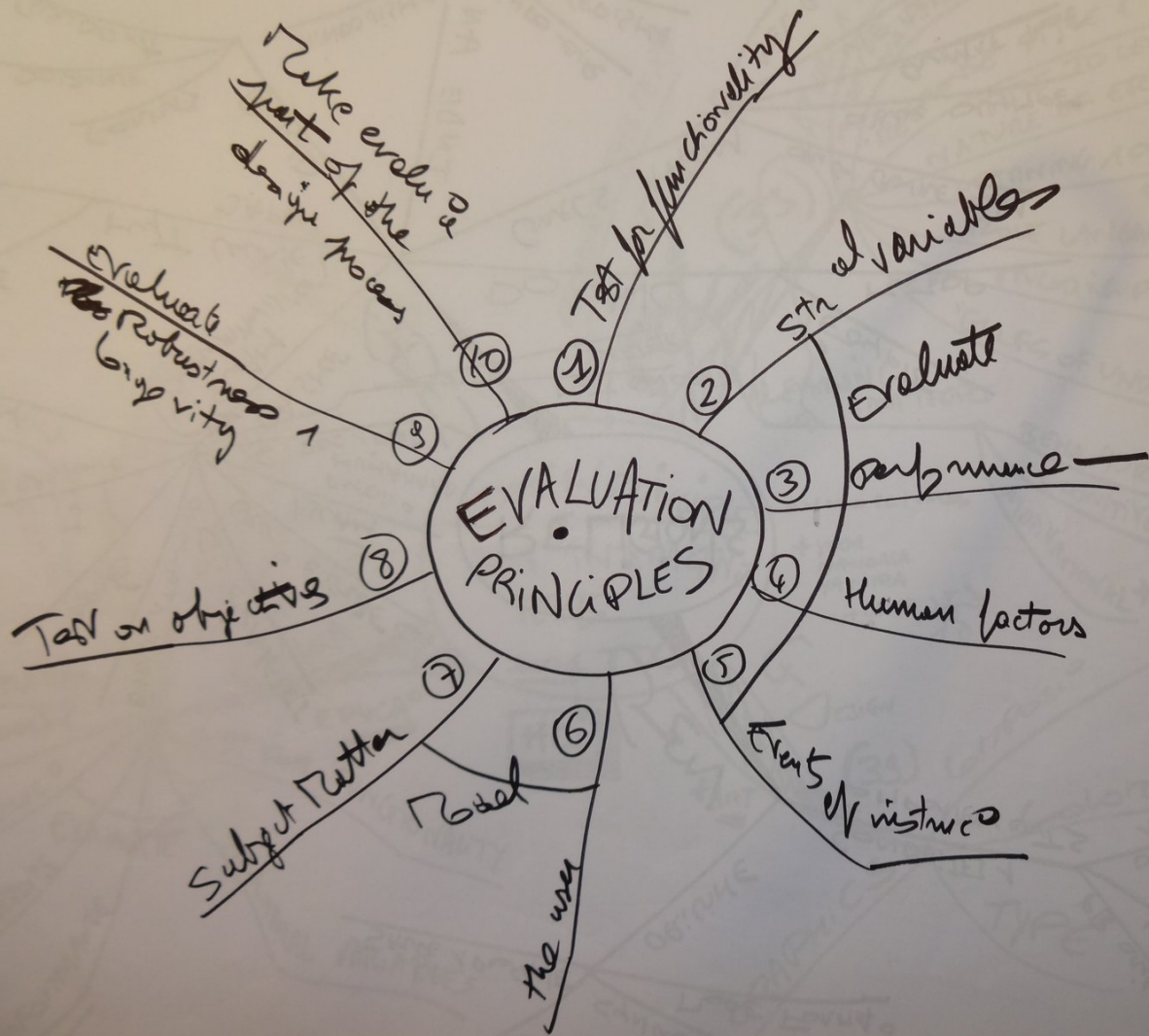
