

# 9 principles for effective design

**1) KISS (Keep It Simple Stupid)**

Avoid clutter and embrace white space.

**2) Use a grid**

Establishes structure, alignment and organization.

**3) Generally use no more than two typefaces / fonts**

Provide basic spatial arrangement of copy, headlines, and photos.

**4) Use a hierarchal system of design**

Lay out a page by order of item importance.

**5) Lead the eye**

Eye directional movement on a page should flow from top to bottom, left to right.

**6) White space / negative space**

Creates harmony, balance, and helps to brand a design, it can also lead a reader from one element to another.

**7) Use design elements effectively to present message**

Bullets, squares, circles, diamonds, lines, shapes, screened boxes, etc.

**8) Rule of thirds**

Helps launch your design composition and gives you a quick guide to position and frame your elements.

**9) CRAP (Contrast Repetition Alignment Proximity)**

The four key principles of visual design that have an important impact on usability.