

9

# Principles of Design

You Must Master for

Perfect Slide Compositions

**© Copyright 2019**  
**All Rights Reserved.**

The contents of this book may not be reproduced, duplicated or transmitted without direct written permission from the author.

Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

**Legal Notice:**

You cannot amend, distribute, sell, use, quote or paraphrase any part or the content of this Book without the consent of the author.

**Disclaimer Notice:**

Please note the information contained within this document is for educational and entertainment purposes only. No warranties of any kind are expressed or implied. By reading this document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, which are incurred as a result of the use of information contained within this document, including, but not limited to errors, omissions, or inaccuracies.

# Table of Contents

## Page Numbers

Introduction	4
Principle #1 - Balance	8
Principle #2 - Contrast	25
Principle #3 - Emphasis	32
Principle #4 - Movement	40
Principle #5 - Repetition	49
Principle #6 – White Space	59
Principle #7 – Proximity	66
Principle #8 – Proportion	74
Principle #9 – Unity	78
Summary	83
A Little About Us	84

# INTRODUCTION

## *Design are an art and craft.*

Got flustered on noticing our grammatical mistake? It was intentional. The only intention was to underscore the importance of following the rules of grammar. Without rules, there will be chaos. Everyone would be marching to the beat of their own drum and no one will get anywhere.

The same applies to the field of design as well. There are certain rules or principles that need to be followed to make sense to others and communicate a message effectively. Therefore, the principles of design are the rules that a designer must follow to make a good composition. Can these rules be broken? Only when the situation demands so.

So, what are these principles of design? They are 9 in number:

1. Balance
2. Contrast
3. Emphasis
4. Movement
5. Repetition
6. White Space
7. Proximity
8. Proportion
9. Unity

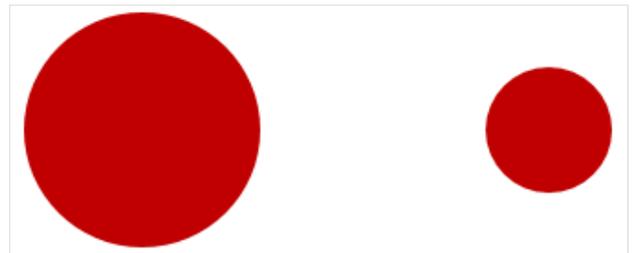
## Understanding Visual Weight

Before understanding each design principle, understand the term visual weight. Every design element, be it a font, color, icon, image, or diagram carries weight. The ones bigger in size are perceived to be heavier in weight as compared to elements smaller in size. A bold 72-point Arial will carry more visual weight as compared to 12-point Arial. A bold **Arial 12 point** will be heavier than a regular Arial 12 point.

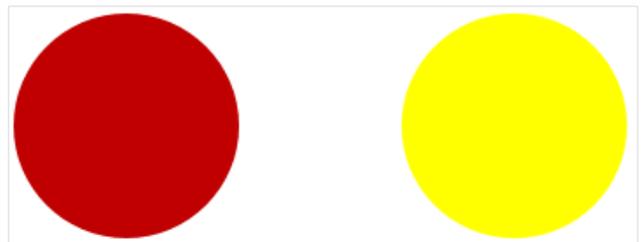
Visual weight is also a measure of how much attention it grabs of the viewer. If any element is noticed first by the viewer, it has more visual weight as compared to the element that is noticed later. Why is it important to understand visual weight? Because while designing, we play with elements of varying visual weights to create a visual hierarchy.

Here are some factors that create differences in weight:

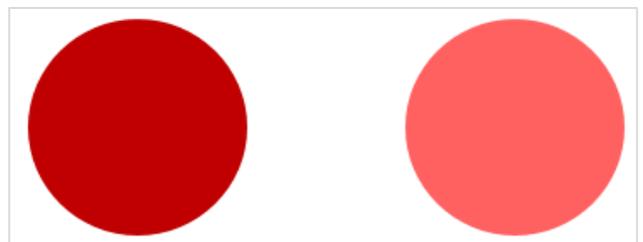
**Size** - Larger elements are heavier as compared to smaller ones.



