

principle	principle description	feedback	explanation
<b>hierarchy</b>	<p>Hierarchy refers to relative importance of elements on the canvas -- it can be achieved through using size, color, contrast, and white space (spacing) to emphasize certain characteristics of the design. It is particularly important to consider where the viewers' eyes are first drawn, this should be the most important element.</p> <p>By utilizing hierarchy properly, you can better understand how to draw attention to specific elements of your piece and guide a viewer's eyes to attend to different parts of your design in the order of their importance.</p>	<b>weak point of entry</b>	The point of entry is the focal point of your design. If the point of entry is weak, it is unclear what element is the most important and viewers may not recognize the key message at first sight.
		<b>ambiguous levels of importance</b>	If there is no distinct visual hierarchy, viewers may have trouble using visual cues to distinguish between elements of lesser or higher importance.
		<b>unclear grouping of content</b>	If objects of similar significance or meaning are not grouped closer together, viewers may have a hard time understanding the relationship between elements.
<b>alignment</b>	<p>Alignment refers to the arrangement of graphics and text in relation to both the various edges/margins of the canvas as well as the elements within the canvas.</p> <p>Alignment can be used to visually group or separate objects. The closer objects are in space, the more noticeable a difference in alignment will be to the viewer's eyes.</p>	<b>arbitrary alignment of elements</b>	If elements aren't aligned to a common edge/axis, the design may appear scattered and disorganized.
		<b>insufficient margins</b>	If elements are placed too close to the edge of the canvas, the viewer may find it hard to see the contents of the design as a cohesive whole.
<b>balance</b>	<p>Balance refers to offsetting how the graphical weight of components balance with each other on either side of a design to create satisfaction, completion, and cohesion.</p> <p>Achieving balance does not imply that the layout should be completely symmetrical -- in fact, it is still important to have a focal point and contrast. It just means that the designer should consider how the layout of elements and white space might create feelings of imbalance/discomfort and should be intentional about doing so.</p>	<b>not enough space between content</b>	Leaving too little white space between design elements can make it difficult to identify sections and comfortably read content.
		<b>content lacks balance</b>	When elements of different visual weight aren't intentionally arranged, a design can appear skewed/unbalanced/incohesive.
		<b>uneven margins</b>	Leaving margins of different sizes around a design can make it appear unbalanced.
<b>unity</b>	<p>Unity refers to creating a more unified and cohesive design. A more focused design will help pull the elements together and make each element feel like it belongs in the design.</p> <p>By making any differences in design choices more intentional, viewers can also use this information to better interpret and understand the design -- e.g. they can assume that a difference in font weight implies a difference in relative importance.</p>	<b>inconsistent/too many variations in text</b>	Using too many variations in typefaces, font sizes, font styles, and text color can make a design look incohesive and unorganized.
		<b>unnecessary design elements</b>	Adding too many graphical elements irrelevant to the key message can draw attention away from the important parts of a design.
		<b>inconsistent color choices</b>	Using too many variations in color between various elements in a design can make a design look busy and inconsistent.
<b>readability</b>	<p>Readability refers to how easy or difficult it is to read and follow the visual content in the design, in terms of both the text and imagery.</p> <p>Good readability can be achieved by using clear graphics and fonts that are legible or easy to read, as well as heavier font weights and colors with higher contrast.</p>	<b>poor text legibility</b>	Unclear fonts, text sizes, and spacing can make text hard to read.
		<b>unsuitable image manipulation</b>	If the image subject is not clear, viewers may have trouble understanding the design visually.
		<b>obscured content</b>	If an element is covered by another, the message that the covered element conveys becomes lost or unclear.