# Visual Design Principles

Visual design principles allow designers to create solutions that are not only visually appealing but also effective in conveying information, promoting learning retention, engaging learners, maintaining consistency, and enhancing overall clarity and organization. By incorporating these principles into our design process, we can optimize learning outcomes.

Here are four essential visual principles and an easy industry acronym to remember!

Contrast
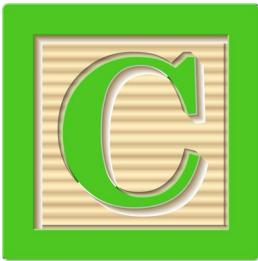
- **Tip**: Use contrast to highlight key information, such as important instructions or key concepts. Make sure text contrasts well with the background to enhance readability.
- **Example**: Use bold or colored fonts (avoid common color-blind colors) for headings and important points to make them stand out from the rest of the text.

Repetition

- **Tip**: Establish a consistent visual style throughout your instructional materials to create a cohesive learning experience. Repeat design elements such as colors, fonts, icons, and layout patterns.
- **Example**: Use the same color scheme and font styles across all slides or modules to maintain consistency.

Alignment

- **Tip**: Maintain a clean and organized layout by aligning elements such as text boxes, images, and graphics. Align related elements to create visual harmony and improve readability.
- **Example**: Make sure that all text and graphics are aligned along the same horizontal or vertical axis for a clean layout.

Proximity

- **Tip**: Group related content together to establish clear relationships and hierarchy. Place similar elements close to each other to indicate their association and make the content easier to digest.
- **Example**: Keep instructions and accompanying visuals in close proximity to avoid confusion and aid comprehension.