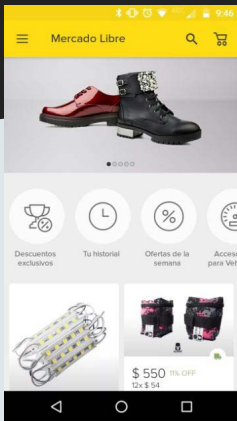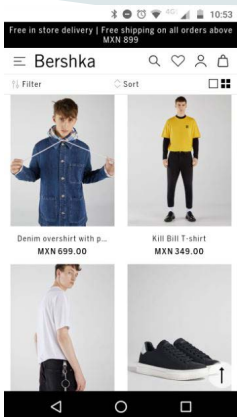# DESIGN PRINCIPLES
## CIT 230 Henrri Ramirez

## PROXIMITY

This image shows the relation between two or more elements, if we look at the pictures they are all connected, even if they contain a different product they use the same tones in color, and even in sizes.
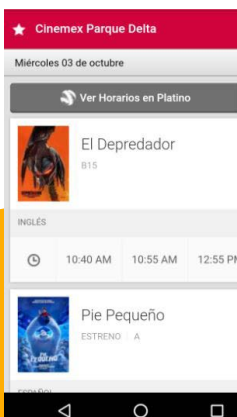https://www.mercadolibre.com.mx/

## ALIGNMENT

Alignment helps us to create order between the elements, if we observe the image the space between each picture is the exact same, and the rectangles also follow the same rule because they are all the same size. All the icons are aling with the other, there isn't any element alone, all of them are connected.
https://www.bershka.com/mx/en/

## REPETITION

Some examples of repetition can be, lines, circles or even the logo itself. We observe in the picture how circles and rectangles are repeted three times, and even the grid is made if rectangles.
https://cinemex.com/

## CONTRAST

Contrast is not only based in color but in shapes as well. It helps us to highlight elements and to make the message clear. We can direct the view of a client when using the correct contrast. If we observe the image, they are using specific colors to highlight the phone, the color of the font is in white contrasting the image and that makes the font readable as well.
https://consumer.huawei.com/en/

## TYPOGRAPHY

This element creates a relationship between all of the elements and it can also communicate a message when we haven't written any text. Typography can express what the design is going to talk about. In the example, we observe that the typeface is readable because the goal of the site is to sell products, otherwise they can lose money. https://www.amazon.com.mx