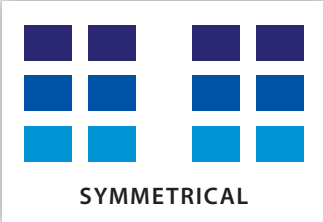
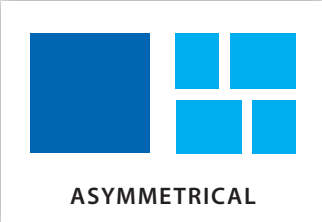

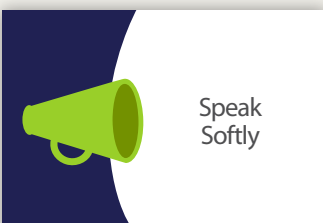


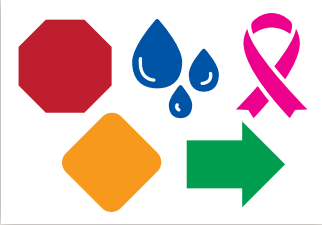


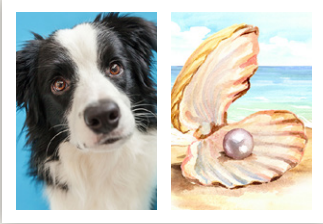
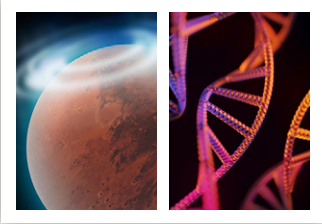
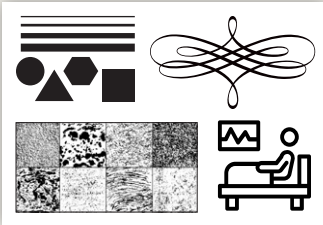
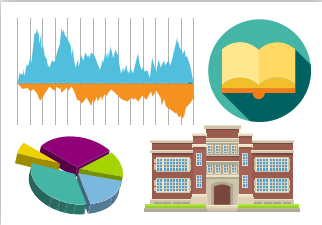


Design Fundamentals

	DESCRIPTION	EXAMPLES
Balance	Composition, alignment and visual weight of type, images, graphics and space in order to create a stable and harmonious layout. Typically balance is symmetrical or asymmetrical.	 <p>SYMMETRICAL</p>  <p>ASYMMETRICAL</p>
Contrast	Placing elements in opposition to each other in a pleasing way that engages and interests users. Contrast also applies to text that is clear and readable so it adheres to accessibility standards.	 
Proportion	Relationship between items using size, scale and placement. May imply levels of importance or hierarchy, like headlines and subheads, as well as direct user's attention through the page.	 
Space	Area between elements provides the page with breathing room. Adds clarity by reducing clutter. May be "white" space or negative space, but may also be margins and even line spacing of text.	 
Proximity	Positioning design elements to show relationships between them. When items are located well, it increases organization and structure. Also can help users navigate through a page.	 

Design Fundamentals *(continued)*

	DESCRIPTION	EXAMPLES
Color	Attracts attention, improves organization of information and generally adds visual interest. Colors are often associated with certain emotions, attitudes, social conventions and actions.	 
Typography	Style and appearance of text for communicating written words to users with clarity and meaning. Some typefaces are expressive and may convey meaning beyond the text.	 
Imagery	A visual element, such as a photo, illustration, rendering or diagram. Used to attract attention, add context or explain concepts in a creative and compelling form.	 
Shape	Items such as lines, textures and patterns that stand alone or combine to produce a visual effect. These elements may be used to create graphics, charts, icons, diagrams and illustrations.	 
Grid	An underlying framework (like columns and margins) providing structure in a layout. Facilitates ease of reading, understanding of content and best use of space. Can also guide user's eye.	