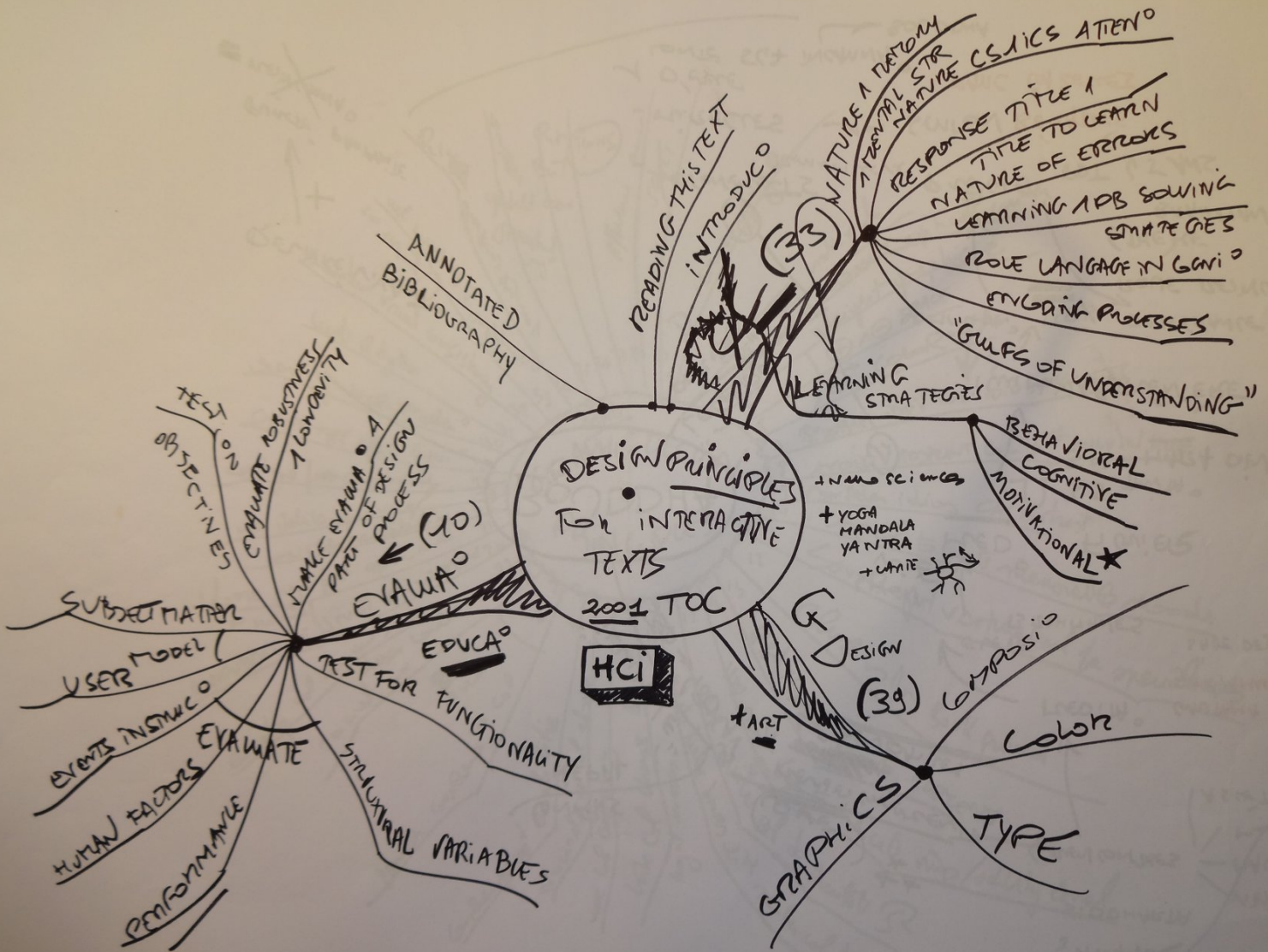
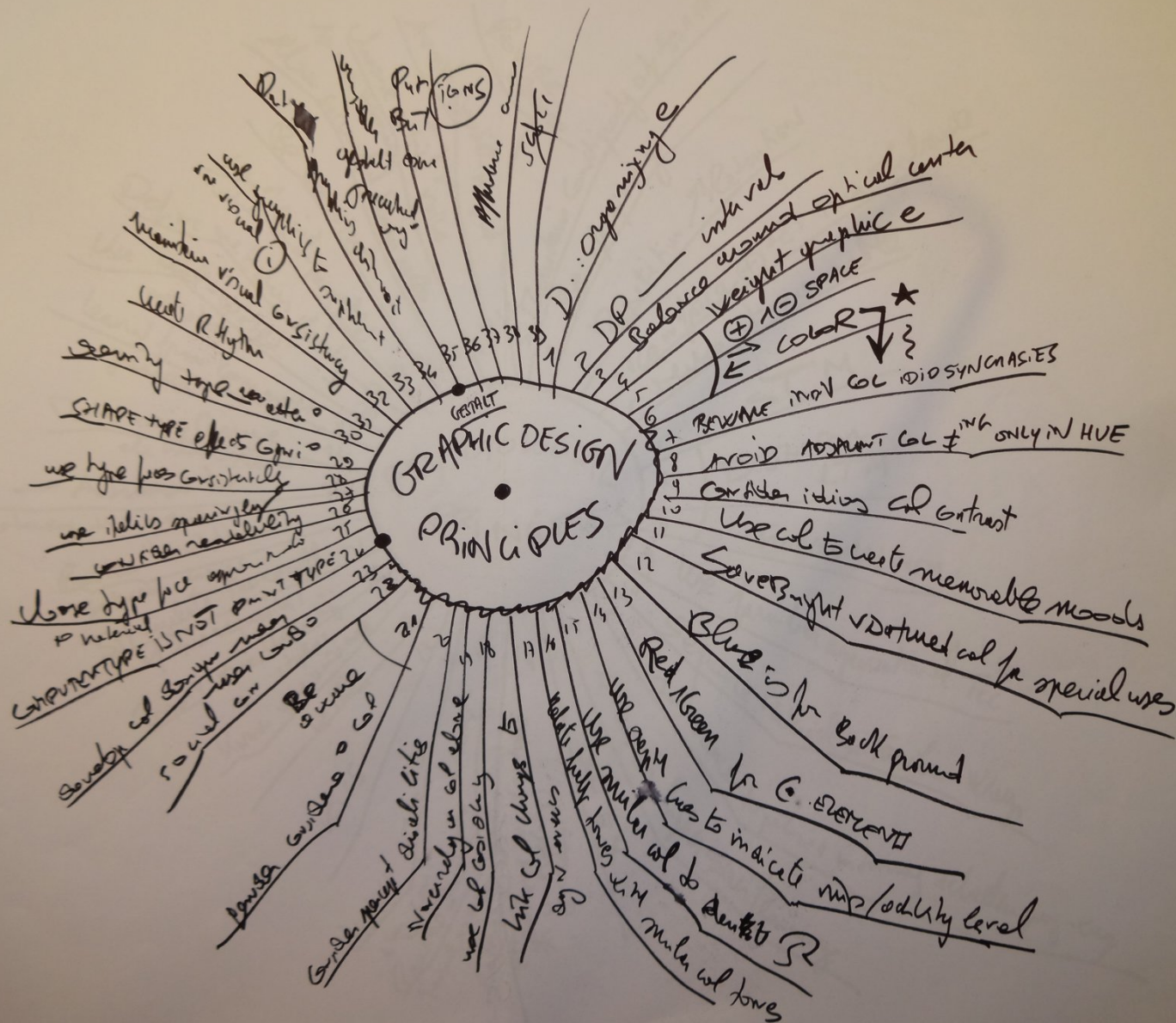