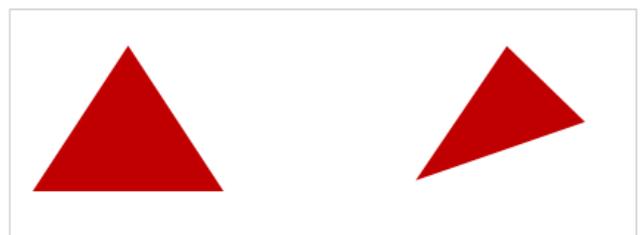
**Color** - Red is considered the heaviest color. The tint and shade of the color also influences the weight.



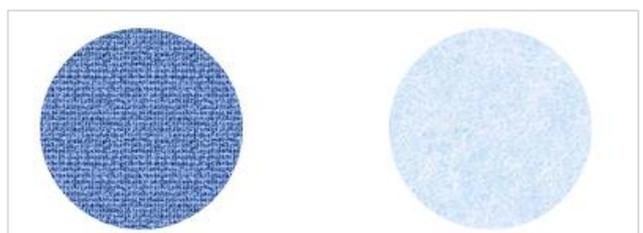
**Lightness/Darkness** - Darker elements are heavier as compared to lighter ones.



**Shape** - Regular shapes are perceived heavier as compared to irregular shapes.



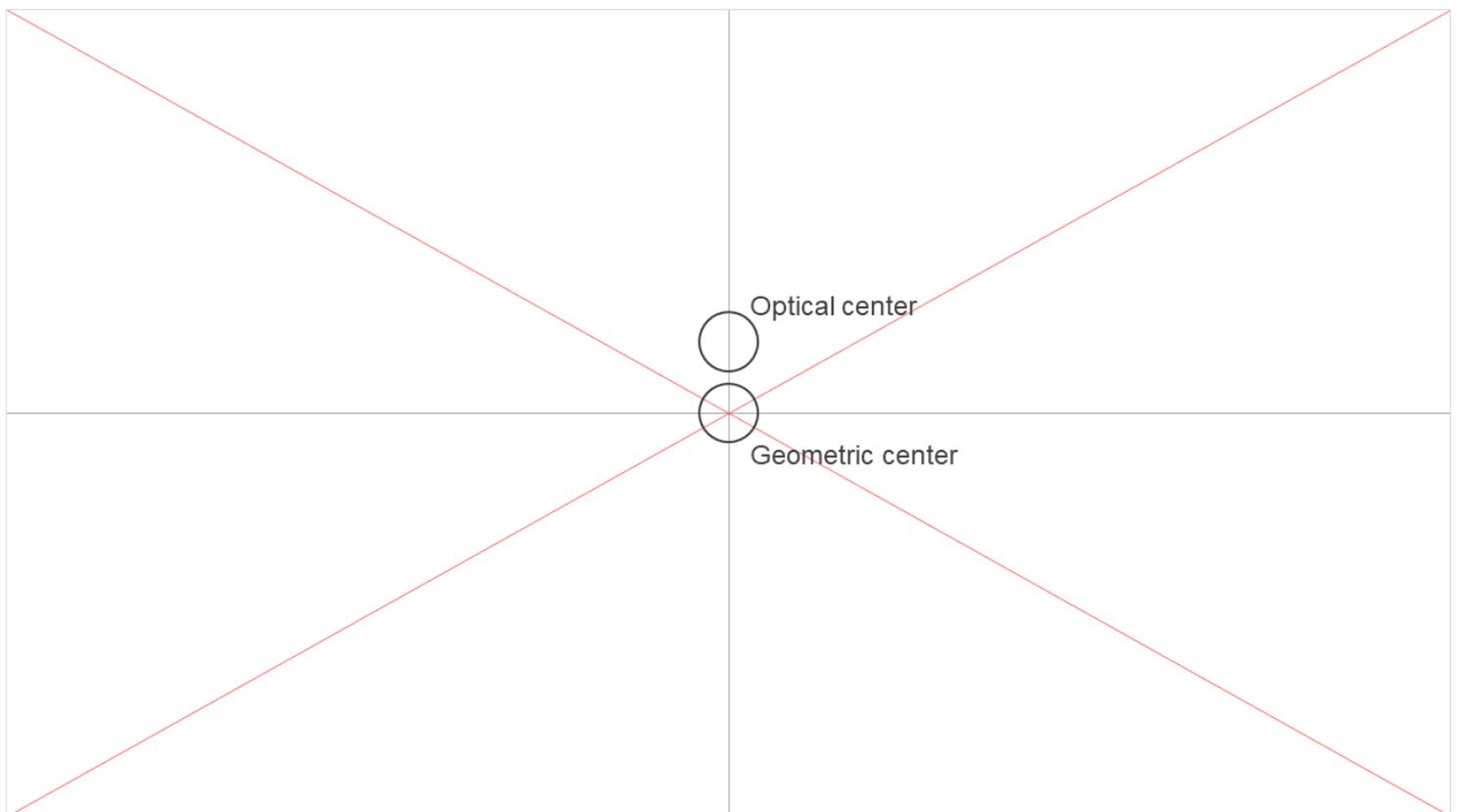
**Texture** - Complex textures will be perceived heavier as compared to simpler ones.



