

# BASIC DESIGN PRINCIPLES

*for* DEVELOPERS

Justine Pocock

@wigglykoala

# \*\*\*NOTICE\*\*\*

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You Already Know All Of This!!!!

**instinctively!!!!!!**

brain scan studies reveal that the sight of an attractive product can trigger the part of the motor cerebellum that governs hand movement. Instinctively, we reach out for attractive things; beauty literally moves us.

**LEARN THE RULES LIKE A PRO,  
SO YOU CAN BREAK THEM LIKE  
AN ARTIST** - *Pablo Picasso*

# P R O X I M I T Y

## Purpose

To arrange content into a format that is easy to read at a glance.





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# REPETITION REPETITION REPETITION REPETITION

## Purpose

To create familiarity and add visual interest





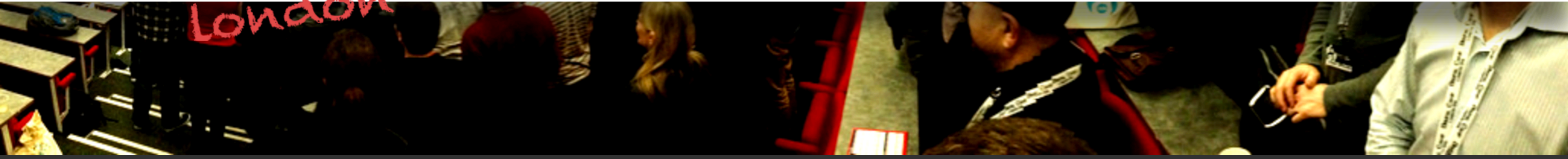
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# ALIGNMENT

## Purpose

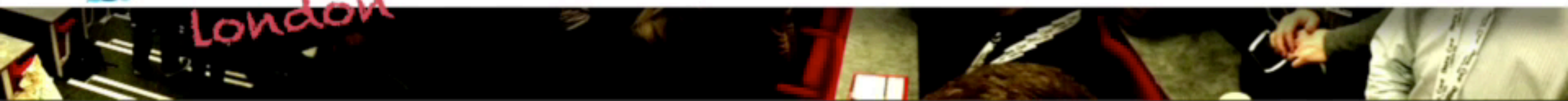
To unify and organise



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*WigglyKoala*



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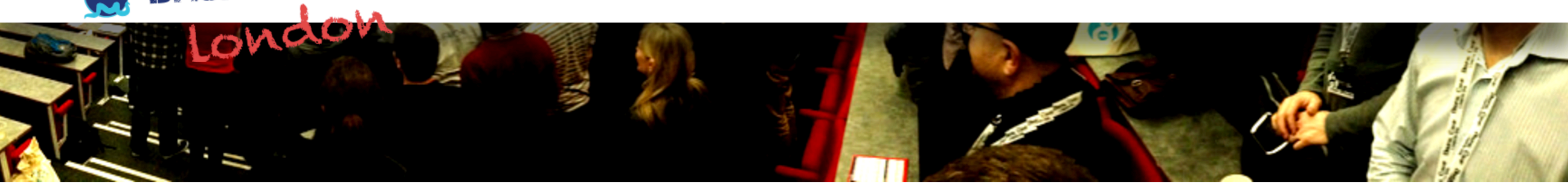
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# CONTRAST

## Purpose

To create interest and catch the eye





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# PROXIMITY

- | Embrace white space and photographs
- | Group related elements together,  
logically and with a hierarchy

# REPETITION

- | Things that are the same should look the same (lists, buttons, headings etc.)
- | Limit your styles, be consistent



# ALIGNMENT

- | Not just about the text
- | Line up all the elements visually  
| for cohesive a design

# CONTRAST

- | Make elements stand out and get noticed
- | It's not just about colour but shape, texture, size

C R A P

*will make your websites look better*

*Further reading...*

# THE NON-DESIGNER'S DESIGN BOOK

*Robin Williams*

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