

Design Principles

Alternating

Ambiguity

Anomaly

Asymmetry

Balance

Bending

Cascading

Colliding

Colour

Concentration

Continuation

Contrast

Converging

Compression

Curving

Detachment

Direction

Distortion

dividing

Dominance Emphasis

Figure/Ground

Gradation

Gravity

Grouping

Harmony

Hierarchy

Intersection

Isolation

Movement

Overlapping

Pattern

Penetration

Position

Positive/Negative

Progression

Proximity

Radiation

Repetition

Rhythm

Reflection

Regularity

Repelling

Revolving

Rotation

Scale

Shape

Shifting

Similarity

Size

Sliding

Space

Spiralling

Subtraction

Tension

Texture

Touching

Union

Unity

Value

Variation

Visual Weight

Volume