## Understanding Optical Center

Another design term that you need to be familiar with is the optical center. That is because in design all elements are arranged keeping the optical center in mind, not the geometric center.

The optical center is the point where the human eye enters a page or a design. Research has found this spot to be slightly above the geometric or mathematical center. While mathematical center is 50% down from the top of a page, optical center is 46% down from the top of a page.



# Principle #1- **Balance**

## What is Balance?

Imagine a slide having all information on the left and having nothing on right! It will be visually uncomfortable because it is imbalanced.

Balance is about maintaining visual equilibrium. It is the distribution of weight of different design elements around the optical center. The end result should be a well-balanced composition.

### Ways to Achieve Balance -

Most successful compositions achieve balance in one of these 3 ways:

1. Symmetry
2. Asymmetry
3. Radial

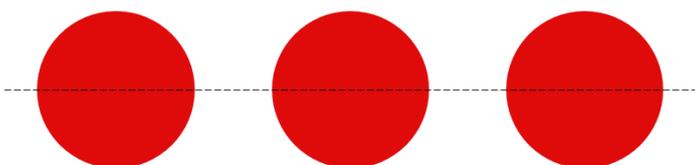
### Symmetrical Balance:

Also known as formal balance, symmetrical balance is basically mirror image balance. If you draw a line between the center of the page, all the objects on one side of the screen are mirrored on the other side.

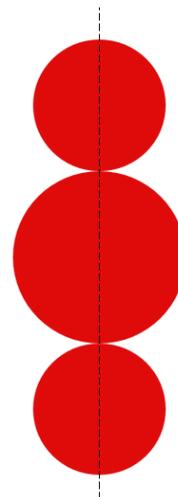
The two halves of the design can either look completely identical (this is usually in architecture) or they can be similar in terms of number of objects, colors and other elements (this is common in graphic design).

So, whether you divide the slide horizontally or vertically, the two will be perfectly balanced.

