

A large, bold, yellow number '9' is positioned at the top left of the slide. To its left is a vertical yellow line that extends downwards. In the top right corner, there is a faint, light blue circle. The background features a gradient from blue at the top to green at the bottom, with a pattern of small white dots and a wavy, topographic-like pattern in the lower right.

Principles of Design

You Must Master for

Perfect Slide Compositions

A white, hollow triangle is located on the right side of the slide, pointing to the right. It is positioned below the main text and above the wavy pattern.

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INTRODUCTION



Design are an art and craft.

Got flustered on noticing our grammatical mistake? It was intentional. The only intention was to underscore the importance of following the rules of grammar. Without rules, there will be chaos. Everyone would be marching to the beat of their own drum and no one will get anywhere.

The same applies to the field of design as well. There are certain rules or principles that need to be followed to make sense to others and communicate a message effectively. Therefore, the principles of design are the rules that a designer must follow to make a good composition. Can these rules be broken? Only when the situation demands so.

So, what are these principles of design? They are 9 in number:

1. Balance
2. Contrast
3. Emphasis
4. Movement
5. Repetition
6. White Space
7. Proximity
8. Proportion
9. Unity

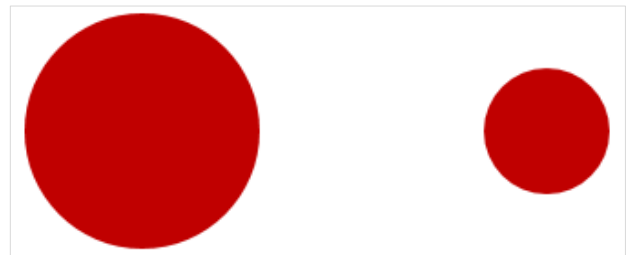
Understanding Visual Weight

Before understanding each design principle, understand the term visual weight. Every design element, be it a font, color, icon, image, or diagram carries weight. The ones bigger in size are perceived to be heavier in weight as compared to elements smaller in size. A bold 72-point Arial will carry more visual weight as compared to 12-point Arial. A bold **Arial 12 point** will be heavier than a regular Arial 12 point.

Visual weight is also a measure of how much attention it grabs of the viewer. If any element is noticed first by the viewer, it has more visual weight as compared to the element that is noticed later. Why is it important to understand visual weight? Because while designing, we play with elements of varying visual weights to create a visual hierarchy.

Here are some factors that create differences in weight:

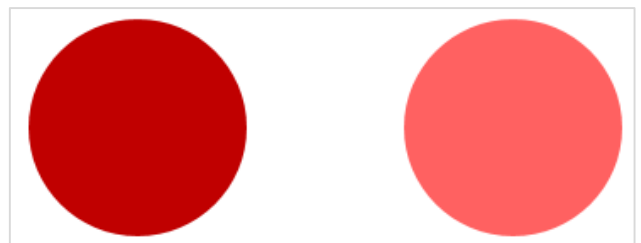
Size - Larger elements are heavier as compared to smaller ones.



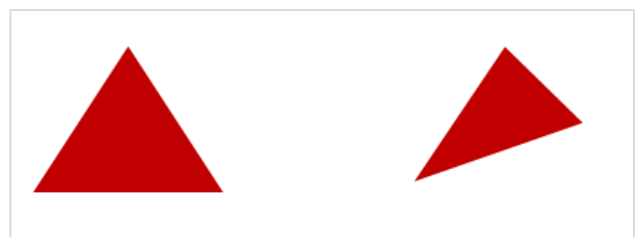
Color - Red is considered the heaviest color. The tint and shade of the color also influences the weight.



Lightness/Darkness - Darker elements are heavier as compared to lighter ones.



Shape - Regular shapes are perceived heavier as compared to irregular shapes.



