5 Visual-design Principles in UX

**SCALE**
The principle of scale refers to using relative size to signal importance and rank in a composition.

- Use no more than 3 different sizes.
- Emphasize the most important aspect by making it the biggest.

**VISUAL HIERARCHY**
The principle of visual hierarchy refers to guiding the eye on the page so that it attends to different design elements in the order of their importance.

- Use 2–3 typeface sizes to indicate what pieces of content are most important.
- Consider using bright colors for important items; muted colors for less important ones.

**BALANCE**
Balance occurs when there is an equally distributed (but not necessarily symmetrical) amount of visual signal on both sides of an imaginary axis.

- Establish an imaginary axis on your visual to understand the current state of balance on your visual.

**CONTRAST**
The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.

- Use a color-contrast checker to ensure that your content can be read by all your target users.

**GESTALT PRINCIPLES**
Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.

- Use no more than 3 different sizes.
- Emphasize the most important aspect by making it the biggest.

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