#### Horizontal Split

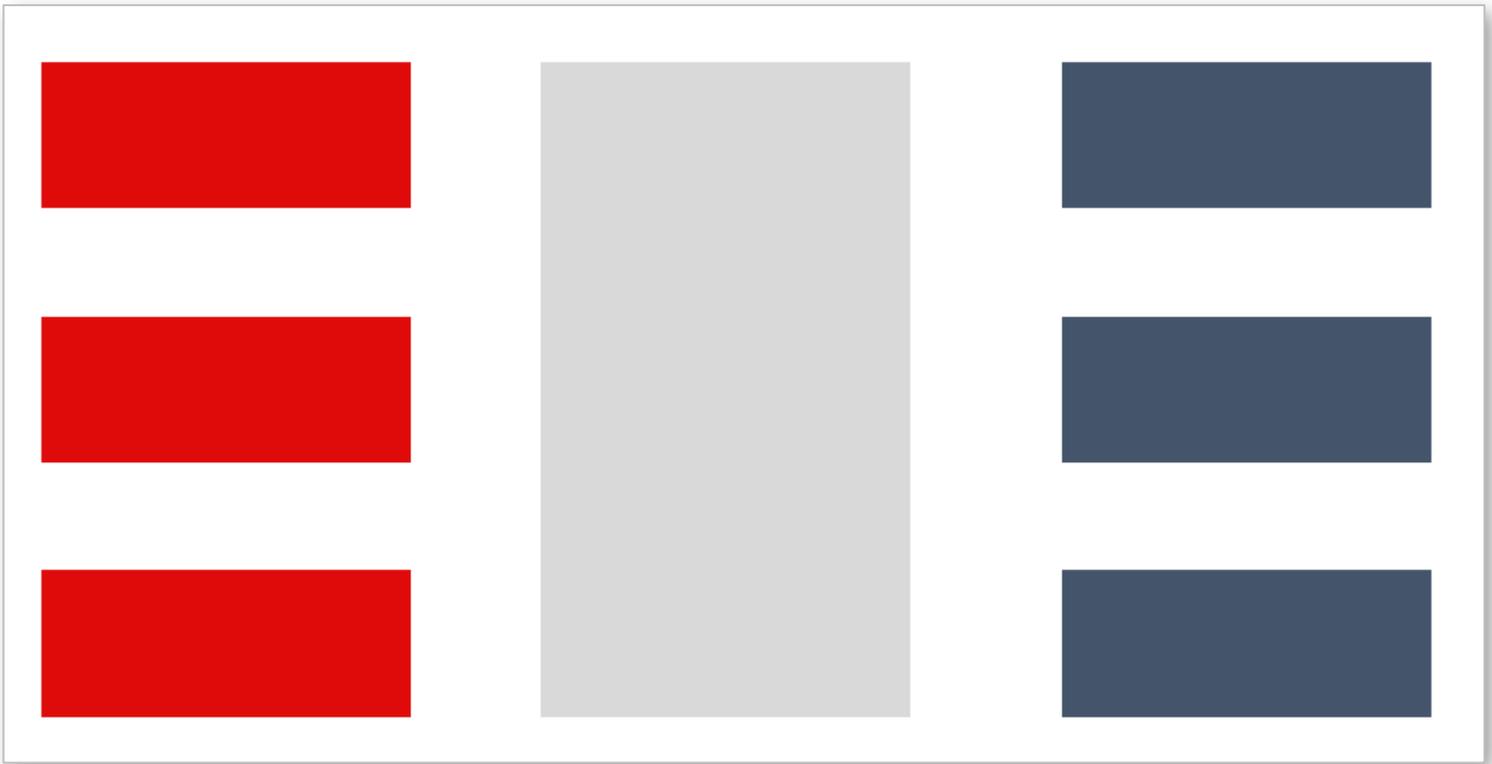


#### Vertical Split



## How to Achieve Symmetry in Slide Design:

Basically, one has to place equal number of design elements equal in visual weight on each side of the presentation slide.



Here's an example of symmetrical layout taken from the web:

A slide about Nebulae with a symmetrical layout. The slide is divided into two main columns. The left column features a large image of a nebula at the top, followed by the title "Nebula" in a large serif font, and a paragraph of text below. The right column features a large image of a spiral galaxy at the top, followed by two paragraphs of text, and a 2x3 grid of smaller images at the bottom. The text and images are arranged to create a balanced, symmetrical composition.

