



DESIGN DEFINED

SPRING 2016

Here's a list of design terms to remember:

Symmetry: One side is the mirror image of the other. Symmetry can occur in any orientation as long as the image is the same on either side of the central axis.

Reflective Symmetry: The most basic symmetry. An element is repeated and reflected directly across from the element.

Flipped Symmetry: The element is reflected and then flipped.

Leading: The space between lines of journaling in a text block.



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Repetition: The principle of repetition simply means the reusing of the same or similar elements throughout your design. Repetition will bring a clear sense of unity, consistency, and cohesiveness. Repetition can add energy to a layout and direct the eye.

Visual Triangle: Using three of the same elements or colors or design treatments across a given space.

White Space: Also referred to as negative space, is the portion of a page left unmarked, the portion that is left blank. White space does not have to be white.