



in ALIGNMENT

# Alignment



out of ALIGNMENT

## Design Elements & Principles

- Items will be aligned horizontally, vertically or to the centre
- Look for images and or text being in line with each other.



**Impact:** Helps improve structure, makes the page feel organised and easy to follow.

# Balance

This card is balanced as it is symmetrical

## Design Elements & Principles

- If an item is placed off centre then it is asymmetric meaning it is off balance.
- If a layout is symmetrical then the layout is balanced.



**Impact:** Asymmetrical layout creates contrast.

Symmetrical layout looks organised.

# Depth

## Design Elements & Principles

- Depth is created by layering elements on top of each other.
- It is also created by adding a drop shadow to text.



**Impact:** Makes the text or image stand out.

Can create a focal point.

# Unity

## Design Elements & Principles

- Unity is created by a common colour scheme, repeated pattern or theme.
- It can also be created by layering items on top of each other to pull the layout together.



**Impact:** Ties the layout together

# Dominance and Emphasis

Design Elements & Principles

- Dominance is created by having one item on the page bigger than the rest - it dominates the layout.
- Emphasis is created by an item standing out - by having a bright colour, drop shadow, bold, underline etc.



**Impact:** Creates a focal point

Creates contrast

# Contrast

Design Elements & Principles

- Contrast is created by having differences and opposites on the page. Eg. Straight lines next to wavy lines, circles with squares, vertical versus horizontal.



**Impact:** Creates eye catching layouts

Creates more visual impact

# Fills

DTP Edits

Gradient Fill



Solid Fill



Two colour Gradient Fill



Texture Fill



# Typeface

DTP Edits

Serif Fonts



Abc

xyz

SansSerif Fonts



Abc

xyz

Script Fonts



Abc

xyz

# Flow Text

Or Flow text along a path

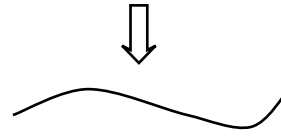
DTP Edit

Before

After

Flow text along path

Flow text along path



Drop shadows create dominance and emphasis. They can be added to photos or text as shown below.

# Drop Shadow

DTP Edit

Drop  
Shadow



# Transparency

DTP Edits

No transparency

Transparency



# Crop

DTP Edits

Partial Crop

Full Crop

Before



After



# Text Wrap

DTP Edit

Text will wrap around an image as shown



# Bleed

DTP Edit

Bleed is when an image goes beyond the edge of the page - the image 'bleeds' off the page.

Eg. Below the hand bleeds off the edge of the poster



# Reverse

DTP Edit

Changing the text colour to white on a dark background is a reverse: it creates contrast.

Reverse