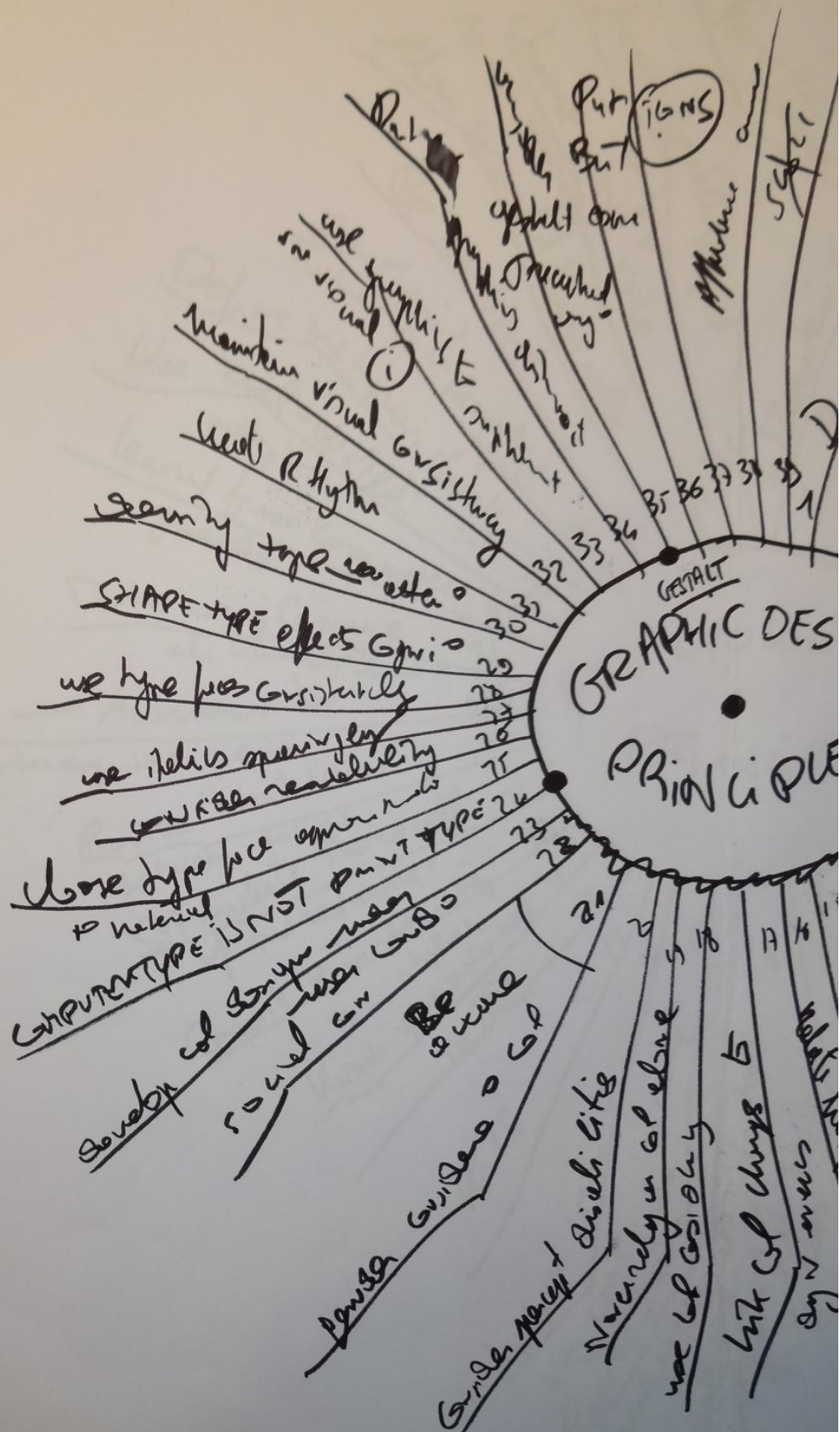


