

Principles of Graphic Design

Contrast • Repetition • Alignment • Proximity
(C. R. A. P.)

Contrast allows you to emphasize or highlight key elements within your design. Contrast is created when two elements are total opposites. This doesn't necessarily have to be colors either. It can be achieved with font (classic/contemporary), lines (thick/thin) and shapes (big/small), etc.

Contrast plays a crucial part in the organization of information on a page. It will guide the reader to where they should look first or to the most important element. For it to work successfully though, it must be strong and obvious. It needs to make an impact.

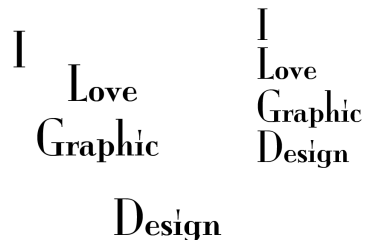


Repetition strengthens a design by tying together individual elements. It helps to create association and consistency.

The consistent repetition of an element is widely used in multi-page documents & websites. Elements being repeated can consist of colors, shapes, textures, spatial relationships, line thicknesses, fonts, sizes, graphics concepts, etc.



Alignment creates a sharper, more ordered design. Aligning elements allows them to create a visual connection with each other. It tightens the design and eliminates the haphazard, messy effect which comes when items are placed randomly.



Proximity helps create organization. By grouping similar elements together or in close proximity, you create a relationship between those elements. It also provides a focal point and can give the reader an idea of where they should start and finish reading.

Proximity doesn't mean that elements have to be placed together, it means they should be visually connected in some way. This can be by use of point size, font, color, etc...



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