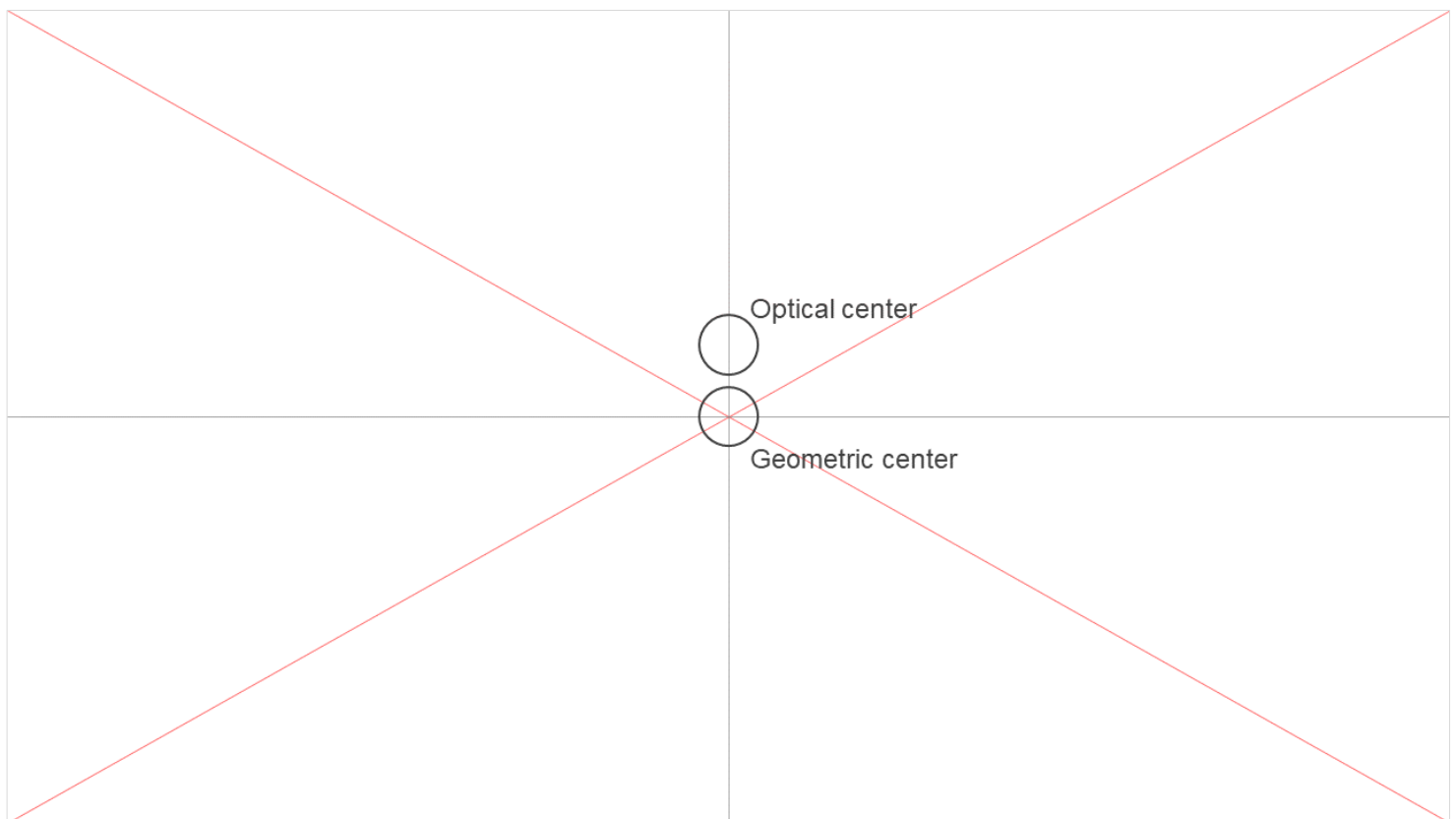
Texture - Complex textures will be perceived heavier as compared to simpler ones.



Understanding Optical Center

Another design term that you need to be familiar with is the optical center. That is because in design all elements are arranged keeping the optical center in mind, not the geometric center.

The optical center is the point where the human eye enters a page or a design. Research has found this spot to be slightly above the geometric or mathematical center. While mathematical center is 50% down from the top of a page, optical center is 46% down from the top of a page.



Principle #1- **Balance**

What is Balance?

Imagine a slide having all information on the left and having nothing on right! It will be visually uncomfortable because it is imbalanced.

Balance is about maintaining visual equilibrium. It is the distribution of weight of different design elements around the optical center. The end result should be a well-balanced composition.

