

# Basic Design Principles

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Don't forget these basic principles as you design for the web

Alignment

# Alignment

Poor page layout;  
no visual hierarchy



Better layout; predictable, modular,  
clear visual structure



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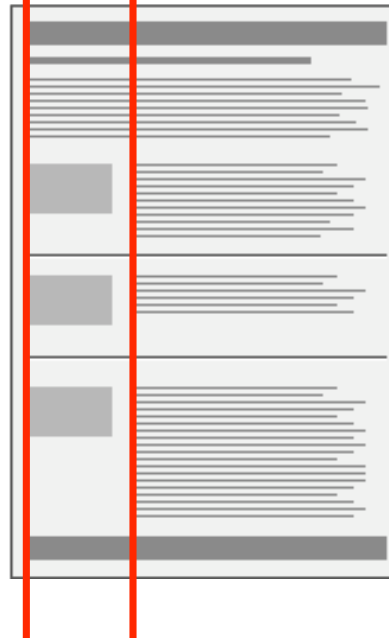


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Basic Rule: Don't Mix Alignments

Proximity



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## Pumpkin Bread with Dates

The handsome date palm flourishes in the desert climates of the Middle East and North Africa and in Southern California. The buttery rich fruits grow in large bunches containing up to a thousand dates. Varying from oval to elongated, they have a paper-thin skin and a long pit. Dates are classified as soft, semidry or dry, according to their moisture content. Medjool, Khadrawy and Halawy are the commonly marketed soft dates. Deglet Noor and Zahidy are the most popular semidry dates. Whole and pitted dates are available year-round.

### Ingredients:

1 1/2 cups sugar  
 1 cup canned pumpkin puree  
 2 eggs  
 1/2 cup nut oil, such as walnut or almond or sunflower seed oil  
 1 3/4 cups all-purpose flour  
 1 tsp. baking soda  
 1/2 tsp. baking powder  
 1/2 tsp. salt  
 1/2 tsp. ground cinnamon  
 1/2 tsp. ground cloves  
 1/2 tsp. freshly grated nutmeg  
 1 cup coarsely chopped pitted dates

### Directions:

Preheat an oven to 350°F. Grease a 9-by-5-inch loaf pan or spray with nonstick cooking spray.

In a bowl, whisk together the sugar, pumpkin puree, eggs and oil until smooth, about 1 minute.



### Related Tips and Techniques:

- ▶ All About Winter Squash
- ▶ All About Pumpkin

### Related Items:

Nutmeg Grinder  
\$25.00

All-Clad Stainless-



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 1 cup coarsely chopped pitted dates

### Directions:

Preheat an oven to 350°F. Grease a 9-by-5-inch loaf pan or spray with nonstick cooking spray.

In a bowl, whisk together the sugar, pumpkin puree, eggs and oil until smooth, about 1 minute.

In another bowl, stir together the flour, baking soda, baking powder, salt, cinnamon, cloves and nutmeg.



### Related Tips and Techniques:

- ▶ All About Winter Squash
- ▶ All About Pumpkin

### Related Items:



Nutmeg Grinder  
\$25.00



All-Clad Stainless-Steel Measuring



Repetition

# Repetition

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- Navigational elements
- Colors
- Layout
- Typography
- Illustrations

# Repetition

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“Consistency”

Visitors won't have to learn their way around your site with each new page

Contrast

# Contrast

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- Creates a visual hierarchy
- Allows visitors to skim a page with lots of info without getting overwhelmed
- Helps direct attention to most important content

# Contrast

Dull; no focal points,  
no graphic structure



Stronger visual structure;  
better contrast, visual entry points





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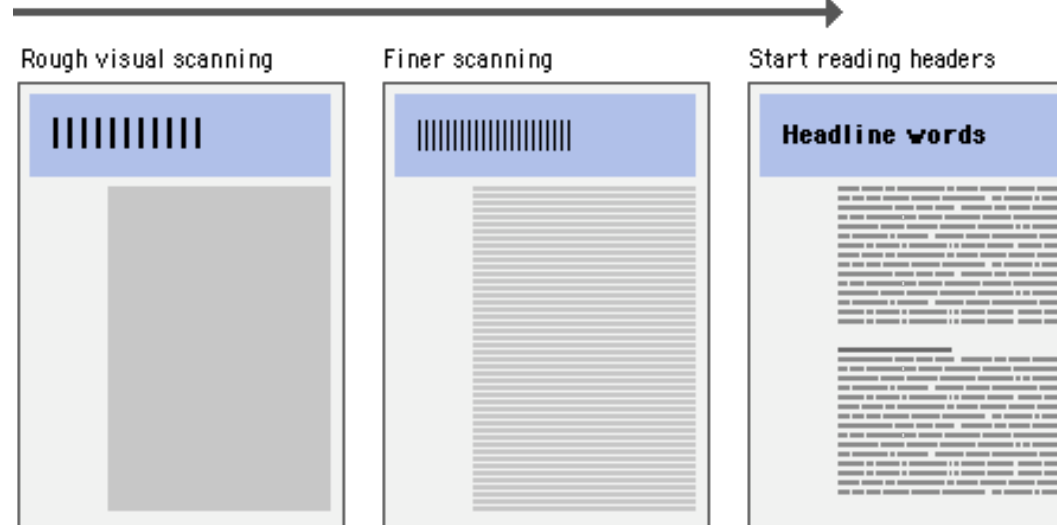
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# Contrast

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## Visual scanning of page structure over time



# Contrast

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- Basic Rule: If two elements (type, rules, graphics, colors, texture) are not the same, make them very different
- Basic Rule: Create a focal point — something must dominate the design

# Recap

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- Alignment
- Proximity
- Repetition
- Contrast