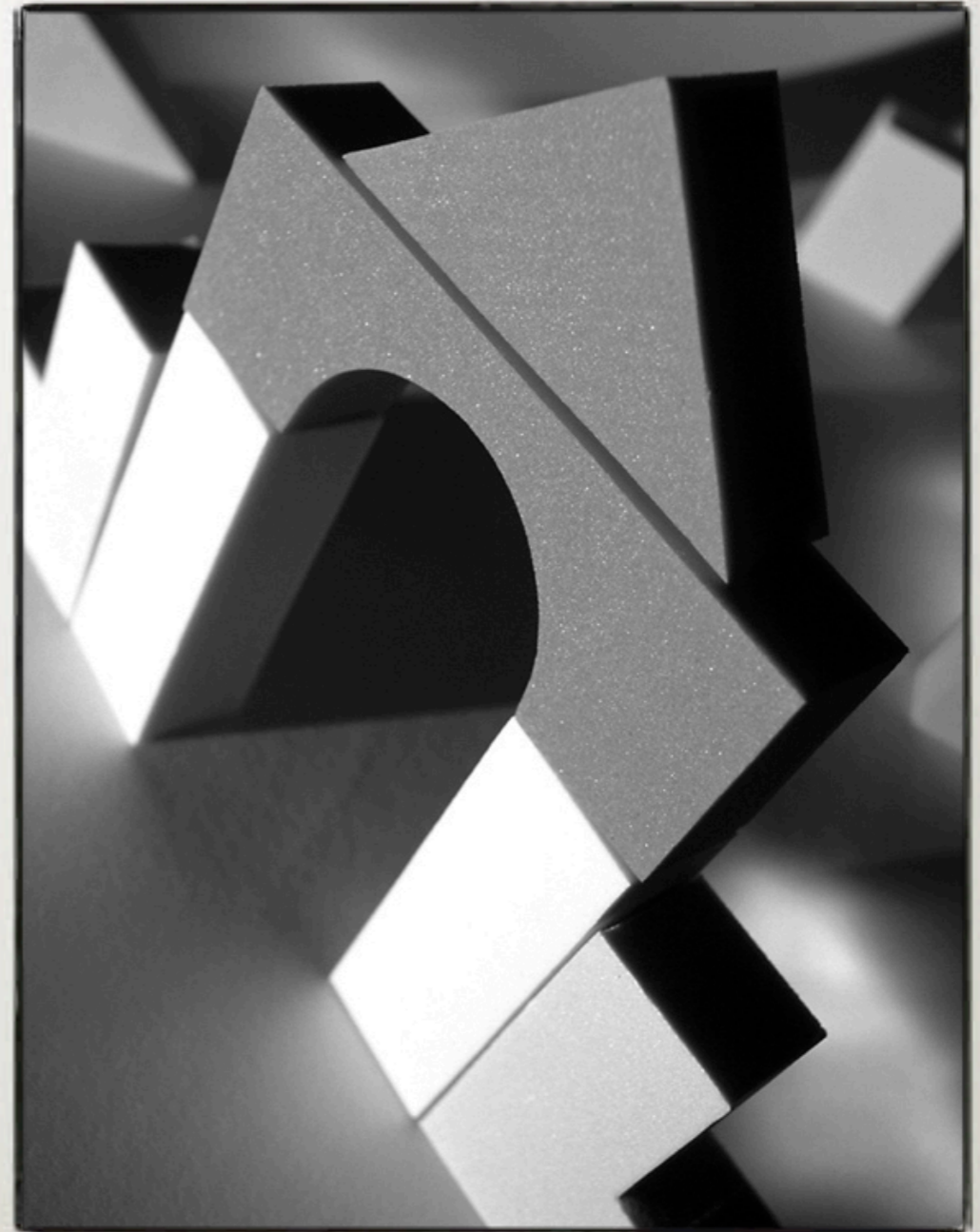
- Consciously unite.
- Repetition & Consistency
- Basic Principle
- Tools