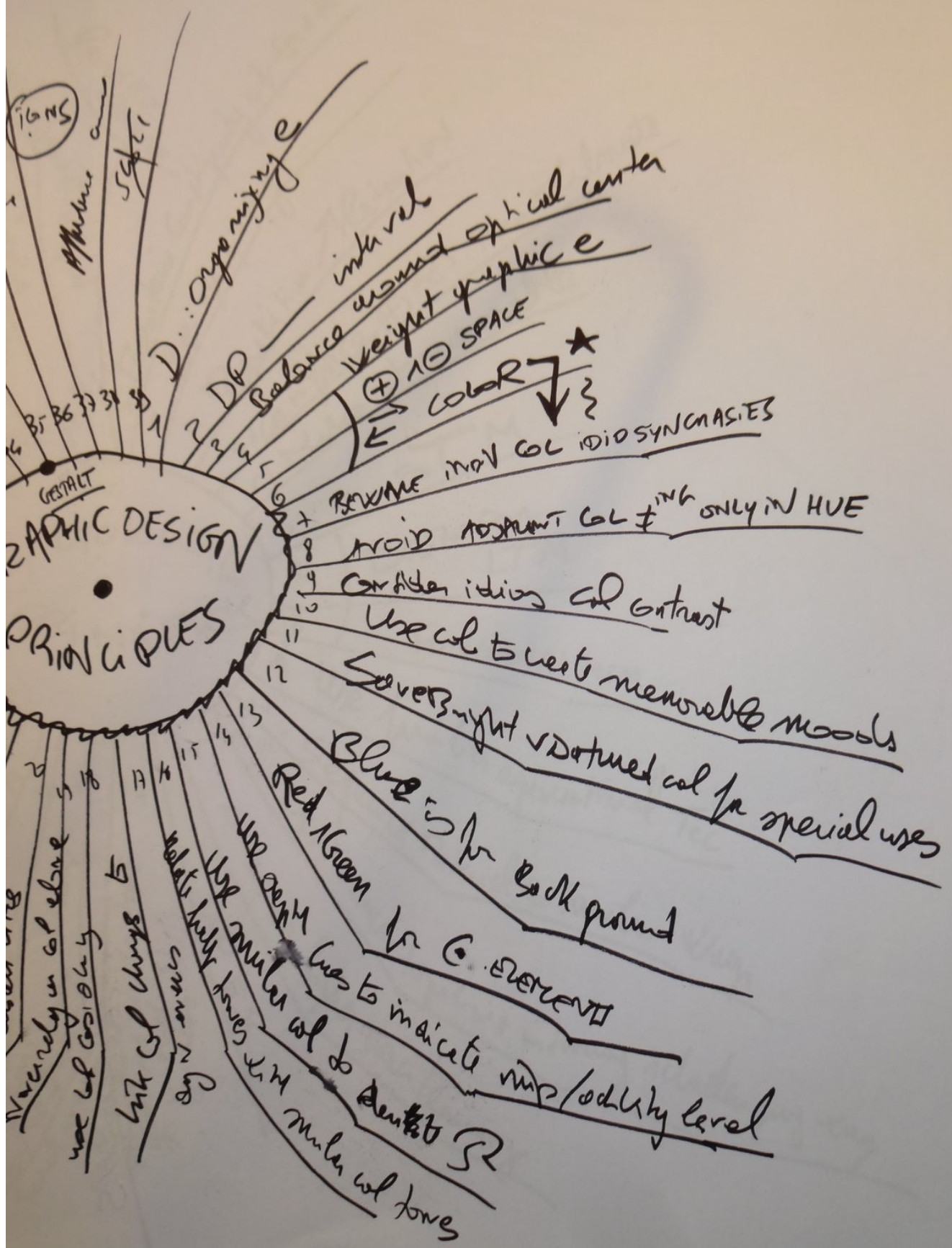
DESIGN PRINCIPLES MATH. DUKE. CO V

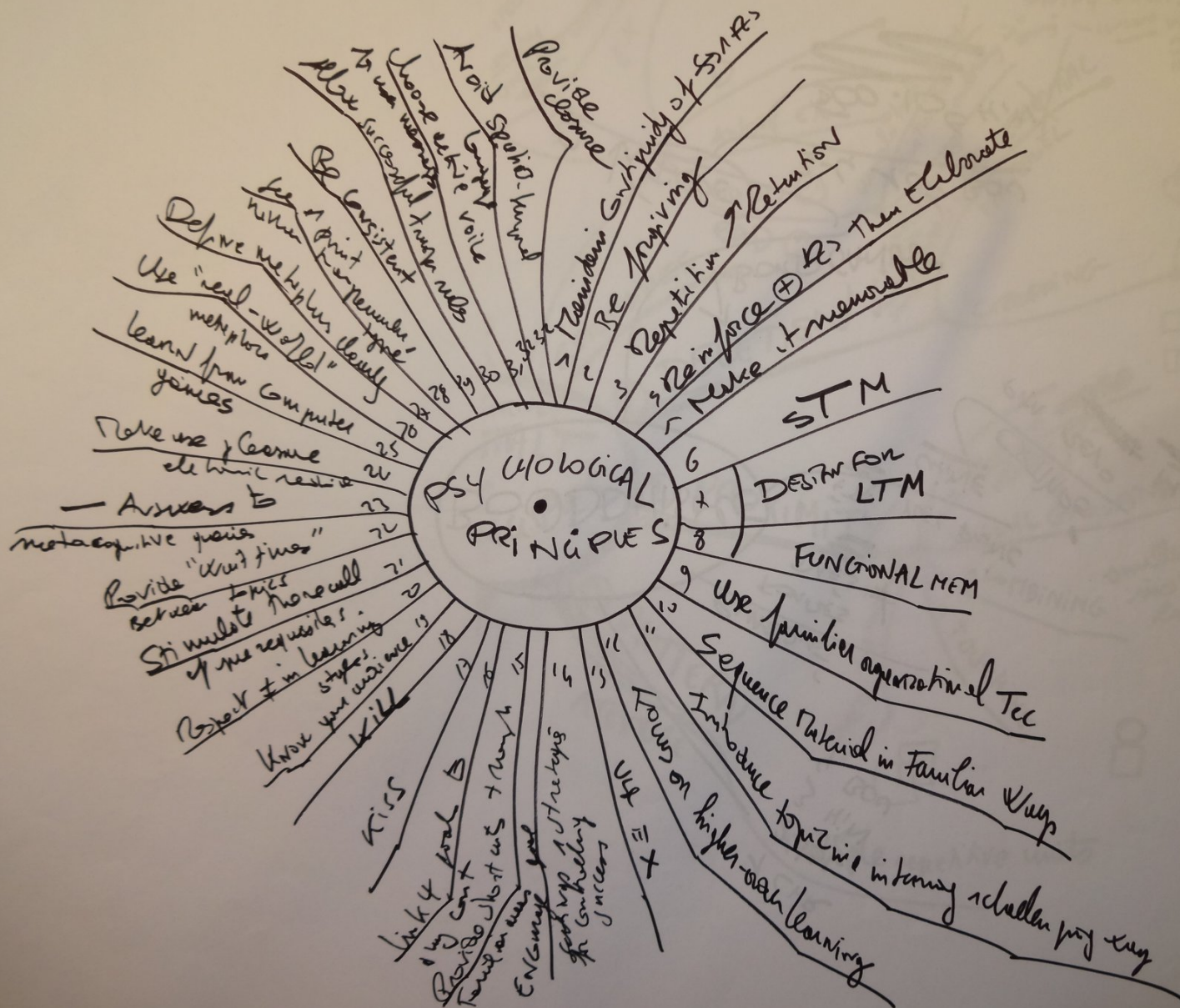


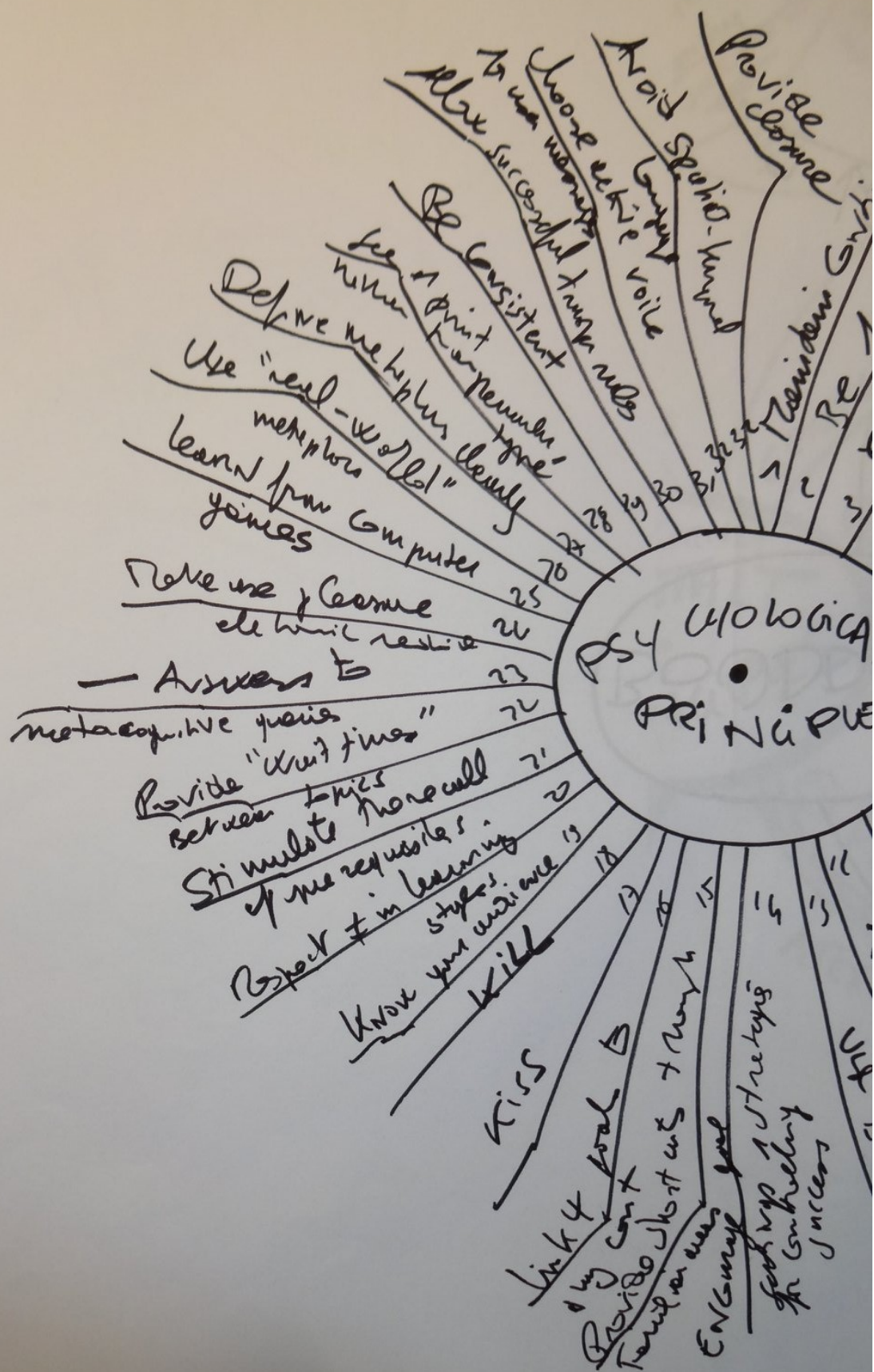


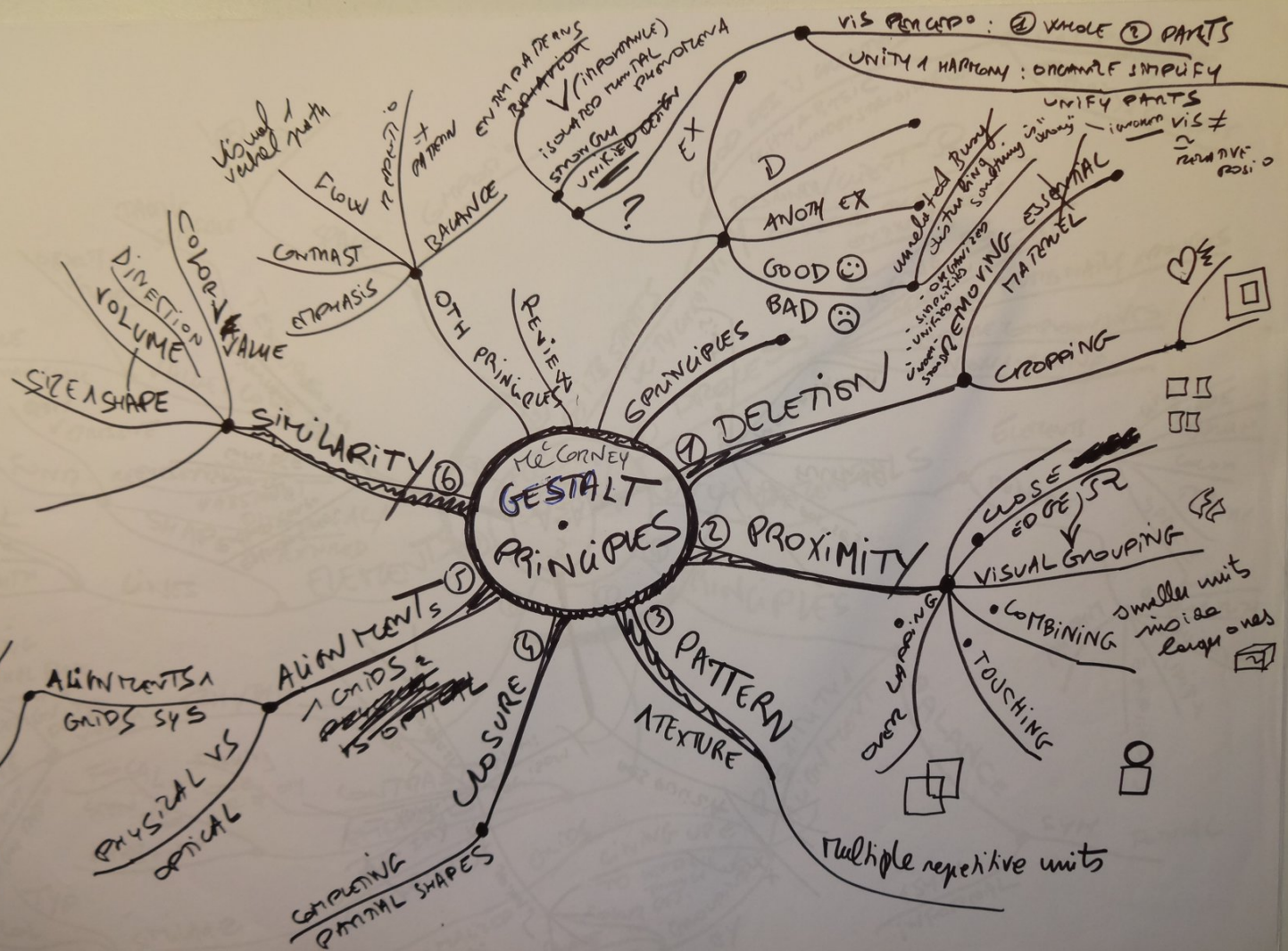


