Color Relationships

Analogous: composed of colors next to each other on the wheel

Complementary: colors directly across from one another

Triad: a set of three colors equidistant from one another

Split compliment: choose a color on one side of the wheel, find its complement across the wheel but use but use colors on each side of the complement

Monochromatic: one hue with any number of its corresponding tints and shades

Basic Principles

Contrast: If elements are not the same make them different

Repetition: Repeat visual elements throughout

Alignment: Every element should have some visual connection to another element

Proximity: items relating to each other should be grouped close together

Categories of type

Old Style- scribe

Modern- thick to thin transition

Slab serif- small to no thick/thin transition

Sans serif- no thick to thin transition, no serif

Script- cursive/handwriting decorative

For more, read The Non-Designers Handbook (Williams)
Content collected and designed by Corbin McLean (Xavier 2017)