

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.

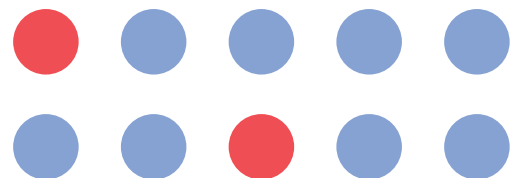
- Establish an imaginary axis on your visual to understand the current state of balance on your visual.



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.

