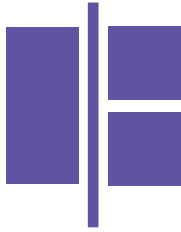


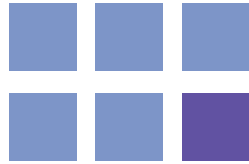
# THE PRINCIPLES OF DESIGN



Alignment



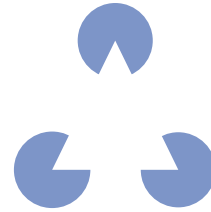
Balance



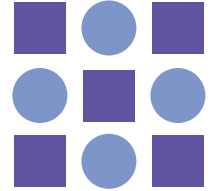
Contrast



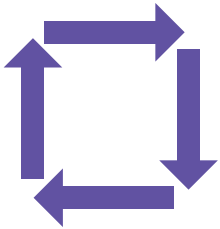
Emphasis



Gestalt



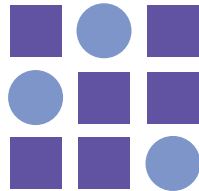
Harmony



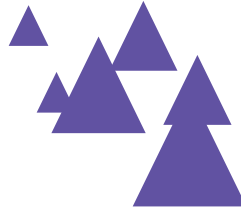
Movement



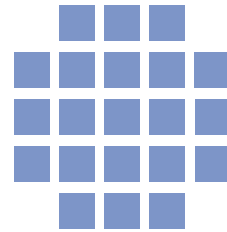
Proportion



Repetition



Rhythm



Unity

WHITE  
SPACE

White Space