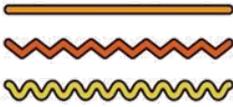


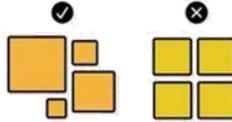
.....20.....
**MOST IMPORTANT
 DESIGN PRINCIPLES
 ILLUSTRATED**

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

11. CONTRAST



- Light vs. dark, thick vs. thin.
- Helps create emphasis
- Makes designs 'pop'

12. FRAMING



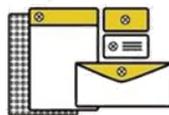
- Helps highlight elements
- Can be aesthetic or purposeful
- Crop images in interesting ways

3. COLOUR



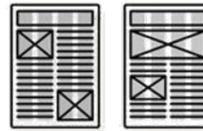
- Create a strong palette
- Use the right colour process
- Consider colour theory

4. REPETITION



- Helps to tie lots of individual elements together
- Crucial for consistent branding

13. GRID



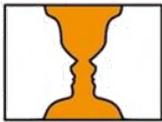
- Helps align elements
- One grid can be used in many different ways

14. RANDOMNESS



- Don't be afraid to break rules
- Asymmetry and clutter can be effective visual tools

5. NEGATIVE SPACE



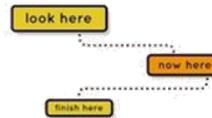
- 'The space in between'
- Create clever images
- Fantastic for logos

6. SYMMETRY



- Creates a sense of 'calm'
- The human eye is generally attracted to symmetry

15. DIRECTION



- Gives viewer a 'path'
- Direct the eye in 'Z' 'L' and 'Y' shapes

16. RULES



- Learn design rules but don't feel 100% limited to them
- Break rules the right way

7. TRANSPARENCY



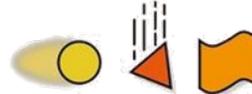
- Helps element interaction
- Can create movement
- Use it intentionally

8. TEXTURE



- Gives a tactility to designs
- Gives depth to designs
- Use it sparingly + intentionally

17. MOVEMENT



- Brings life to designs
- Try blur effects, motion lines or waving effects

18. DEPTH



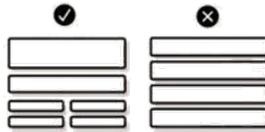
- Gives dimension to 2D designs
- Try texture, shadows, 3D effects, horizon lines, etc.

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.

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 - 165 X 165
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)

3x5 inches 900x1500 pixels

4x6 inches 1200x1800 pixels

5x7 inches 1500x2100 pixels

8x8 inches 2400x2400 pixels

8x10 inches 2400x3000 pixels

8.5x11 inches 2550x3300 pixels

9x16 inches 2700x4800 pixels

11x14 inches 3300x4200 pixels

11x16 inches 3300x4800 pixels

signatureedits.com

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