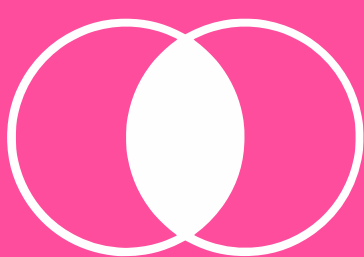


# UNDERSTANDING & IMPLEMENTING DESIGN WITH PURPOSE

GRAPHIC DESIGN PRINCIPLES ARE FUNDAMENTAL GUIDELINES THAT HELP CREATE VISUALLY APPEALING AND EFFECTIVE DESIGNS

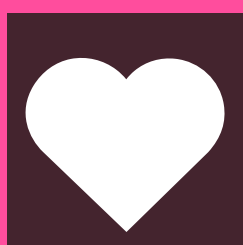
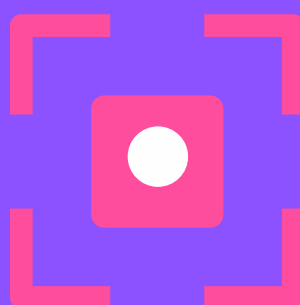


## Contrast

Using differences in color, size, or shape to highlight key elements and draw attention.

## Placement

Positioning important elements strategically within the layout to guide the viewer's eye.



## Color

Employing vibrant or unique colors to make certain elements stand out.

## Isolation

Separating an element from others to emphasize its importance, making it the focal point.