Ways to Achieve Balance -

Most successful compositions achieve balance in one of these 3 ways:

1. Symmetry
2. Asymmetry
3. Radial

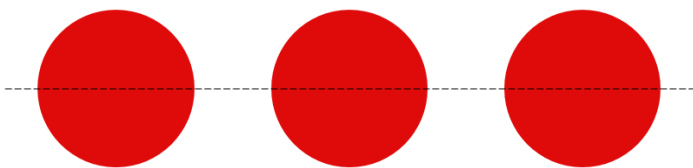
Symmetrical Balance:

Also known as formal balance, symmetrical balance is basically mirror image balance. If you draw a line between the center of the page, all the objects on one side of the screen are mirrored on the other side.

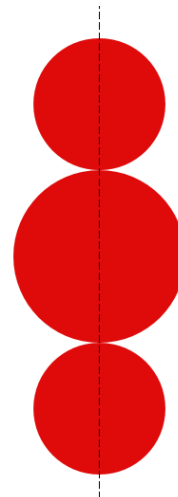
The two halves of the design can either look completely identical (this is usually in architecture) or they can be similar in terms of number of objects, colors and other elements (this is common in graphic design).

So, whether you divide the slide horizontally or vertically, the two will be perfectly balanced.

Horizontal Split

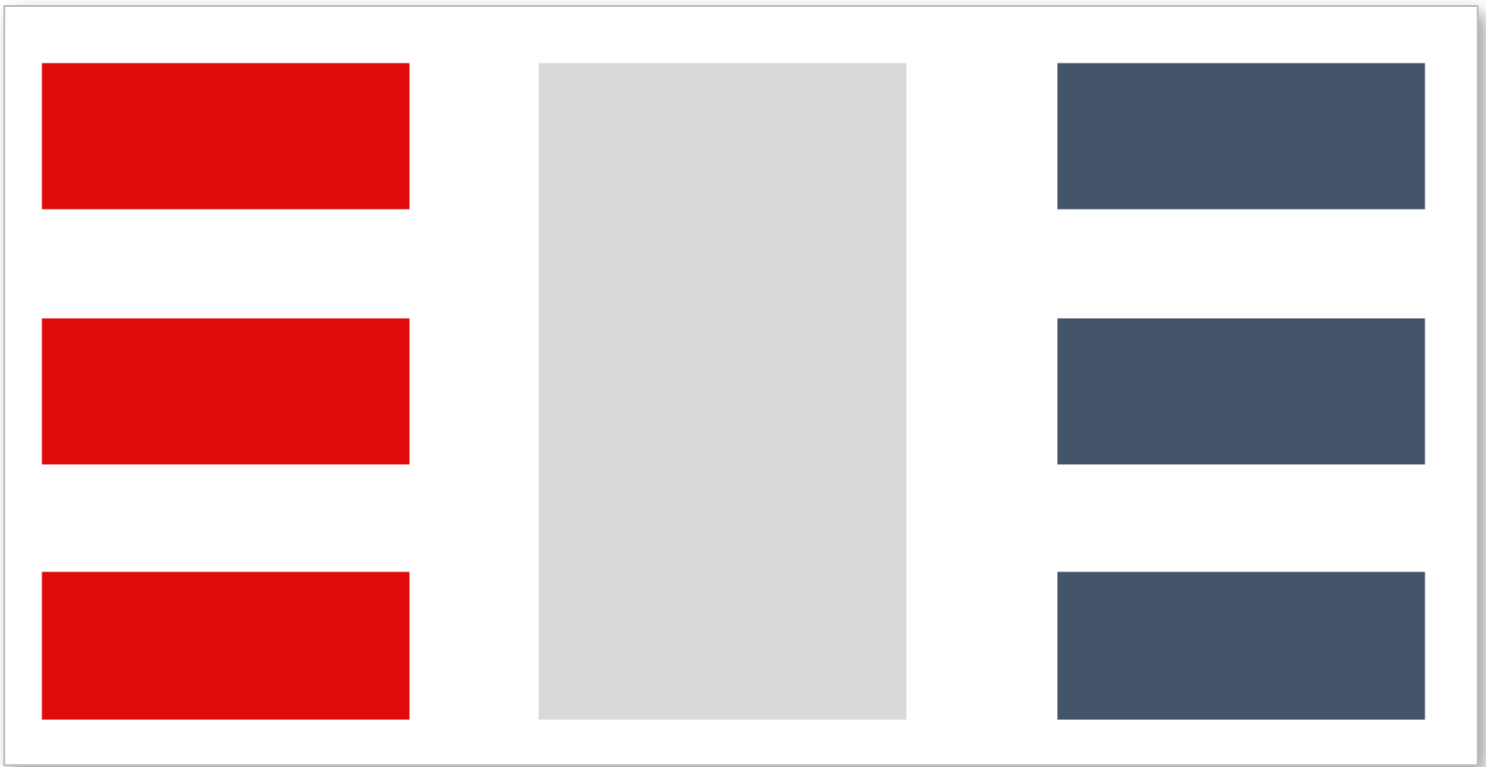


Vertical Split



How to Achieve Symmetry in Slide Design:

