Contrast:
- Our eyes like contrast (easy to read)
- Two different typefaces need to be different colors or styles to stand out
  - Line thickness
  - Colors
  - Shapes
  - Size
  - Space
- Helps organize certain information on a page (Flow)
- The best way to make your page fun and satisfying
- Don’t be wimp if you’re going to do contrast, do it right, not just slightly

Repetition:
- Repetition of visual elements
  - Same fonts for headlines
  - Same alignment
  - Picture sizes
  - Line thickness
  - Themes/Layout
- To unify and add visual interest
- If a page looks interesting, it is more likely to be read
- Repetition is like being consistent
**Alignment:**
- Nothing should be placed arbitrarily
- Helps unify the page
- Make the page seem like everything goes together
- Similitude can be taken too far, resulting in a dull design
- With poor alignment the page becomes chaotic

- This section is an example of poor alignment
- As you can see it is tough to understand and read

**Proximity:**
- Items that are similar should be together
- Be concise of where your eyes are looking
- You should be able to follow a basic progression through a page
- Creates a more appealing page
- Avoid too many separate element on a page
- Don’t stick things in the corners and in the middle
- Don’t create relationships with elements that don’t belong together.