# 20 Most Important Design Principles Illustrated

## 1. Line
- Helps direct the eye
- Creates emphasis
- Give a sense of movement

## 2. Scale
- Draws attention to and from certain elements
- Creates emphasis / drama

## 3. Colour
- Create a strong palette
- Use the right colour process
- Consider colour theory

## 4. Repetition
- Helps to tie lots of individual elements together
- Crucial for consistent branding

## 5. Negative Space
- 'The space in between'
- Create clever images
- Fantastic for logos

## 6. Symmetry
- Creates a sense of ‘calm’
- The human eye is generally attracted to symmetry

## 7. Transparency
- Helps element interaction
- Can create movement
- Use it intentionally

## 8. Texture
- Gives a tactility to designs
- Gives depth to designs
- Use it sparingly + intentionally

## 9. Balance
- Each element has a ‘weight’
- Adjust your design’s balance via scale and composition

## 10. Hierarchy
- Helps users navigate your design
- Signals importance of elements
- Use scale, line, colour, etc.

## 11. Contrast
- Light vs. dark, thick vs. thin
- Helps create emphasis
- Makes designs ‘pop’

## 12. Framing
- Helps highlight elements
- Can be aesthetic or purposeful
- Crop images in interesting ways

## 13. Grid
- Helps align elements
- One grid can be used in many different ways

## 14. Randomness
- Don’t be afraid to break rules
- Asymmetry and clutter can be effective visual tools

## 15. Direction
- Gives viewer a ‘path’
- Direct the eye in ‘Z’ ‘F’ and ‘Y’ shapes

## 16. Rules
- Learn design rules but don’t feel 100% limited to them
- Break rules the right way

## 17. Movement
- Brings life to designs
- Try blur effects, motion lines or waving effects

## 18. Depth
- Gives dimension to 2D designs
- Try texture, shadows, 3D effects, horizon lines, etc.

## 19. Typography
- Pick a distinct font palette that fits your design
- Use wisely and carefully

## 20. Composition
- The arrangement of elements
- Have purpose with composition
- Use scale, depth and hierarchy
2018 SOCIAL MEDIA IMAGE SIZES

All sizes in pixels

**PINTEREST**
- PROFILE IMAGE - 185 x 185
- BOARD COVER - 222 x 150
- PINTEREST GRAPHIC - 735 x 1102

**INSTAGRAM**
- PROFILE IMAGE - 110 x 100
- PHOTO SIZE - 1080 x 1080
- LANDSCAPE - 1080 x 566
- PORTRAIT - 1080 x 1350
- STORY - 1080 x 1920

**FACEBOOK**
- PROFILE IMAGE - 180 x 180
- COVER PHOTO - 820 x 310
  (OR 640 x 360 ON A SMARTPHONE)
- SHARING IMAGE - 1200 x 630
- EVENT IMAGE - 1920 x 1080
- FACEBOOK AD - 1200 x 628

**TWITTER**
- PROFILE IMAGE - 400 x 400
- HEADER IMAGE - 1500 x 500
- IN-STREAM PHOTO - 1024 x 512

**YOUTUBE**
- COVER PHOTO - 2560 x 1440
- PROFILE IMAGE - 800 x 800
- VIDEO UPLOADS - 1280 x 720

**SNAPCHAT**
- GEOFILTER - 1080 x 1920

---

**WHIPPED DREAM**
FEMININE BRANDING + WEBSITE DESIGN

---

PRINT TO PIXELS CONVERSION CHART
(300 DPI)

<table>
<thead>
<tr>
<th>Size</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x5 inches</td>
<td>900x1500 pixels</td>
</tr>
<tr>
<td>4x6 inches</td>
<td>1200x1800 pixels</td>
</tr>
<tr>
<td>5x7 inches</td>
<td>1500x2100 pixels</td>
</tr>
<tr>
<td>8x8 inches</td>
<td>2400x2400 pixels</td>
</tr>
<tr>
<td>8x10 inches</td>
<td>2400x3000 pixels</td>
</tr>
<tr>
<td>8.5x11 inches</td>
<td>2550x3300 pixels</td>
</tr>
<tr>
<td>9x16 inches</td>
<td>2700x4800 pixels</td>
</tr>
<tr>
<td>11x14 inches</td>
<td>3300x4200 pixels</td>
</tr>
<tr>
<td>11x16 inches</td>
<td>3300x4800 pixels</td>
</tr>
</tbody>
</table>

**HOW TO MIX FONTS**

TALL AND SKINNY with a pretty thick script

MIX BOLD ALL CAPS with a sassy lowercase

Try something frilly WITH SOMETHING TOUGH

AND DON'T FORGET THAT opposites attract!

DESIGNSBYNICOLINA.BLOGSPOT.COM