Basically, one has to place equal number of design elements equal in visual weight on each side of the presentation slide.



Here's an example of symmetrical layout taken from the web:

The image shows a slide layout with a symmetrical design. On the left side, there is a square image of a nebula, followed by the word "Nebula" in a large serif font, and a paragraph of text. On the right side, there is a large vertical image of a spiral galaxy, followed by two paragraphs of text. At the bottom right, there is a 2x3 grid of six circular images showing different views of planets or moons. The overall layout is balanced and symmetrical.

The origin of the word galaxy derives from the Greek term for the Milky Way, *galaxias* (γαλαξίας, "milky one"), or *kyklos galaktikos* ("milky circle")^{[1][3]} due to its appearance as a "milky" band of light in the sky. In Greek mythology, Zeus places his son born by a mortal woman, the infant Heracles, on Hera's breast while she is asleep so that the baby will drink her divine milk and will thus become immortal.

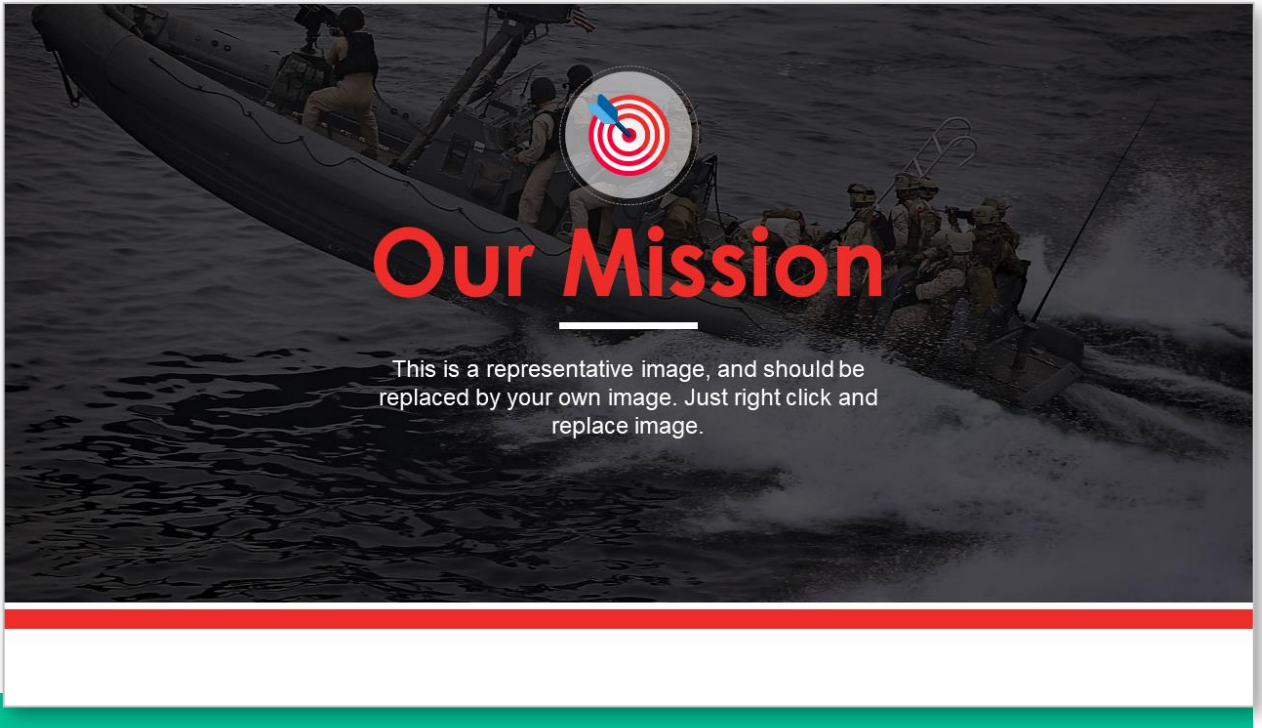
In the astronomical literature, the capitalized word "Galaxy" is often used to refer to our galaxy, the Milky Way, to distinguish it from the other galaxies in our universe.

