



SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.

An Autonomous Institution



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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

COURSE NAME : 19CSE315 – UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – 2 TYPOGRAPHY

Topic : Analyzing Aesthetics as per laws of Design Principles

Mr.N.Selvakumar

Assistant Professor

Department of Computer Science and Engineering



Analyzing Aesthetics as per laws of Design Principles

- Aesthetics is a core design principle that defines a design's pleasing qualities.
- Analyzing aesthetics through the lens of design principles involves examining various elements and how they interact to create visual harmony and appeal.
- A structured framework for understanding and evaluating the visual appeal and effectiveness of designs across various disciplines.
- By analyzing aesthetics through these design principles, designers can evaluate the effectiveness of their designs and make informed decisions to enhance visual appeal, usability, and communication.
- Through the analysis of the relationship between form, function, and aesthetics, designers are able to produce compositions that are both harmonious and captivating, striking a deep chord with viewers.
- Effectively evaluate and enhance the aesthetics of their designs across various mediums, from graphic design to architecture.



Analyzing Aesthetics as per laws of Design Principles

- Whether creating a logo, website, poster, or product, understanding the laws of design principles empowers designers to create compelling and impactful experiences that resonate with audiences on an emotional and cognitive level.

- When analyzing aesthetics according to the laws of design principles, several factors come into play. Here are some key considerations:
 1. Alignment
 2. Spacing
 3. Lighting & Shadows



Analyzing Aesthetics as per laws of Design Principles

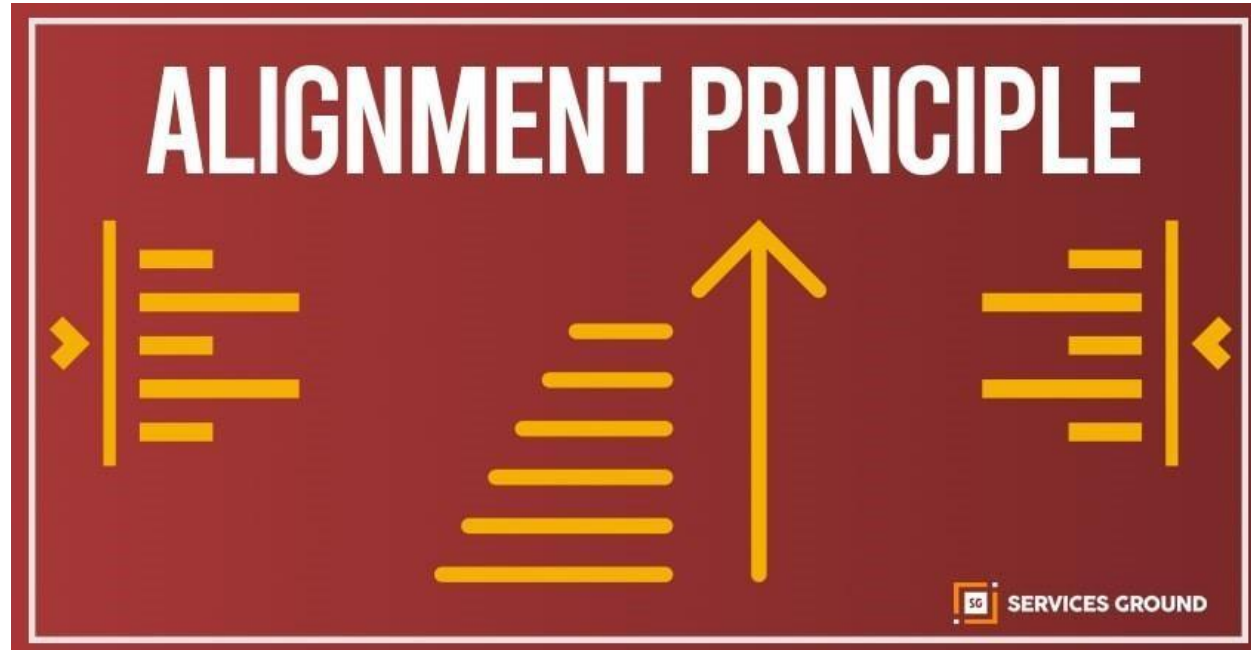
1. Alignment

- Placing components in relation to one another or a common axis is known as alignment.
- Consistent alignment, whether it be justified, left, right, or center, establishes rhythm and order in the visual representation.
- The general appearance and readability of the design are improved when elements are aligned along shared edges or axes.
- Consistent alignment creates a sense of order and professionalism in a design.
- Alignment affects the flow of visual information within a design.
- Analyzing aesthetics through the principles of design alignment involves understanding how the arrangement and positioning of elements contribute to visual harmony, coherence, and appeal.
- Proper alignment contributes to visual balance by distributing visual weight evenly throughout the design.



Analyzing Aesthetics as per laws of Design Principles

Diagram for Alignment:





Analyzing Aesthetics as per laws of Design Principles

2. Spacing

- Using space effectively in logo designs, catalogues, and reports will lead to an engagement with a client's imagination.
- When a client's imagination is engaged it makes them more likely to connect with the meaning and messaging within a design project.
- That provides the opportunity for clients to let their imagination roam freely, making connections between elements where gaps have been left
- For example, ensures that information is absorbed more effortlessly.
- Space can be used effectively to create visual hierarchy, group certain graphic design elements together or keep them separated and show clearly where sections start and finish.
- In the design of brochures, annual reports, and websites use of space allows for a less dense presentation of information.



Analyzing Aesthetics as per laws of Design Principles

3. Lighting & Shadows

- Lighting and shadows add depth and dimension to a design by creating the illusion of three-dimensionality on a two-dimensional surface.
- Properly applied lighting and shadows can make elements appear more realistic and tactile, enhancing the overall aesthetic quality of the design.
- Lighting and shadows play a crucial role in setting the mood and atmosphere of a design.
- Different lighting techniques, such as warm or cool lighting, soft or harsh shadows, can evoke various emotions and create different visual experiences for the viewer.
- For example, warm, soft lighting may create a cozy and inviting atmosphere, while cool, which also improves the design's overall aesthetic appeal.
- Lighting and shadows help to convey the texture and surface detail of objects within a design



Analyzing Aesthetics as per laws of Design Principles

Diagram for Lighting & Shadows:



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Analyzing Aesthetics as per laws of Design Principles

4. Grids

- Grid systems provide a framework for organizing content and spacing elements within a design.
- By aligning elements to a grid, designers can achieve visual harmony, consistency, and balance.
- Grid-based layouts help maintain orderly spacing and create a structured aesthetic.
- Grids provide a structured framework for organizing content and elements within a design.
- By dividing the layout into columns and rows, grids establish a sense of order and hierarchy, enhancing the overall aesthetic quality of the design.
- Designers can improve the aesthetic clarity and readability of a design by creating obvious and intuitive visual paths for the viewer by grouping comparable items in close proximity and aligning elements to the grid.



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