The origin of the word galaxy derives from the Greek term for the Milky Way, *galaxias* (γαλαξίας, "milky one"), or *kyklos galaktikos* ("milky circle")<sup>[1][3]</sup> due to its appearance as a "milky" band of light in the sky. In Greek mythology, Zeus places his son born by a mortal woman, the infant Heracles, on Hera's breast while she is asleep so that the baby will drink her divine milk and will thus become immortal.

In the astronomical literature, the capitalized word "Galaxy" is often used to refer to our galaxy, the Milky Way, to distinguish it from the other galaxies in our universe.

## Nebula

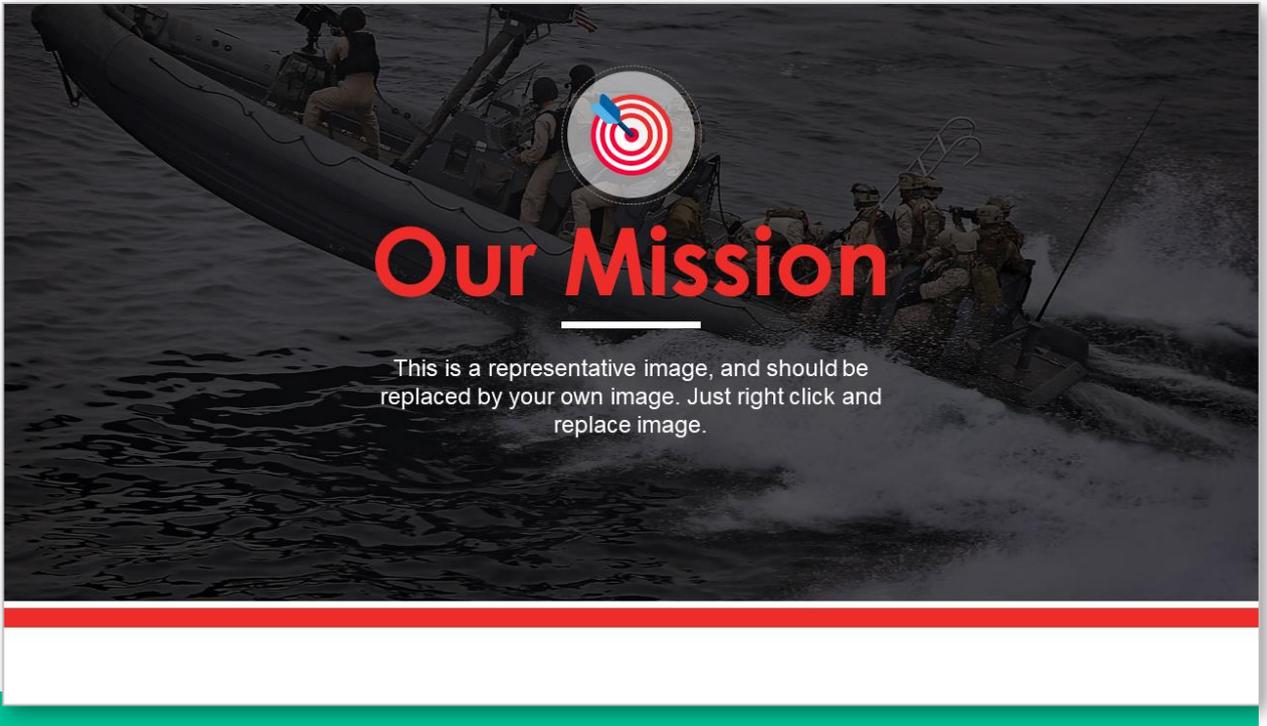
Galaxies range in size from dwarfs with just a few thousand <sup>[2]</sup> stars to giants with one hundred trillion <sup>[10][4]</sup> stars<sup>[3]</sup> each orbiting their galaxy's own center of mass. Galaxies are categorized according to their visual morphology, including elliptical,<sup>[4]</sup> spiral, and irregular.<sup>[5]</sup> Many galaxies are thought to have black holes at their active centers. The Milky Way's central black hole, known as Sagittarius A\*,

