

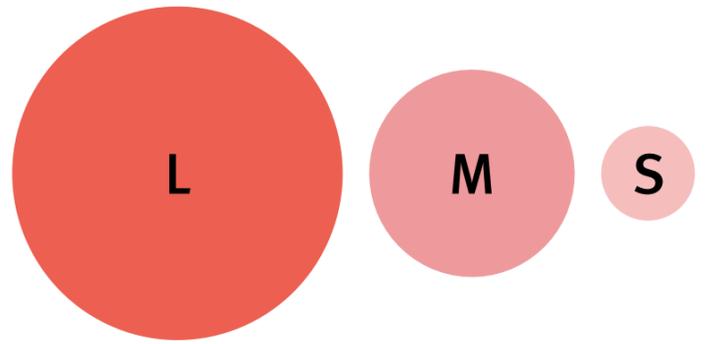
5 Principles of Visual Design in UX

1 Scale

Using relative size to signal importance and rank in a composition.

TIPS

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



2 Visual Hierarchy

Guiding the eye on the page so that it attends to different design elements in the order of their importance.

TIPS

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

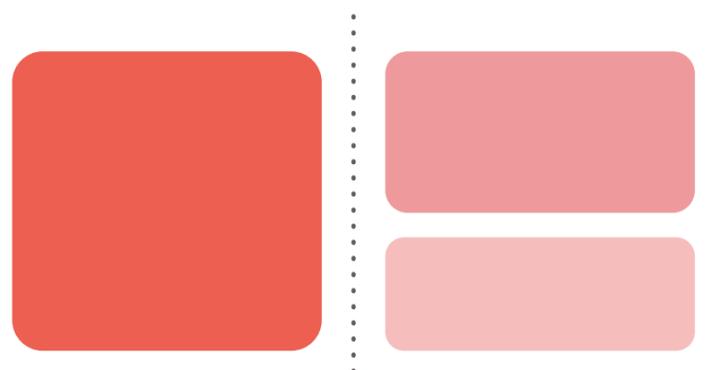


3 Balance

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

TIP

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

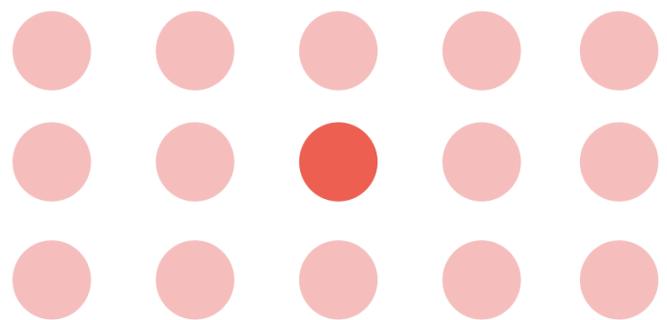


4 Contrast

The juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.

TIP

- Use a color-contrast checker to ensure that your content stays accessible even when adjusting contrast



5 Gestalt

Gestalt principles explain how humans simplify and organize complex images that consist of many elements. They capture our **tendency to perceive the whole** as opposed to the individual elements.

