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good visual design and it involves placing elements on the page in relationship to other elements or along one or more invisible lines layout or composition is the arrangement of the elements of a design it is a creative process both for visual and physical designs composition is considered key to a wide variety of pursuits including graphic design information design visual arts writing and architecture the following are common layout considerations 1 unity vs variety your website layout provides a framework that structures your site in a way that makes sense is easy to navigate and lets your content shine but if you spend any time at all online you ll have noticed that many websites look similar due to their layout design elements and principles design is an intricate complicated fun and exciting business there s always a lot to learn a lot to do and a lot to consider when you re a beginner not to mention the fact that technology is constantly evolving new software is being released and new trends are coming at you rapid fire the main principles of graphic design are balance contrast emphasis repetition and pattern proportion movement white space unity and variety let s get to them and see what each of them means what are the principles of design how to use the principles of design what are the principles of design in four lines of css with zero media queries or container queries we ve created a flexible layout that works on screens of all sizes and there s no need to crop content to force everything into same sized boxes in graphic design a layout that has uniformly sized columns and no rows is often called a symmetrical columnar grid here s a patterned design that follows the repetition principle the layout of chess pieces follows the same suit over and over again it s symmetrical with the same repeating pattern in the background 15 rhythm rhythm is like a combination of pattern movement and repetition it creates a visual tempo that is consistent and systematic 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