Principle of Design

Design principles are a set of values that act as a compass for your product. They're an agreed upon truth: the guideposts that keep your entire team on the same path as you move through the design process. Design principles should be specific, nuanced, and actionable.The fundamental principles of design are: Emphasis,Proportion, Balance,Rythum,Harmony. These are the basic principles for any apparal perfection, such as designers products, cell, visual merchandiser and stylist etc.

Balance

All design elements and principles—typography, colors, images, shapes, patterns, etc.—carry a visual weight. Some elements are heavy and draw the eye, while other elements are lighter. The way these elements are laid out on a page should create a feeling of balance.

There are two basic types of balance: symmetrical and asymmetrical. Symmetrical designs layout elements of equal weight on either side of an imaginary center line. Asymmetrical

balance uses elements of differing weights, often laid out in relation to a line that is not centered within the overall design.

Emphasis

Emphasis deals with the parts of a design that are meant to stand out. In most cases, this means the most important information the design is meant to convey.

The emphasis basic design principle in action

Emphasis can also be used to reduce the impact of certain information. This is most apparent in instances where "fine print" is used for ancillary information in a design. Tiny typography tucked away at the bottom of a page carries much less weight than almost anything else in a design, and is therefore deemphasized.

Proportion

Proportion is one of the easier principles of graphic design to understand. Simply put, it's the size of elements in relation to one another. Proportion signals what's important in a design and what isn't. Larger elements are more important, smaller elements less.

Rhythm

The spaces between repeating elements can cause a sense of rhythm to form, similar to the way the space between notes in a musical composition create a rhythm. There are five basic types of visual rhythm that designers can create: random, regular, alternating, flowing, and progressive.

Random rhythms have no discernable pattern. Regular rhythms follow the same spacing between each element with no variation.

Harmony

Harmony as a principle of design is the sense of cohesiveness between the elements in a composition. The elements shouldn't be exactly the same or completely different but related in some way. Color palettes or similar textures can create a sense of unity between different components.