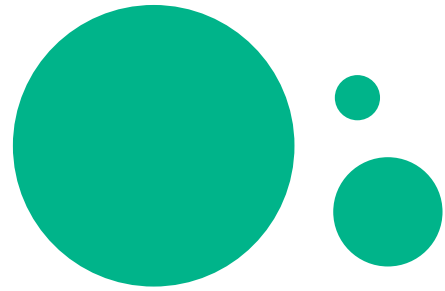# 5 Visual-design Principles in UX

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.*
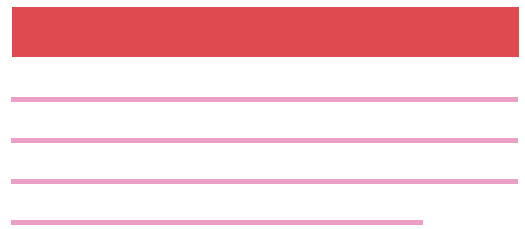
BALANCE

Balance occurs when there is an equally distributed (but not necessarily symmetrical) amount of visual signal on both sides of an imaginary axis.
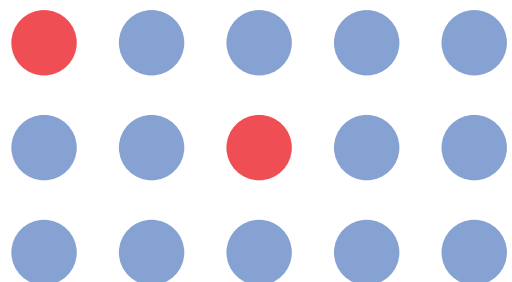
- *Establish an imaginary axis on your visual to understand the current state of balance on your visual.*
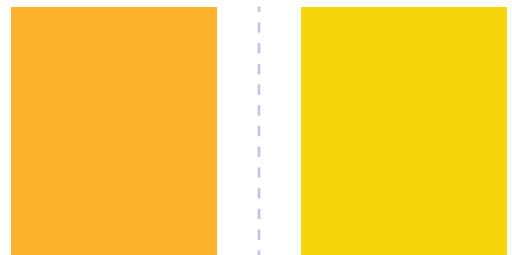
CONTRAST

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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