Page 11

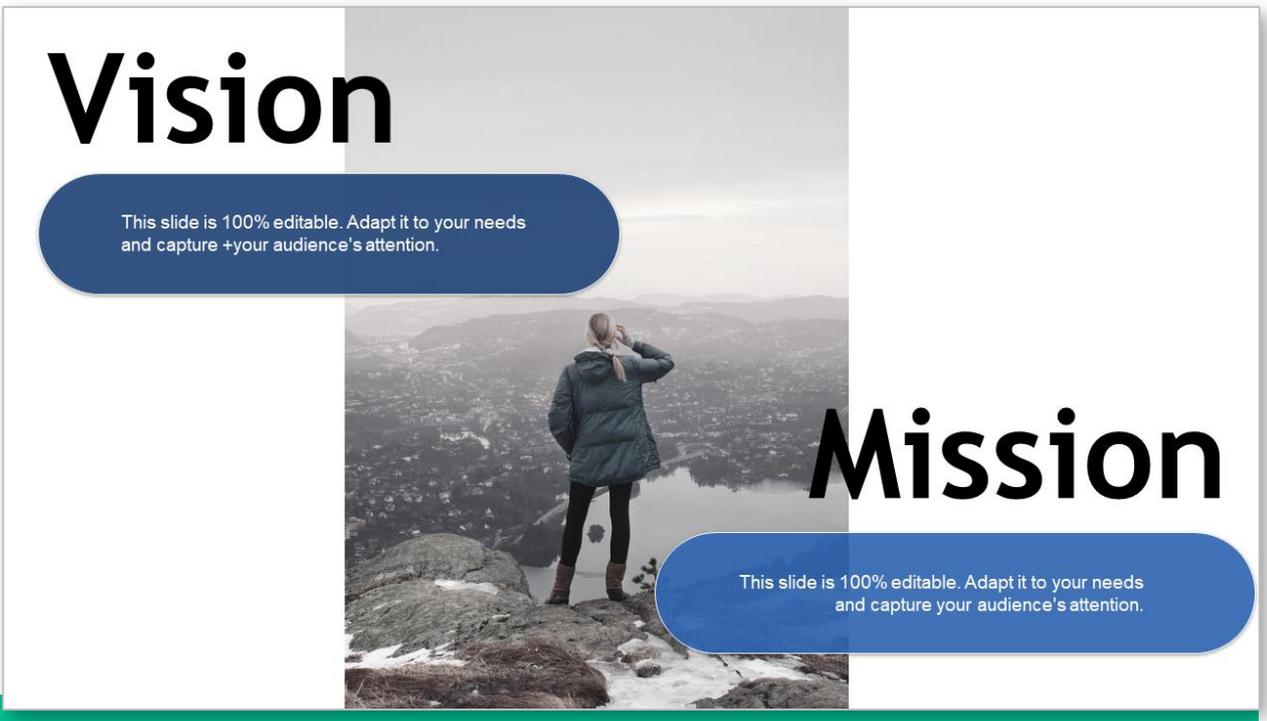
## Using PowerPoint Templates to Achieve Symmetry:

Most PowerPoint templates are designed with mathematical precision. All design elements are arranged in such a way to distribute white space evenly, make for easy eye movement and readability, and establish an overall professional, balanced look. Here are some examples to show formal balance created with PowerPoint templates:

Example 1



Example 2





# About Us



## Professional

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



## Creative

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



## Talented

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Example 3



## Creative Design

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

01



## Customer Care

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

02



## Expand Company

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

03

Example 4



# About us