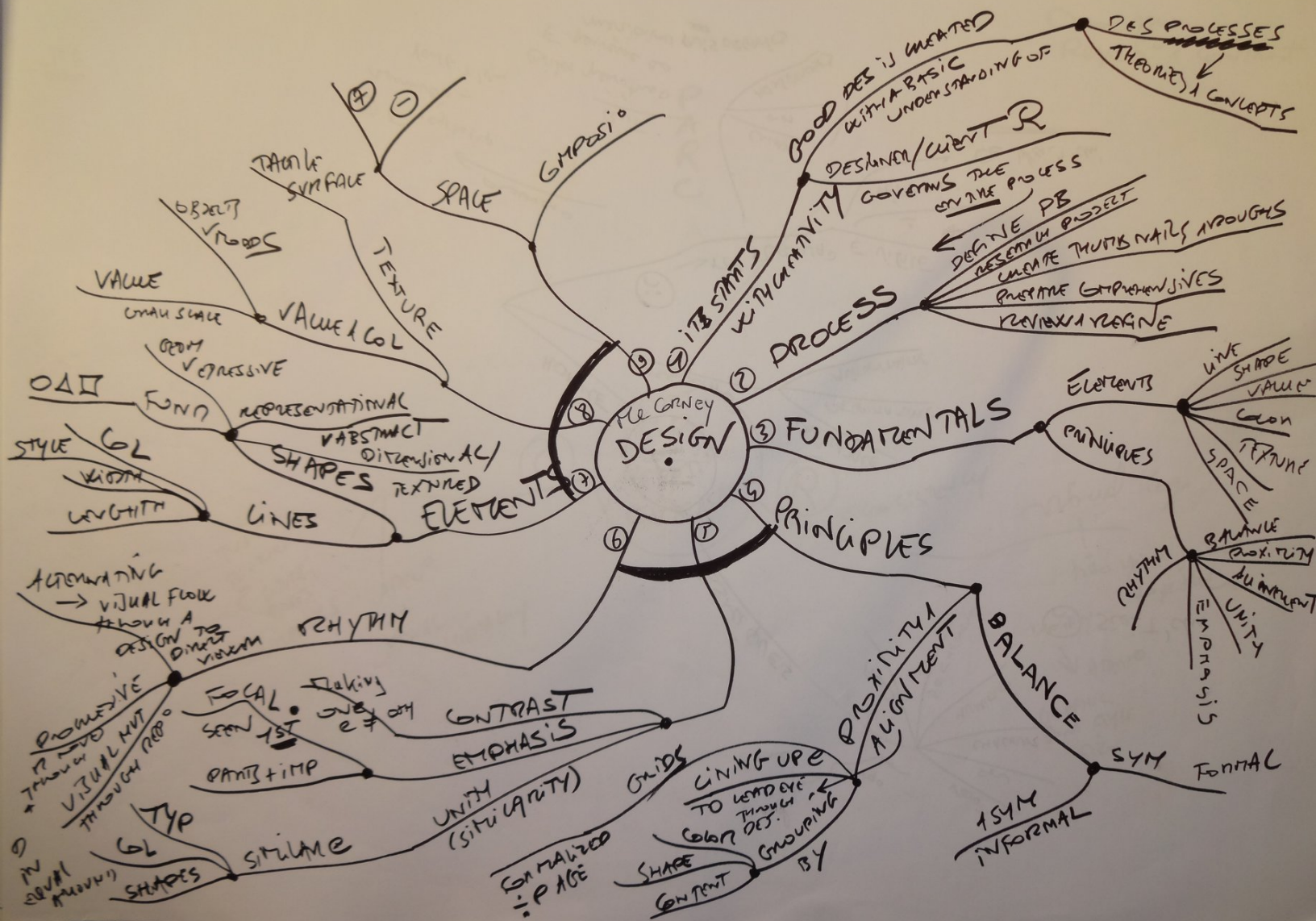












C R A P

(C)

EET
DESIGN
•
REPETITION
CONTRAST

(R)

= consistency

vis and key

ties you piece together

unify

↓

unified