Galaxies range in size from dwarfs with just a few thousand ^{[2][3]} stars to giants with one hundred trillion ^{[10][4]} stars^[3] each orbiting their galaxy's own center of mass. Galaxies are categorized according to their visual morphology, including elliptical,^[4] spiral, and irregular.^[5] Many galaxies are thought to have black holes at their active centers. The Milky Way's central black hole, known as Sagittarius A*,

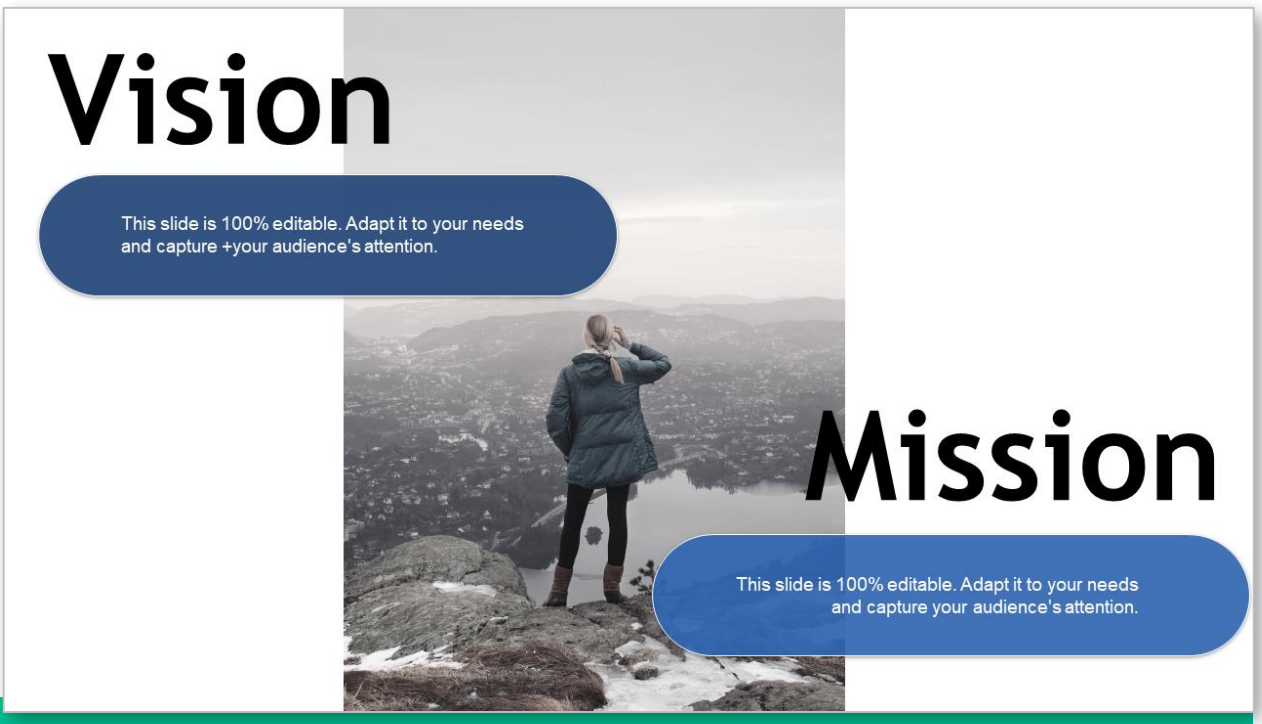
Using PowerPoint Templates to Achieve Symmetry:

Most PowerPoint templates are designed with mathematical precision. All design elements are arranged in such a way to distribute white space evenly, make for easy eye movement and readability, and establish an overall professional, balanced look. Here are some examples to show formal balance created with PowerPoint templates:

Example 1



Example 2





About Us



Professional

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Creative

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Talented

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Example 3



Creative Design

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

01



Customer Care

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

02



Expand Company

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

03

Example 4



About us