# CONTRAST

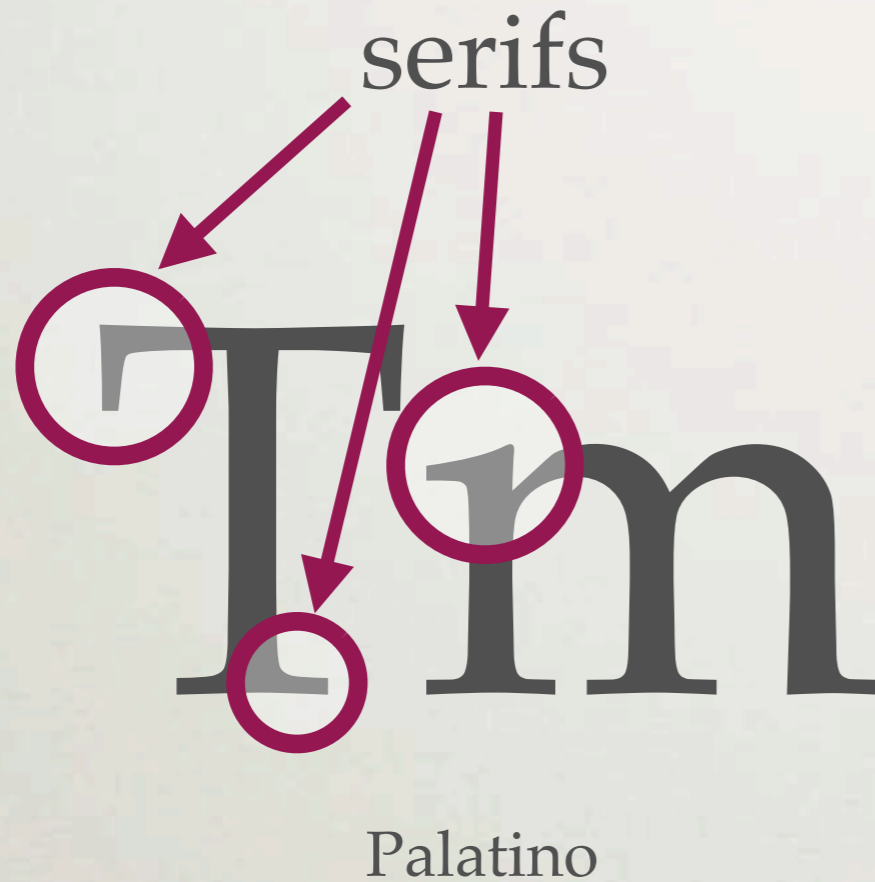
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- Don't be a wimp.
- Contrast v. Conflict
- Key Principle
- Methods



# SERIFS AND FONTS

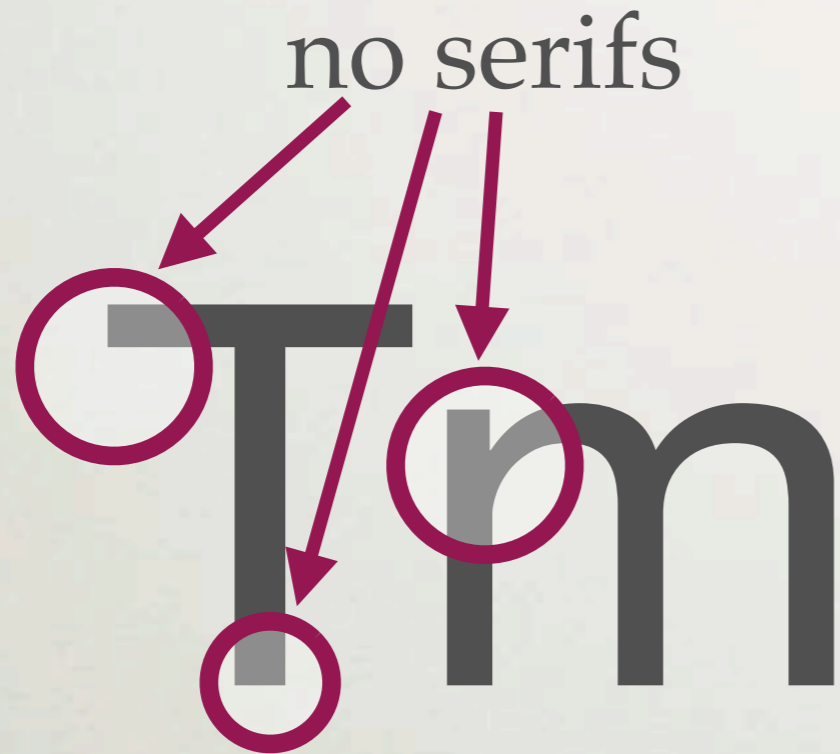
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- Definition
- Application
- Suggestions

# SERIFS AND FONTS

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- Definition
- Application
- Suggestions