font style
size

TYPE
DESIGN
•
LINES
BOXES
GRAPHICS

ARROW
+

VISUAL

HIERARCHY

P - some @ about from all
 A - seen a part of the whole

Des pri proximity
 1 Alignment

☺ unity
 APPPEARANCE

Proximity	P
Alignment	A
Repetition	R
Contrast	C

ORGANIZATIONALS ON PAGE *

TELL YOUR EYES WHERE TO STOP *

P R
 A unity

Alignment

DES pri
 Proximity
 1
 Alignment

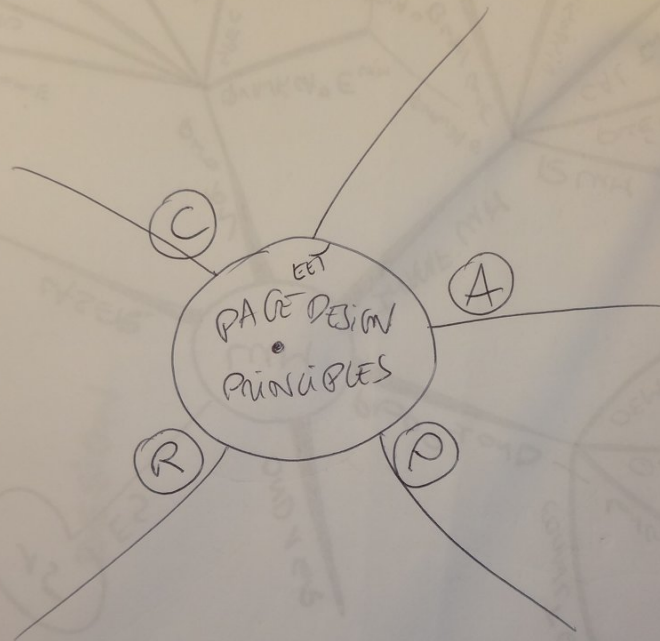
Proximity
 "Groups"

PUT RELATED ITEMS TOGETHER
 related → FORMER ADAPT

every item must be aligned with another item

COHESION

one way to align so through the C



Enrollment